



Analyze. Decide. Do.

# ARC FUEL ANALYZER

## AN ADVANCED FUEL PRICING SOLUTION FOR CONVENIENCE STORES.

Are you a C-Store operator looking for an end-to-end fuel pricing solution?

Well, look no further. Manthan has created an advanced fuel analyzer for C-Stores that not only enables easy capture and analysis of competitive data from multiple sources, but also assists you in executing the right price, by location, by grade, to ensure you maximize your volume and profit goals. ARC Fuel Analyzer is a unique 'pricing solution' that comes with merchandise analytics for the C-store. It enables management of multi-layered data including:

- Competitor price collection, by site and grade
- Competitor pricing rules
- Pricing recommendations by site, by grade
- Pricing triggers based on competitor moves in the market

Combined with Merchandising Analytics, Fuel Analyzer will also deliver valuable insights on customer trends and identify patterns in affinity purchases with your fuel transactions. At the end of the day, ARC Fuel Analyzer helps you determine the most optimal pricing strategy to increase traffic while maximizing volume and profit objectives.

### ANALYZE. DECIDE. DO.

ARC Fuel Analyzer supports every stage of your fuel pricing process by optimizing the decision lifecycle. With its intuitive, user-friendly interfaces and ability to simulate pricing scenarios, it guides you from analysis to decision-making to execution.

#### ANALYZE

ARC Fuel Analyzer is designed to analyze competitor intelligence by enabling:

- Access to competitor fuel pricing data, driving your pricing strategy
- Visualization of competitor pricing in near real-time
- Mapping of multiple competitors at the store and grade levels, facilitating comparison of competitor pricing strategies

#### DECIDE

With the insights drawn from the data analysis, ARC Fuel Analyzer helps you to:

- Draw up a competitive pricing strategy
- Localize offerings to achieve your business objectives
- Automate pricing through intuitive, criteria-based pricing recommendations

#### DO

ARC Fuel Analyzer is unique in that it also assists you in the implementation of your pricing strategy with the aid of:

- Google Maps to visualize competitor stores in the vicinity
- Filter options to visualize stores based on price levels, location, etc.
- Pre-built KPIs to facilitate informed decision-making
- A dashboard for real-time interactive monitoring of competition



# WHY CHOOSE ARC FUEL ANALYZER?

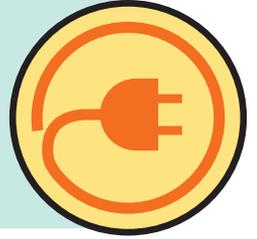


## ARCHITECTED FOR RETAIL

ARC Fuel Analyzer rests on Manthan's robust ARC business intelligence platform that is architected exclusively for retail. What's more, our ARC platform can connect with any CRM, extract the information and analyze it in different ways for you.

## SIMPLY PLUG & PLAY

To use ARC Fuel Analyzer, you will not have to hire data scientists and consultants. Instead, our portal-based user interface with its pre-built KPIs facilitates seamless fuel pricing. You can be up and running with the solution in 6-10 weeks!

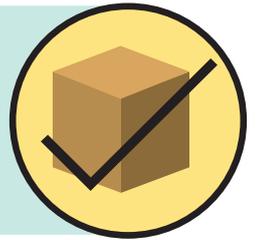


## COMPETITIVE PRICING

You can upload any competitor data accessed from multiple sources and obtain a comparative view of market trends enabling you to respond quickly. ARC Fuel Analyzer is intuitive, delivering different pricing options for any given situation.

## TOTAL SOLUTION

ARC Fuel Analyzer not only enables you to price your fuel strategically - drawing customers - it can also provide insights on competition across products, services and promotional performance. It allows you to compare or benchmark external data with your own data, arming you with a complete internal and competitive view of your stores' performance.



## LOCALIZATION

You can target stores by location to implement a specific pricing strategy or to run particular promos. To ensure easy adoption and implementation of ARC Fuel Analyzer, our analytics delivery team will be with you every step of the way, to guide you to your new fuel pricing management solution.

Now, leave behind that labor-intensive pricing process, and switch to an advanced fuel pricing and optimization suite, ARC Fuel Analyzer, only from Manthan. And stay ahead of the growth curve.

## ABOUT MANTHAN

Manthan is the Chief Analytics Officer for consumer industries worldwide. Manthan's portfolio of analytics products and solutions are architected with deep industry specificity, bringing together analytics, technology and industry practices to evolve sophisticated, yet intuitive analytical capability. Over the past few years, Manthan's analytics competence has helped us provide solutions to over 120 leading retailers across 19 countries. At Manthan, we understand the retailer and his issues. Visit [www.manthan.com](http://www.manthan.com).



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