What's the Deal with Consignment?

Strategies for Streamlining Consigned Fuel Sales Through Automation

ROWLOGIC
APPS AND ANALYTICS

SG
VOICES

- Software solutions for petroleum marketers for over 30 years.

- Developed our first pricing tool in 1991.

- Now includes logistics, asset management, sales tracking, and analytics.

- Vision: full process, integrated automation with actionable real-time analytics.

What's the Deal with Consignment?

- **Grow** your consigned fuel sales by automating the entire process.

- **Align** systems and stakeholders for seamless and transparent operations.

- Accurately **notify** and bill your consigned customers immediately.
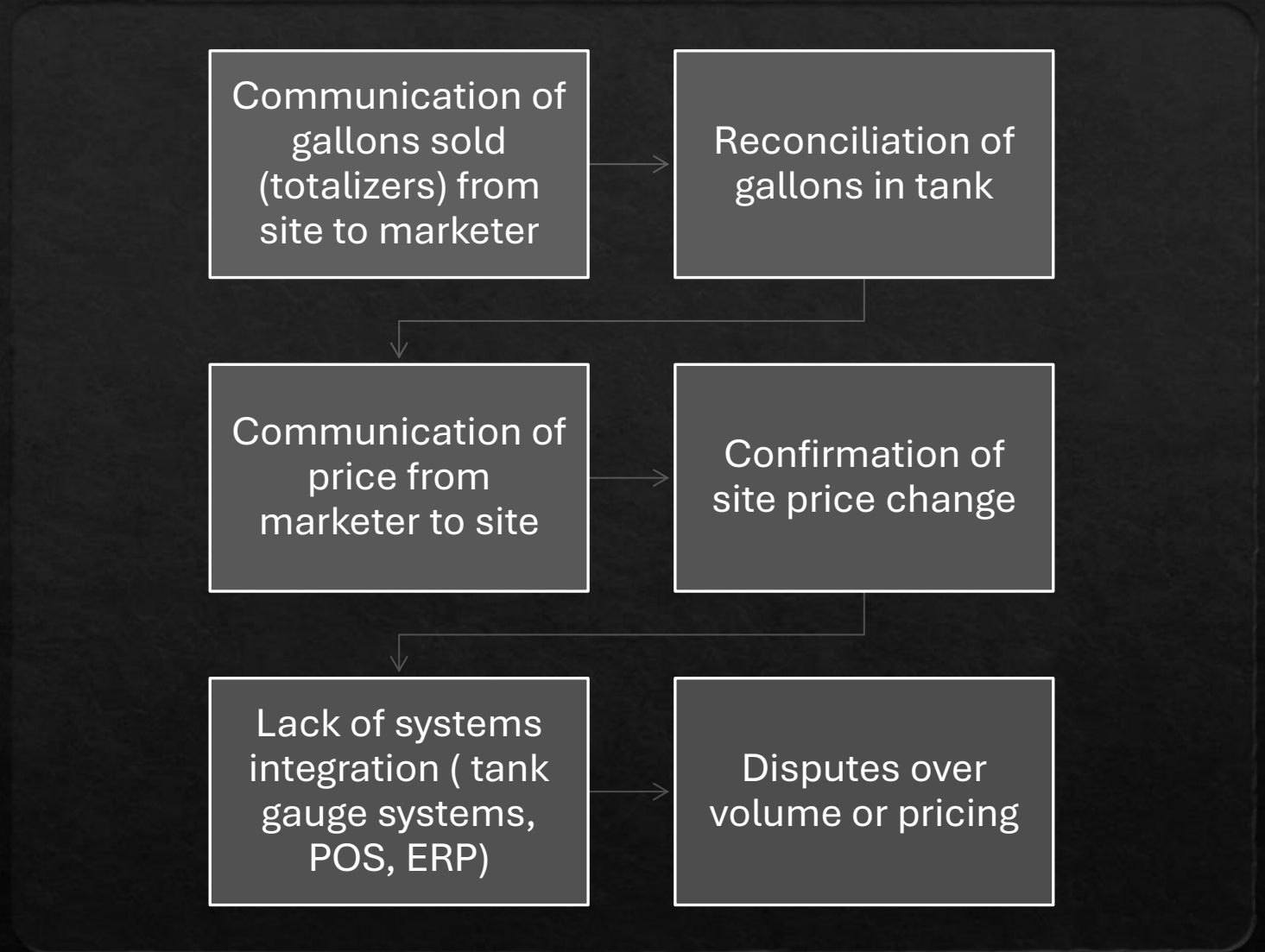
Advantages of Consignment

For Retailer/Dealer

1. No upfront capital needed for fuel inventory

2. Simplified inventory management

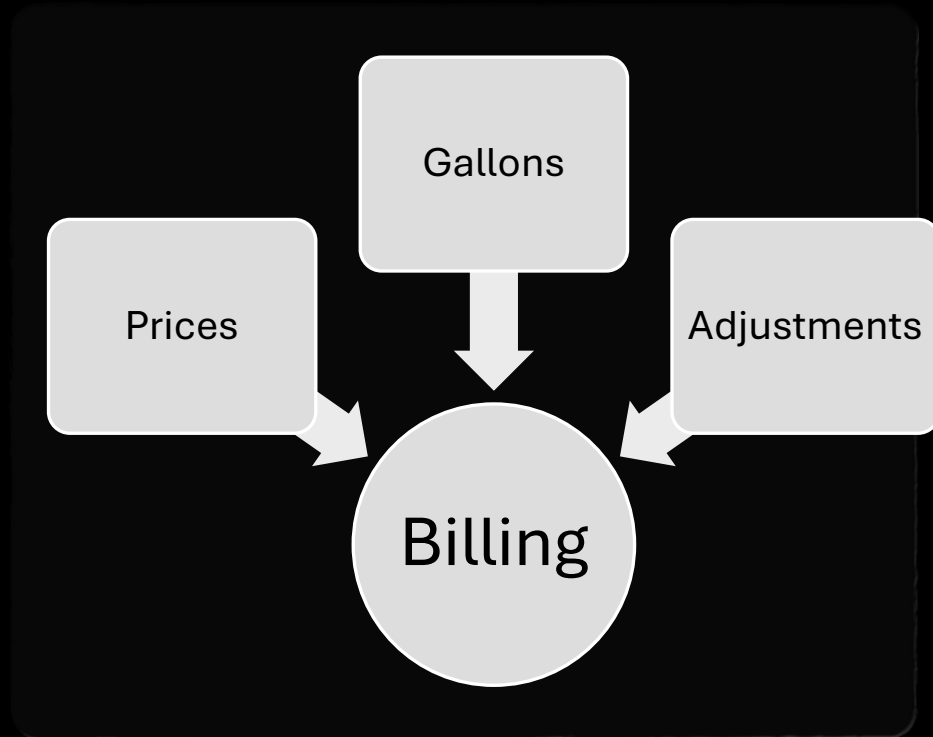3. Reduced risk

4. Transparency

For Marketer

1. Increased control over pricing and supply

2. Stronger relationships with retailers

3. Better visibility into end-customer demands

4. Leverage the market
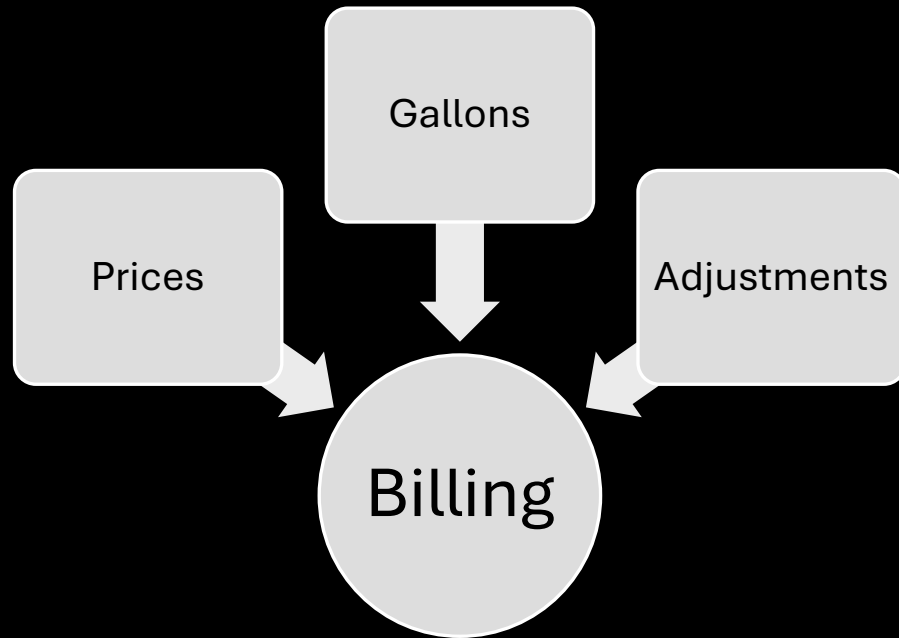
Pain Points

Communication of gallons sold (totalizers) from site to marketer → Reconciliation of gallons in tank

Communication of price from marketer to site → Confirmation of site price change

Lack of systems integration (tank gauge systems, POS, ERP) → Disputes over volume or pricing

Solution

Integrate and align systems:

- Pricing
- Tank monitoring
- Billing

Results:

Transparent and paperless system with immediate and accurate billing.

Benefits

Streamlined System Operations
Integration of pricing, tank monitoring, and billing systems simplifies processes and increases operational efficiency.
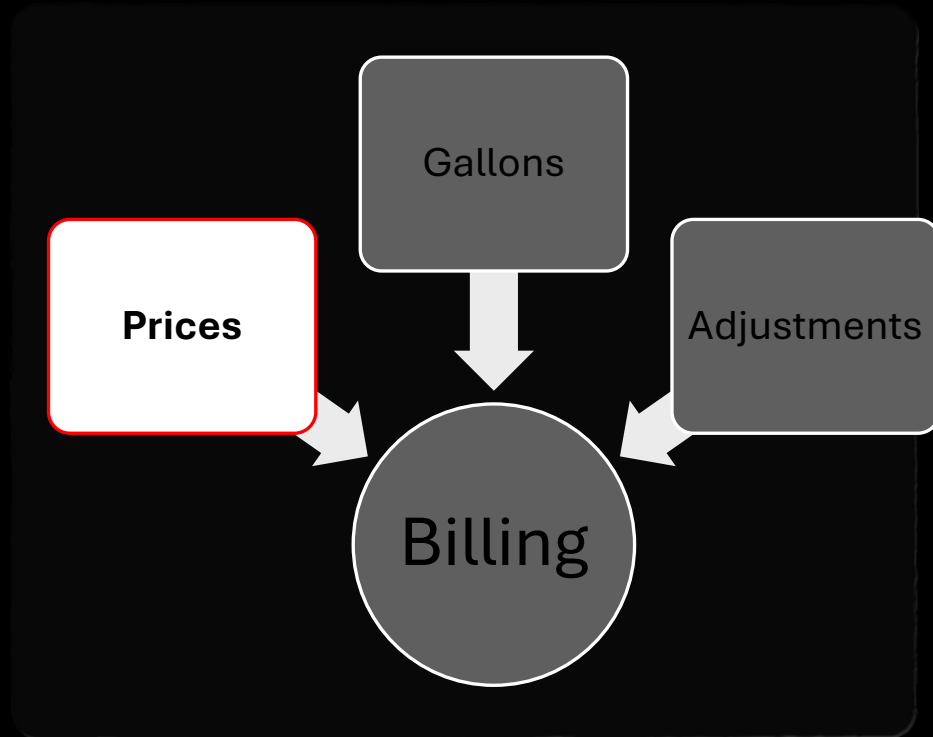
Enhanced Transparency and Accuracy
Paperless workflows and immediate, precise billing increase transparency and reduce manual errors in transactions.

Real-Time Data Synchronization
Instant synchronization across platforms ensures up-to-date information, improving accountability and customer trust.

Gallons

Prices

Adjustments

Billing

ROWLOGIC
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VOICES

Prices

Automate the price notification to the retailer/dealer.

Supplier
- Receive prices from supplier.

→

Marketer
- Configure margin, freight, and taxes.

→

Retailer
- Send prices to retailer/dealer.

Prices

Select All / None   Show / Hide Details

Johnny's Jalopy Jamboree (0004)

Show / Hide Details   Edit Profile   View Prices   View Low Terminal Summary   Add New Product   Copy Products from Another Customer

Select	Product Name	Type	Supplier	Terminal	Product	Freight	Margin	Tax	Delete
☐	87	Net of:	Exxon (B)	West	REG	40 mi. as Gasoline	$0.02500	$0.39882	Delete
☐	89	Net of:	Exxon (B)	West	MID	40 mi. as Gasoline	$0.02500	$0.39882	Delete
☐	93	Net of:	Exxon (B)	West	PREM	40 mi. as Gasoline	$0.02500	$0.39882	Delete

XYZ Distributors Prices for Johnny's Jalopy Jamboree

Product	Date	Time	Price	Freight	Tax	Total
87	2025-07-13	00:00	2.96222	0.01820	0.39882	3.37924
89	2025-07-13	00:00	3.06122	0.01820	0.39882	3.47824
93	2025-07-13	00:00	3.16022	0.01820	0.39882	3.57724

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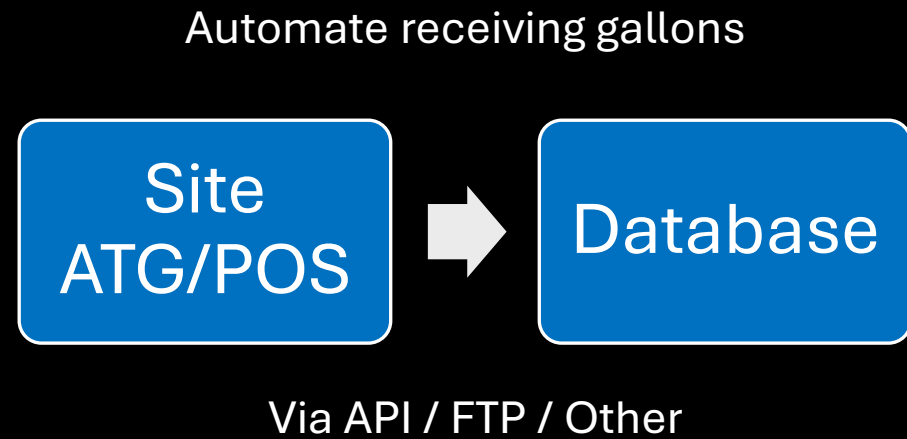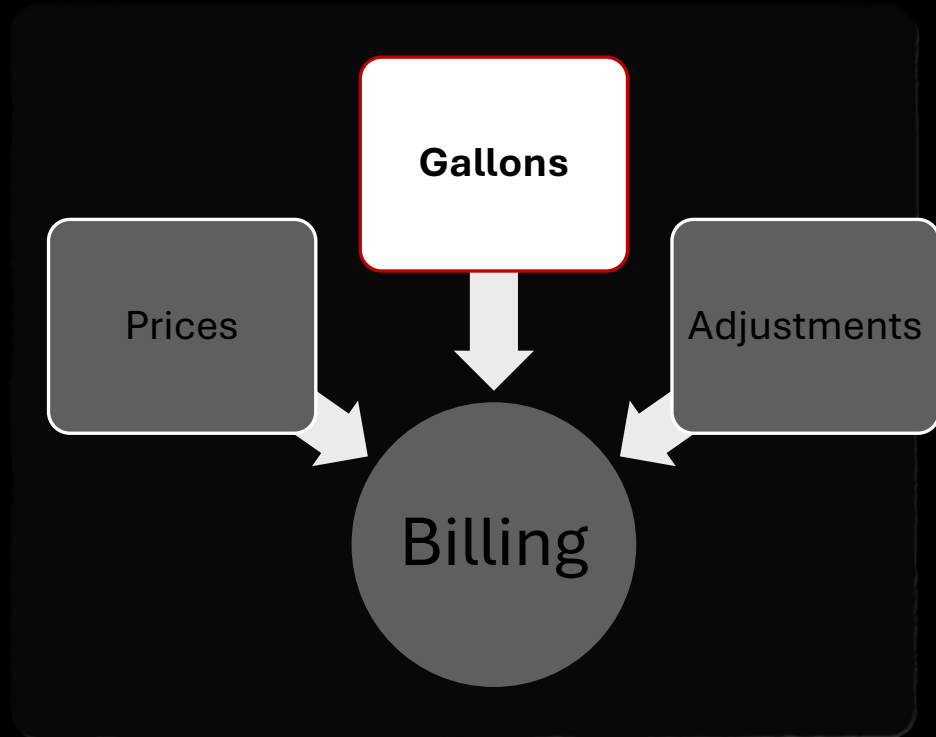
Gallons

Totalizers Johnny's Jalopy Jamboree - 7283 - B1

Add a new Totalizer

Show 10 entries   Search:

	Product Code	Business Date	Begin Date	End Date	Gallons Open	Gallons Close	Gallons Delta	Dollars Open	Dollars Close	Dollars Delta	Last Modified	Modified By
Edit | Delete	TANK93	07/01/24	06/30/24 7:37 PM	07/01/24 7:13 PM	104,744.362	105,053.035	308.673	417,542.610	418,747.860	1,205.250	03/13/25 7:43 PM	Data Import
Edit | Delete	TANK93	07/02/24	07/01/24 7:13 PM	07/02/24 7:48 PM	105,053.035	105,275.938	222.903	418,747.860	419,624.220	876.360	03/13/25 7:43 PM	Data Import
Edit | Delete	TANK93	07/03/24	07/02/24 7:48 PM	07/03/24 7:14 PM	105,275.938	105,615.304	339.366	419,624.220	420,978.460	1,354.240	03/13/25 7:43 PM	Data Import
Edit | Delete	TANK93	07/04/24	07/03/24 7:14 PM	07/04/24 6:39 PM	105,615.304	105,947.789	332.485	420,978.460	422,302.880	1,324.420	03/13/25 7:43 PM	Data Import
Edit | Delete	TANK93	07/05/24	07/04/24 6:39 PM	07/05/24 7:42 PM	105,947.789	106,220.278	272.489	422,302.880	423,388.980	1,086.100	03/13/25 7:43 PM	Data Import
Edit | Delete	TANK93	07/06/24	07/05/24 7:42 PM	07/06/24 7:34 PM	106,220.278	106,651.752	431.474	423,388.980	425,098.150	1,709.170	03/13/25 7:43 PM	Data Import
Edit | Delete	TANK93	07/07/24	07/06/24 7:34 PM	07/07/24 7:14 PM	106,651.752	106,953.900	302.148	425,098.150	426,292.410	1,194.260	03/13/25 7:43 PM	Data Import

Showing 1 to 7 of 7 entries

Previous **1** Next

Adjustments
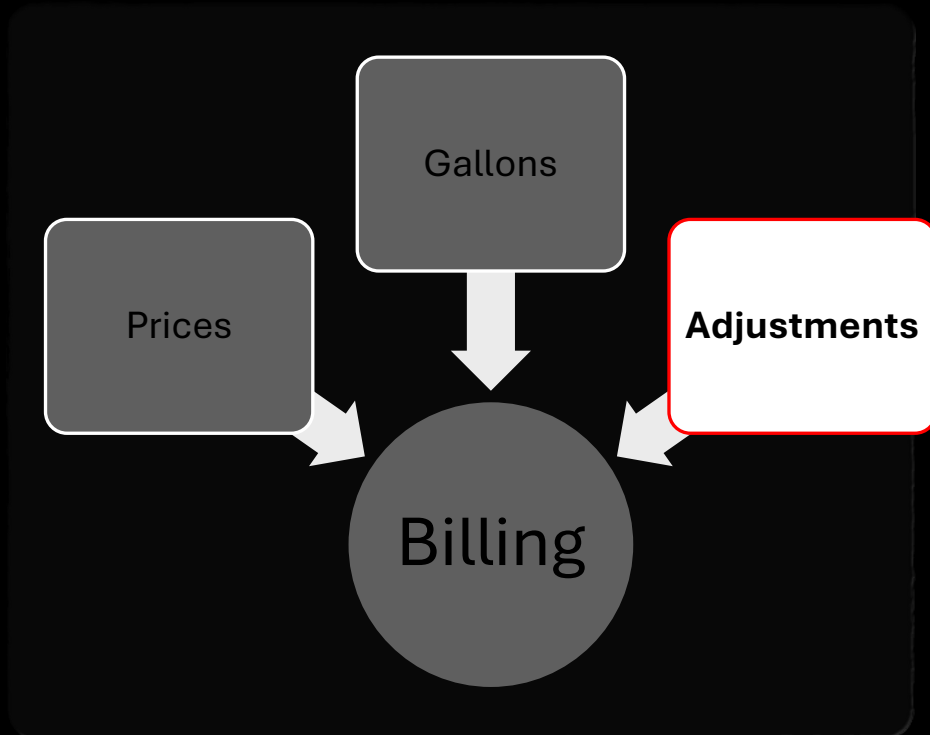
Add New Adjustment

Customer: TESTING (60260000)

Product: TANK87 (87)

Date: 7/2/24

Gallons: 15.25

Note: Pump Test

☑ Inventory is changed by this adjustment
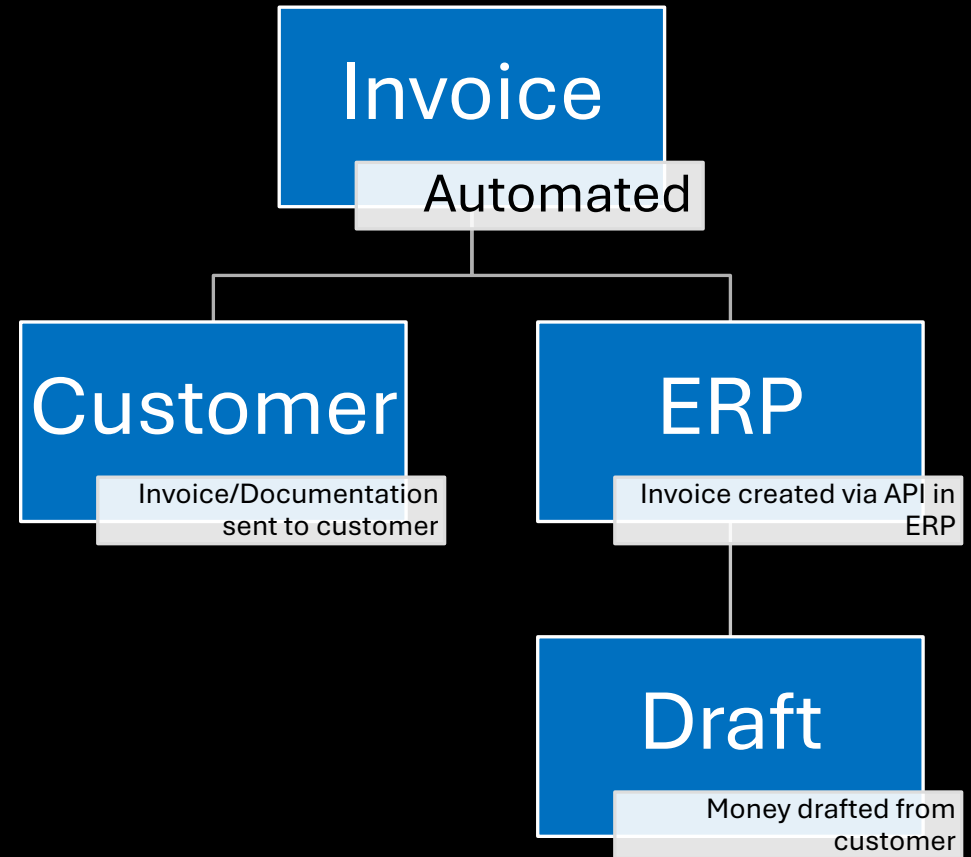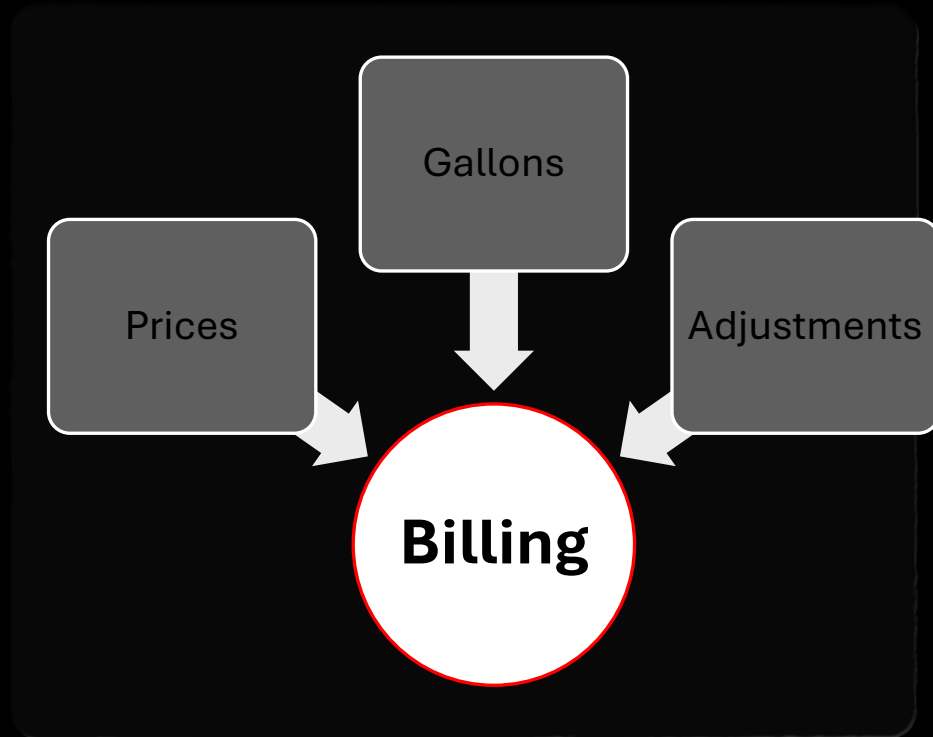
☑ Billing is changed by this adjustment

Save   Reset

Examples
- **Pump Tests**
- **Inventory Adjustments**
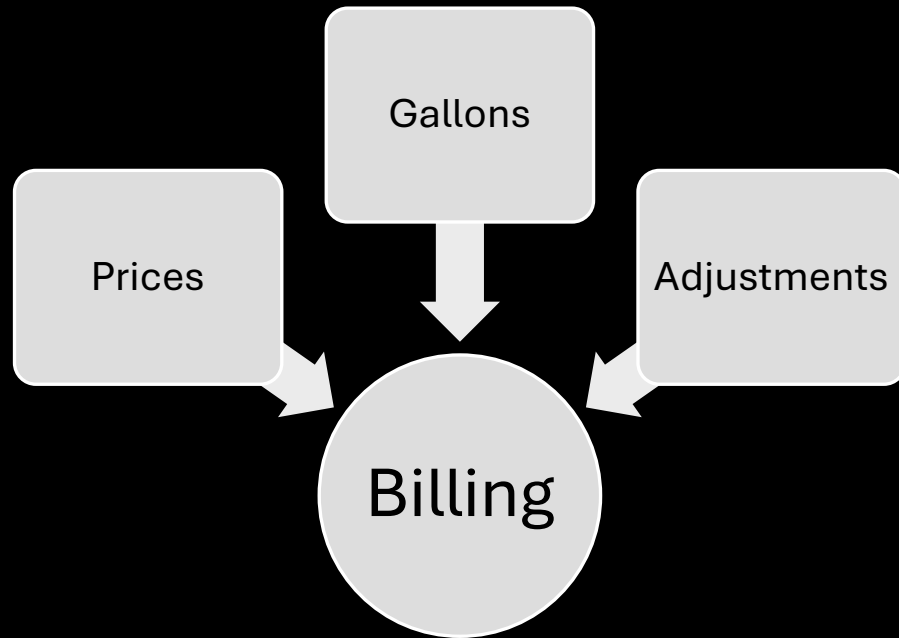- **Cardlock**

Billing

Billing

Johnny's Jalopy Jamboree (0004)

Customer Product	Acct Code	Ending Totalizer	Beginning Totalizer	Totalizer Difference	Adjustments	Invoiced Gallons	Gallons Sold	Avg Price	Tax	Freight	Total Price
87	QB	223,842.77	207,389.30	16,453.48	0	16,453.48	16,453.48	2.09014	0.39882	0.03454	41,520.35
89	QD	28,730.84	26,707.25	2,023.59	0	2,023.59	2,023.59	2.32882	0.39882	0.03454	5,589.53
93	QH	28,262.90	26,278.94	1,983.96	0	1,983.96	1,700.00	2.79214	0.39882	0.03454	6,399.26
Total											53,509.14

Date	87	89	93
6/30/2025	2.06500	2.30368	2.76700
7/1/2025	2.06800	2.30668	2.77000
7/2/2025	2.08900	2.32768	2.79100
7/3/2025	2.10600	2.34468	2.80800
7/4/2025	2.10100	2.33968	2.80300
7/5/2025	2.10100	2.33968	2.80300
7/6/2025	2.10100	2.33968	2.80300
Avg:	2.09014	2.32882	2.79214

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Integrate and align:

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- Tank monitoring
- Billing

To create: Transparent and paperless system with immediate and accurate billing.

Thank You

Johnny Bertucci

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