

Kalibrate Pricing is the only fuel pricing platform to combine cutting-edge machine learning and AI techniques with a profound understanding of fuel retailing to guarantee consistently agile pricing. Kalibrate Pricing is trusted by 8 of the USA's top 10 fuel retailers, and utilized in more than 70 countries across the globe.

Discover how partnering with Kalibrate Pricing can increase your profitability

Underpinned by cutting-edge science, unrivalled global capability and deep market expertise, Kalibrate Pricing has more functional depth than any other pricing product to help you meet your objectives and transform your business:

- Streamline your operational efficiencies
- Maximise your profit by achieving your volume and margin potential
- Master market volatility with precision pricing via artificial intelligence or rules-based decision making
- Confidently make better pricing decisions – and faster
- Set superior pricing strategies and execute them flawlessly from anywhere using a smartphone, tablet or desktop
- Gain control over compliance

Key Features



Scientific Optimization or Rules Based Pricing

Optimize your prices through machine learning and AI, or with our extensive rules library allowing you to dynamically evolve your pricing strategy across all market types and rapidly respond to market events and competitor changes.



Integrated Analytics

Monitor and evaluate your pricing strategies with our customized reporting and analysis tools. End-to-end visibility allows you to understand your strengths, spot opportunities and justify your decisions, as well as easily comply with legislation.



Cutting-Edge Science

Combine sophisticated data treatment with predictive modeling and intelligent optimization to maximize profitability and meet your volume targets. Apply advanced analytics to infer missing prices, create and overlay day-part demand period segmentation, discover your site and brand sensitivity rankings, and continually monitor the health of your data and models.



Point-of-Sale Integration

Automatically send new pricing decisions to your POS and digital signage in seconds, achieving maximum speed-to-value and retaining your competitive edge.

Blending artificial intelligence with human expertise

Kalibrate Pricing is more than just a market-leading product: it's a winning combination of expertise, science, and people.

Cutting-edge AI and machine learning form the basis of our software platform. This enables faster, more informed decision-making, and it guarantees consistently agile pricing – thereby minimizing the time it takes for your price changes to hit the pumps.

The platform's AI is complemented by our expert employees, who, with their vast experience in the fuel industry, offer deep pricing knowledge and valuable market insight that you won't find elsewhere. When you work with us, we become fully immersed in your business and invested in your ongoing success and improvement.

How Kalibrate Pricing delivers value

Working with Kalibrate means working with a dependable yet innovative fuel pricing expert – we function more as your decision-making partner than simply your pricing software provider.

Our empowering platform equips you with the market intelligence, the micro-local data, and the precision pricing tools that you need to make better decisions, maximize your margins, and gain real competitive advantage.

All the while, our experts work with you, providing 24 hour support and focused local knowledge that adds true value, while continuously helping you to optimize your pricing strategy.

Kalibrate Pricing

Part of the Kalibrate Decision Suite

The Kalibrate Decision Suite is a threefold solution to fuel and convenience retail success, consisting of Pricing, Planning, and Insight

[Learn more about the Kalibrate Decision Suite and what it can do for you](#)

About Kalibrate

Kalibrate's decision-making software empowers fuel and convenience retailers across the globe with the market intelligence, micro-local data, and precision pricing and planning tools they need to gain real competitive advantage. For over 25 years, Kalibrate has been the chosen decision-making partner of 300+ fuel and convenience retailers in over 70 countries. The firm is headquartered in Manchester, with local offices in Cleveland OH, Tulsa OK, Mumbai, Shanghai, Melbourne and Tokyo.

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