

CONTROL YOUR

FORECAST

EXPLORE THE POSSIBILITIES WITH CAPSPIRE

M A K E I T

H A P P E N

FUEL MARKETING

ROAD MAP

TWENTY TWENTY-ONE



VISIT [CAPSPIRE.COM](https://www.capspire.com)

OR OPEN NOW



STRATEGIC

SOLUTIONS

REAL SOLUTIONS FOR EVERYDAY FUEL MARKETERS

FOR REAL(LY) STRATEGIC

OPTIMIZE YOUR SUPPLY CHAIN
FROM REFINERY TO TERMINAL.
STREAMLINE YOUR RELATIONSHIP
WITH CUSTOMERS. REPORT AND
ANALYZE PNL AND INVENTORY.

We draw from our intricate knowledge
of the fuel marketing industry's
technology and processes to help bring
your vision to life.

YOUR NEXT STEP STARTS HERE.

WIN

[0 1]

P L A N

[0 2]

A S S E S S

[04]

OPTIMIZE



[03]

ROLL
OUT

OR THERE.

No matter where you are in your journey, our expertise can propel you forward. And it all starts with identifying your strategic technology road map through our four stage process.

[01] PLAN

BUSINESS STRATEGY/ TECHNOLOGY ROAD MAP

Success starts with a plan...you can't know where you'll end up unless you know where you're going. We're thinkers, and we know the landscape well enough to make sure you're equipped to get where you want to go. We can help you choose the best technology and processes based on your industry, business model, culture, and growth.

[02] ASSESS

SYSTEM SELECTION

With so many options available, trying to choose the right one for your business can be a challenge. That's where we come in: Equipped with current industry insights for c-stores, we leverage our efficient, cutting-edge approach to be your best partner. Together, we'll determine which system will streamline your process - and maximize your success.

ト
エ
ウ



MAXIMIZE

VALUE



REPORT UP



[03]

ROLL OUT

IMPLEMENTATION AND CHANGE MANAGEMENT

Once the plan is in place, you can implement technology that executes it to perfection. We'll help with modeling and making sure you have an understanding of what your system can do. We know you need to trust the system and the data output from it, and we can set up checkpoints along the way that make sure it's functioning healthily.

RESULTS

[04]

OPTIMIZE

DIGITAL ANALYTICS

So you've got data you trust? That's great, but you've got to know what to do with it. We can take your business to the next level by showing you how to use the data from your systems to provide maximum value with minimum investment. We can help you find the right tools to streamline the process and explain your analytics to high-level management.

WE'VE BUILT A REPUTATION AMONG FUEL MARKETERS BY:

UNPARALLELED TRUST



- + TRANSFORMING TECHNOLOGIES**
- + DEFINING AND MAPPING OUT GOALS**
- + PROVIDING RESULTS-DRIVEN CONSULTING**
- + INCREASING MARGINS**
- + DECREASING SUPPLY AND TRANSPORTATION COSTS**
- + STRUCTURING SEAMLESS ROLLOUTS**
- + IDENTIFYING MAJOR OPPORTUNITIES**
- + LEVERAGING YEARS OF DIRECT FUEL MARKETING EXPERIENCE**

WE YIELD THE KIND OF RESULTS THAT
TURN CLIENTS INTO FANS.
WE'D LOVE TO DO THE SAME FOR YOU.

888.532.2815

INFO@CAPSPIRE.COM



SEIZE YOUR FULL POTENTIAL

MAY // 2021

FUEL MARKETING

ROAD MAP