

Kalibrate Pricing Solutions



The most widely used fuel price optimization software for retail and dealer sites – **8 of the top 10 fuel retailers in the USA use Kalibrate.**

Kalibrate Pricing is a single fuel pricing software platform across all retail and dealer sites in a network, implemented and maintained by professionals, and backed up by deep market expertise. Kalibrate Pricing increases existing fuel margins while reducing operational costs to deliver fuel and convenience retail success.



Kalibrate Pricing modules

- ▶ **Kalibrate Retail** – Turn micro-market pricing into profits.
- ▶ **Kalibrate Dealer** – Align buyer and seller for optimum value.
- ▶ **Kalibrate Intel** – Self-service capability to explore historical data, providing the capability to continually monitor, evaluate, and improve.
- ▶ **Kalibrate Science** – Advanced scientific algorithms utilizing artificial intelligence techniques to maximize returns.
- ▶ **Kalibrate Mobile** – Price anytime with this mobile application. Use with surveyors to collect competitive prices for central pricing decisions.
- ▶ **Kalibrate Connect** – Easily integrate with point of sale and digital signage solutions to minimize the time between centralized pricing decisions and display on sign.

It's time to get ahead.

Your expert source for fuel and convenience retail intelligence, insight, and action

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Kalibrate

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Features and Functionality

Data science and optimization

Leading edge machine learning and artificial intelligence techniques that are applicable to all levels of market maturity. Advanced data authentication and cleansing, feeding day part demand segmentation modeling for incrementally superior pricing decisions.

Use decisioning rules in determining pricing tactics

Make immediate changes to your pricing strategies based on intelligence from in-product analytics. If you anticipate growing your pricing sophistication in the future, the Kalibrate platform can expand and layer further sophistication with minimal effort.

Price by exception for actionable insight

Give control to teams to automate the simpler decisions and utilize your best resources for in depth pricing analysis. Use interactive business intelligence tools within the product to inform exceptional decisions.

Automated integration and monitoring

Continually monitor the implementation of prices at each of your locations to streamline centralized pricing decisions hitting the pump.

Mobile and responsive surveys and pricing on the go

Utilize mobile applications across desktop, tablet, and phone to facilitate working in the field.

Productivity

An intuitive, customizable user interface enables pricing analysts to make better decisions faster.

Promotional and loyalty pricing

Create and manage loyalty pricing schemes and promotional events. Closely monitor loyalty sales activity, the offset value, and the margin achieved at each active discount.

Overall profitability

Understand the impact that fuel has on store sales to understand location profiles. Adjust pricing strategies accordingly to maximize volumes and margin.

Global support

24/7 technical support. Dedicated business support with continual collaboration and market expertise help you get the most from your Kalibrate Pricing solution.

On-demand, embedded learning and development

Kalibrate University is the on-demand knowledge base that supplements Kalibrate support teams. Pricing analysts can get help quickly when needed, develop product skills, and learn about industry topics.

Quality and performance

Technical excellence leading to measured, benchmarked, quality, and high-performance software.

Secure and compliant

Externally verified and audited application security and compliance.

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