



PRICECAST Pre-Analysis

Secure & well documented decision-making!

The Purpose

The purpose of the PriceCast Pre-Analysis is to uncover the business value for operators of retail fuel stations of using PriceCast Fuel. This is achieved by dissecting the pricing process and optimizing the price setting, and thereby improving the sales margin and the volume. During the Pre-Analysis the operator will gain a comprehensive understanding of the requirements for and the implications of implementing PriceCast Fuel. The PriceCast Pre-Analysis is divided into three phases.

Setting the Scene

Phase 1 starts with aligning expectations and defining success criteria for the Pre-Analysis. Part of this is to understand the technologies behind PriceCast Fuel, the relevance and importance of data, as well as the relation between data input and data output.

Analyzing the Potential

In Phase 2 the focus is on data analysis, i.e. calculation of the potential margin and volume improvement that can be achieved by deploying PriceCast Fuel, according to the agreed success criteria. In parallel the infrastructure is prepared, and PriceCast is configured and implemented. A specific outcome of Phase 2 is the Data Analysis Report, which is presented to the partner.

Proving the Concept

Following the presentation of the results of the Data Analysis, evaluation, and alignment of the expectations for the live Pilot Test, Phase 3 starts. During this phase, the validation methods for the live Pilot Test are planned in detail, and the staff involved (e.g. Pricing Managers) is briefed on how to use PriceCast Fuel. Finally the live Pilot Test is started. Upon completion of the live Pilot Test a final PriceCast Pre-Analysis Report, including an evaluation, is presented to the partner.

The Outcome

As a result of the 3-phase PriceCast Pre-Analysis the partner will have a detailed understanding and well-documented report describing the impact that PriceCast will have on his business, the financial results, as well as internal processes, IT infrastructure and data-flow. The goal of the Pre-Analysis is, that there are no unanswered questions and no doubt about the actual value of PriceCast Fuel for the partner.

Knowing the savings, the earnings, and the costs related to purchasing and implementing PriceCast Fuel makes it easy to do an exact ROI calculation based on well-documented facts and practical experience. This is how we understand safe decision-making!