OPIS
By IHS Markit

OPIS PricePro

Track retail fuel prices and margins for local markets in real time

OPIS PricePro is a web-based tool that provides instant notification of competitor price changes to gas station and convenience store operators so they can react faster to protect margins and adjust volumes.

Market Challenge

In margin-driven local markets, fuel retailers typically determine prices through daily manual surveys, with store managers driving to other stations and recording pump prices. This "old-school" process increases liability insurance costs and distracts store personnel from focusing on operations and customer service.

How We Help

OPIS PricePro generates alerts via email or text whenever competitors change prices based on rules set by the user on a simple dashboard. Learn about price moves hours earlier than before while increasing the efficiency of store employees. Gain greater control over pricing strategy and make it more dynamic.
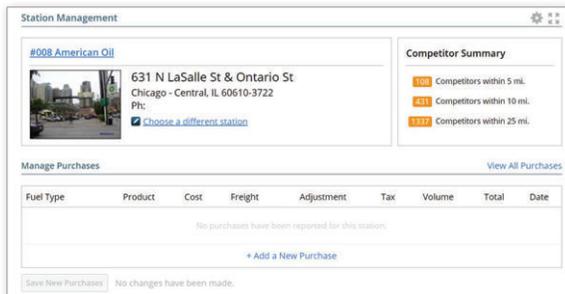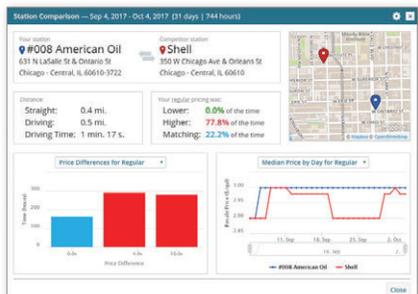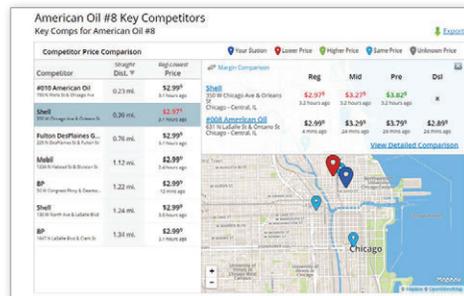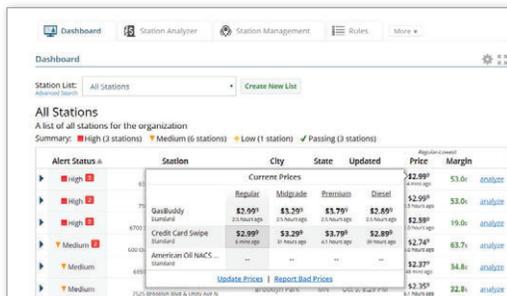
Benefits

— Access local competitor prices and margins in real time

— Set rules for store pricing vs. specific competitors

— React to instant alerts when rules are violated

— Compare competitor historical prices

— Fine-tune pricing strategies to maximize margins

— Part of the OPIS RetailSuite and integrated with four other tools for increasing retail fuel profitability

OPIS PricePro
Key Feature-Benefit Overview

Key Feature	Benefit to Customer
Dashboard	• Click on a price to show price source, time stamps, etc. Update store prices and report bad prices. Group stores into sub-lists for larger chains.
Station Analyzer	• See detailed station information. Area Price Comparisons show how your store compares to others in various geographic regions. Generate a competitor list and map pins. Get detailed comparisons and charts, including historical data.
Station Management	• Manage purchases by inputting costs or importing files for real margins. Create competitor lists.
Rules	• Create custom rules for alerts on price changes. Generate an email snapshot of your own station's prices. Receive email notification any time a new competitor opens within five miles of your locations.
Mobile App	• Monitor prices on the go, wherever you are.
Enterprise-wide Licensing	• Access for multiple users without extra fees.

For a FREE trial, call 888 301 2645 or 1 301 284 2000 | email energysales@opisnet.com