



## OPIS MarginPro

### Get greater insight into profit margins for fuel retailers

OPIS MarginPro is an online tool for in-depth analysis of retail fuel profitability in any market.

#### WHO WE HELP

Retailers

Wholesalers &  
Jobbers

Traders

Financial  
Institutions

#### COMMODITIES

Gasoline

#### MARKET SEGMENT

Retail

#### Market Challenge

In the retail fuel market, margin is the amount of money made on each gallon of fuel sold. Profits are typically less than 25 cents per gallon. Only a few cents can make a massive difference to a retailer's bottom line, and change an average business into a thriving one – or vice versa. The ability to benchmark margin performance is essential to increasing the profit on each gallon sold in competitive markets.

#### How We Help

With interactive charting and easy-to-use filters and tables, OPIS MarginPro provides a detailed look at profit margins over time for competing brands and price leaders in the retail fuel markets you identify. Gain a better understanding of competitor margins for more effective pricing.

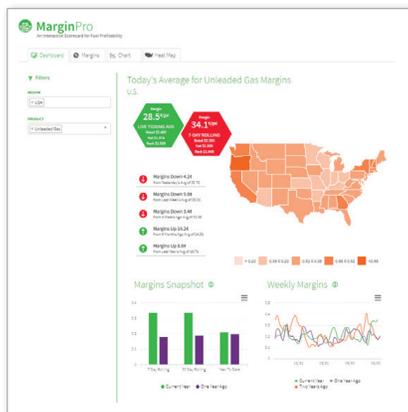
#### Benefits

- Grade your profit performance against key competitors in any region
- Discover markets ripe for expansion and avoid under-performing markets
- Enhance negotiating stance with suppliers to win price reductions equal to regional performance
- Adjust margin cost-basis for a more accurate view of profits
- Find the brands that make the most on every gallon sold
- Part of the OPIS RetailSuite and integrated with four other tools for increasing retail fuel profitability

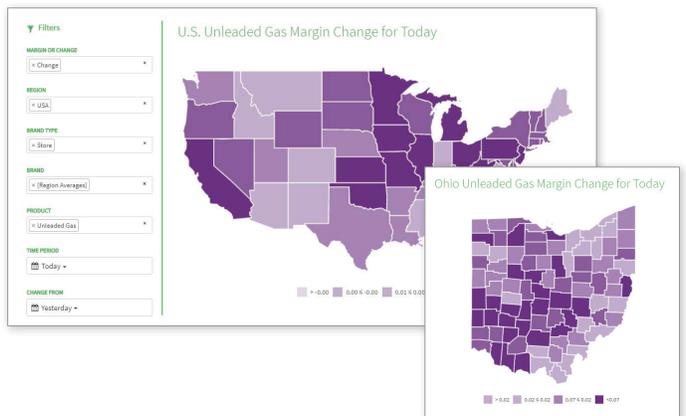
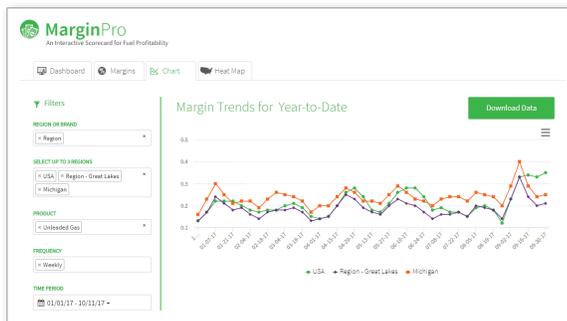
# OPIS MarginPro

## Key Feature-Benefit Overview

Key Feature	Benefit to Customer
Dashboard	<ul style="list-style-type: none"> <li>Provides a snapshot of current day and 7-day rolling margins, plus a basic heat map of current margins. Filters let you change region and product.</li> </ul>
Tables	<ul style="list-style-type: none"> <li>Sortable and exportable tables let you see margins by region or brand with flexible comparisons to see change in margins between timeframes.</li> </ul>
Charts	<ul style="list-style-type: none"> <li>Interactive and exportable charts allow for easy analysis and simple charting of images for presentation.</li> </ul>
Heat Maps	<ul style="list-style-type: none"> <li>Visualize margins by region or by brand to discover the most profitable areas. Click for more granular analysis.</li> </ul>



RANK	REGION	BASIS RETAIL ↓	BASIS COST ↓	BASIS MARGIN	COMPARISON MARGIN ↓	CHANGE ↓
1	Indiana	2.336	2.233	0.103	0.072	0.031 +
2	Montana	2.602	2.319	0.283	0.273	0.010 +
3	Arizona	2.392	2.188	0.204	0.196	0.008 +
4	Colorado	2.457	2.178	0.279	0.271	0.008 +
5	New Mexico	2.436	2.115	0.321	0.315	0.006 +
6	Mississippi	2.284	1.984	0.300	0.294	0.006 +
7	Maine	2.466	2.138	0.328	0.323	0.005 +
8	Idaho	2.723	2.455	0.268	0.265	0.003 +
9	South Carolina	2.298	1.948	0.350	0.347	0.003 +
10	Virginia	2.307	1.946	0.361	0.359	0.002 +
11	Arkansas	2.233	2.008	0.225	0.224	0.001 +
12	District of Columbia	2.728	2.022	0.716	0.715	0.001 +
13	Washington	2.940	2.405	0.535	0.534	0.001 +
14	Alabama	2.297	1.969	0.328	0.328	0.000
15	Louisiana	2.279	1.985	0.294	0.294	0.000



For a FREE trial, call 888 301 2645 or 1 301 284 2000 | email [energysales@opisnet.com](mailto:energysales@opisnet.com)