



Applegreen

A PDI Case Study



Executive Overview

Industry: Convenience Retail
Size: 472 Stores
Solution: PDI Fuel Pricing Retail

Solution Overview

Through our world-class pricing engine and deep understanding of their unique business problems, we help retailers and wholesale B2B fuels marketers around the globe improve price performance and decision making. With PDI Fuel Pricing, determine the best pricing strategies for your business, optimize your profits and customize pricing rules based on trends and analytics.

Business Challenges

- Lacked a price optimization tool to ensure competitive, profitable prices at the pump
- Difficulty integrating with critical internal and external systems
- Information siloes created limited operational visibility across multi-site operation
- Needed near real-time, multi-source insights, including competitor and historical data

Price optimization solution that maximizes profitability and maintains competitive prices for customers





Collects multi-sourced data to predict price elasticity and recommend best prices



Customer Results



Realized significant time savings due to automated and centrally managed fuel pricing program



Eliminated information siloes resulting in better site-level visibility across the entire operation



Created competitive, profitable fuel pricing strategy with near real-time, data-based insights



Seamless integration with internal and external systems resulting in improved data integrity



"It's a great system that allows us to see fuel liters and margin, year on year, week on week, day on day. It's an essential part of running a fuel business."

- Applegreen