PriceEasy™

Boost Profit

By Making Your Retail Intelligent

The True-One Stop Solution For Retail Powered By AI

Product Brochure

See Demo Of What Top Retailers Use

(346) 553-9115

Our Enterprise Solution Is An End To End Retail Suite

- Fuel Pricing & Analytics
- Fuel Ordering
- Fuel Reconciliation
- Pricebook & Promotions
- Ordering, Receiving
- Inventory Management

- Upsell AI
- Location IQ & Site Selection
- Conversion IQ
- Merchandise IQ
- Daily Close & Accounting
- Lotto Management

Where Trillions Of Data Power Your Decisions

Fuel Pricing Data

Mobility Data

Area Fuel Margin

Customer Income

Customer Spend Profile

Vision AI

Upsell AI

Weather Forecasts

Location Intel

Daily Car Count

Car Type

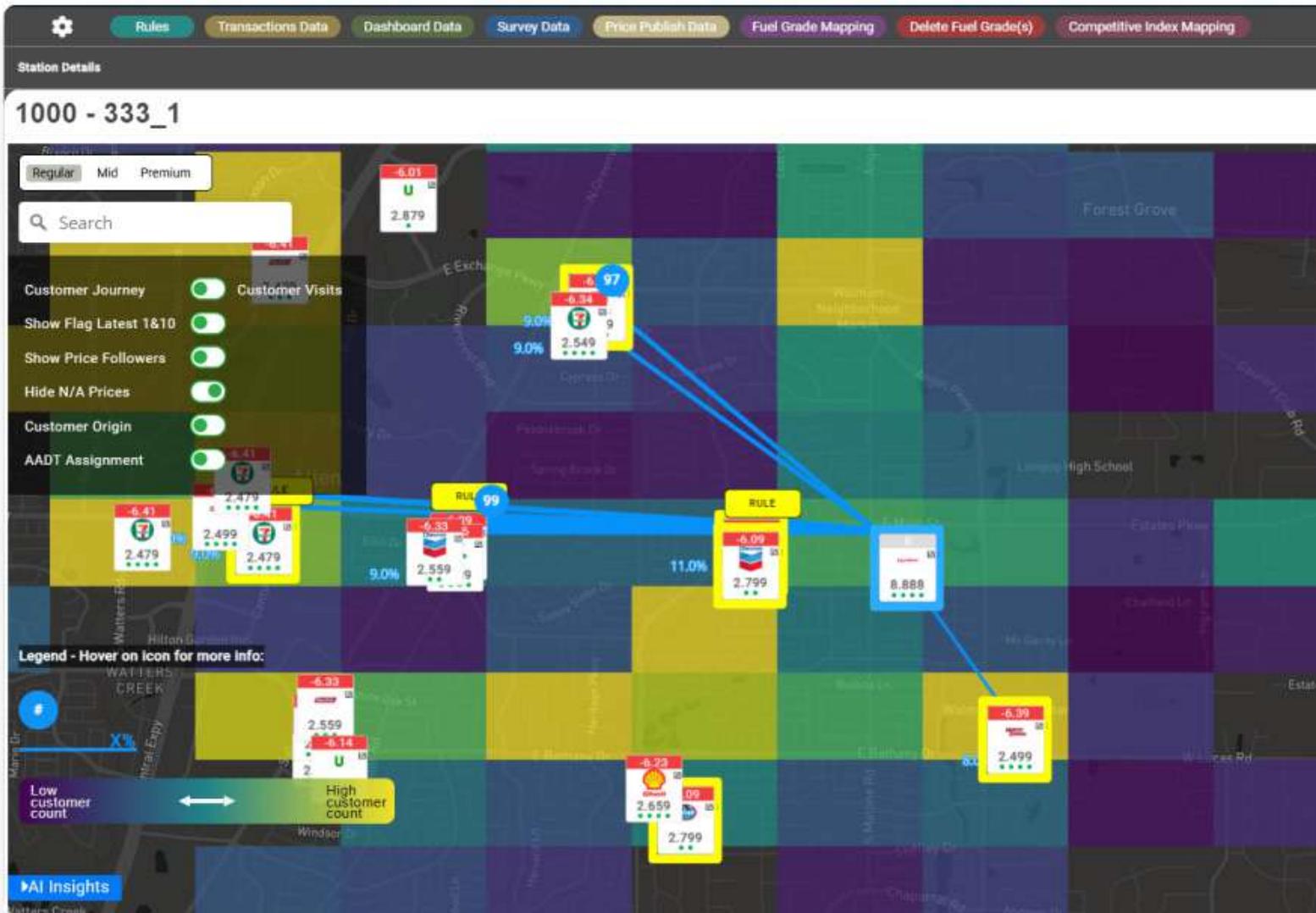Customer Demographics

Trusted by
140+ Leading Brands

Six of the World's Ten Largest Convenience Retail Chains Use PriceEasy

Backed by Major Silicon Valley VCs
+$40M Invested in PriceEasy

Fuel Pricing & Analytics

PriceEasy is the world's most advanced Gen 3 Pricing Platform with Powerful Customer & Competitor Intelligence.

Evolution Of Convenience Fuel Pricing

PriceEasy™

2005

Gen 1 Pricing
Basic Pricing
Manual Updates

2015

Gen 2 Pricing
POS Automation,
Rules, Analytics

2025

Gen 3 Pricing
Deep External Intel, AI
Integrated Fuel-Store

Fuel

- Manual price survey
- Call to update prices
- Basic Analytics

Fuel

- Unreliable Competitor Price Intelligence
- Dynamic Pricing Rules
- Software Sends Prices to POS
- Advanced Analytics
- Alerts

Fuel

- Reliable Competitor Price with AI validation
- Deep External Intel
- Intel on Competitors Pulling Your Volume
- Intel on Competitor Price Reaction
- Breakdown of customer wallet size visiting your site
- Fuel to Store AI
- Predictive Impact on Volume

Store

- Price surveys on paper
- Cost plus pricing

Store

- Price Surveys on App
- Pricebook Rules
- Software Sends Price to POS

Store

- Vision AI Price Survey
- Price Benchmarks
- AI Optimal Price Zone
- Price Perception Discovery

✦ Key Features

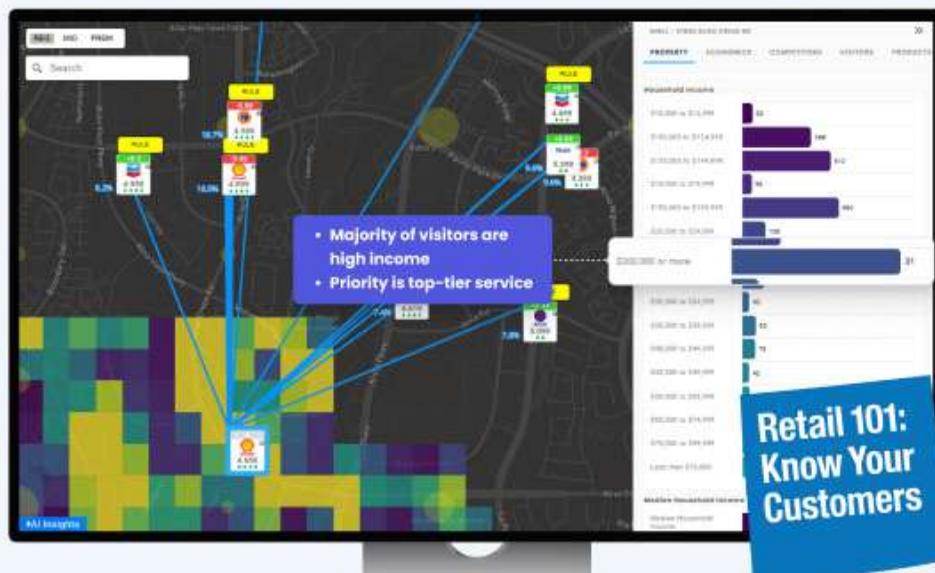|	
🔍 **Reliable Competitor Price With AI Validation**	🧺 **Intel On Where Your Customers Shop**
📊 **Know Which Competitors Are Following You**	⚖️ **Optimize Profit With Dynamic Rules**
💳 **Automated Pricing & Instant POS Publishing**	🧠 **AI Value Lift Detection To Optimize Strategies**

💡 What We Solve

Relying on intuition for pricing limits growth. PriceEasy empowers you with deep insights drawn from trillions of data points that lead to smarter fuel strategies & boost pump-to-store conversions.

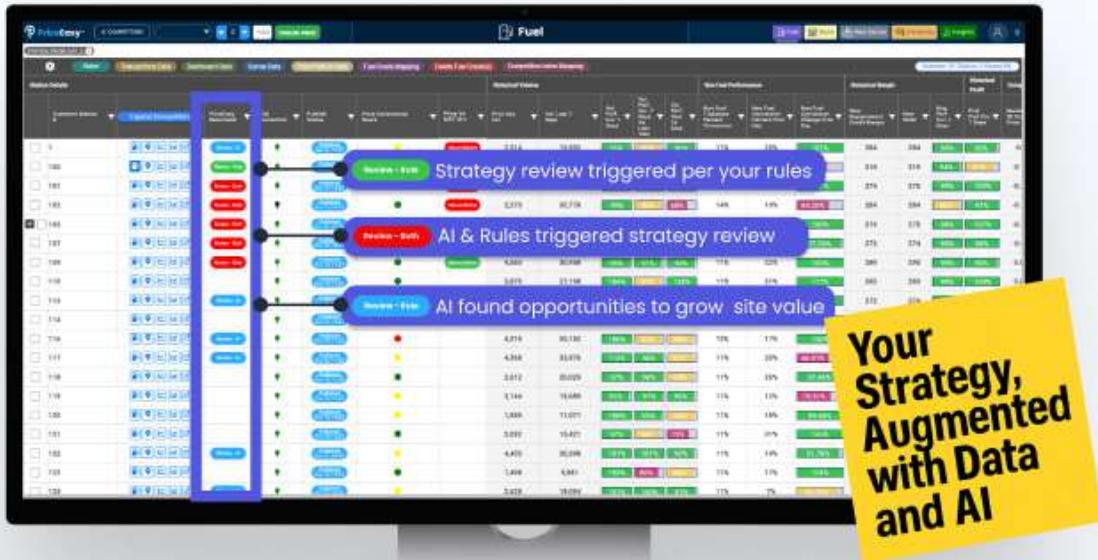## Retailers Boost Fuel Profits 5–15% By Moving To PriceEasy's Gen-3 Pricing.

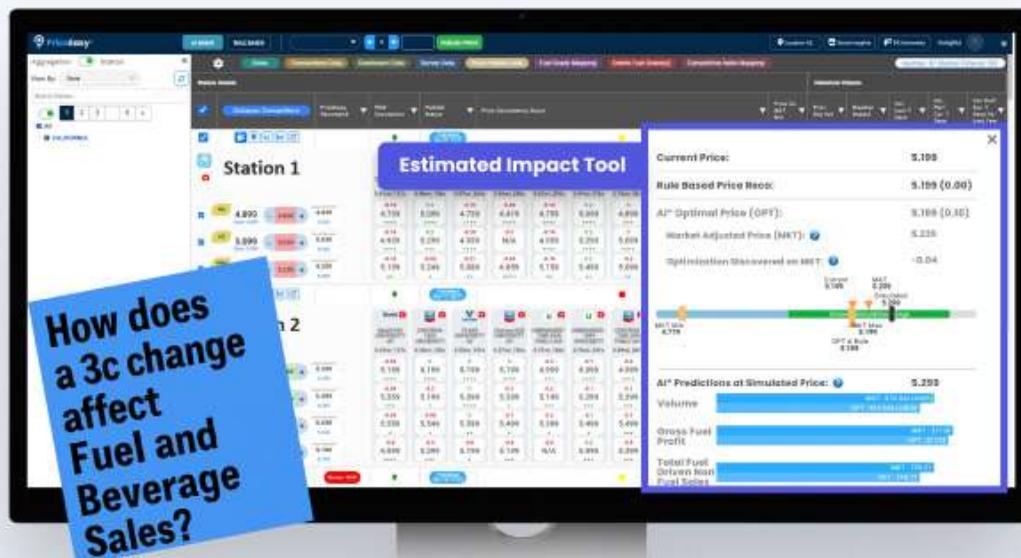# Only PriceEasy Has the Intel on **Who Is Pulling Your Volume**

Strategize Price with Facts
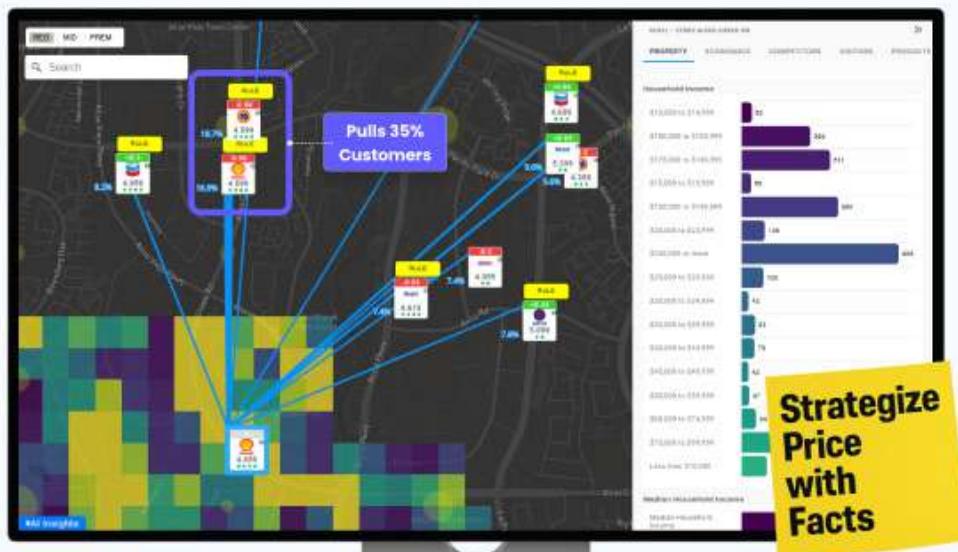
Only PriceEasy Has the Intel on **How Sensitive Your Customers Are to Price**

Retail 101: Know Your Customers

Only PriceEasy Provides **Dual Alerts**: Rule & AI Based

Strategy review triggered per your rules

AI & Rules triggered strategy review

AI found opportunities to grow site value

Your Strategy, Augmented with Data and AI

Only PriceEasy's **AI Predicts Fuel & Store Sales at Each Price**

Estimated Impact Tool

How does a 3c change affect Fuel and Beverage Sales?

PriceBook IQ

Set smarter store prices with AI by uncovering customer sensitivity, tracking competitors, & finding optimal price zones.
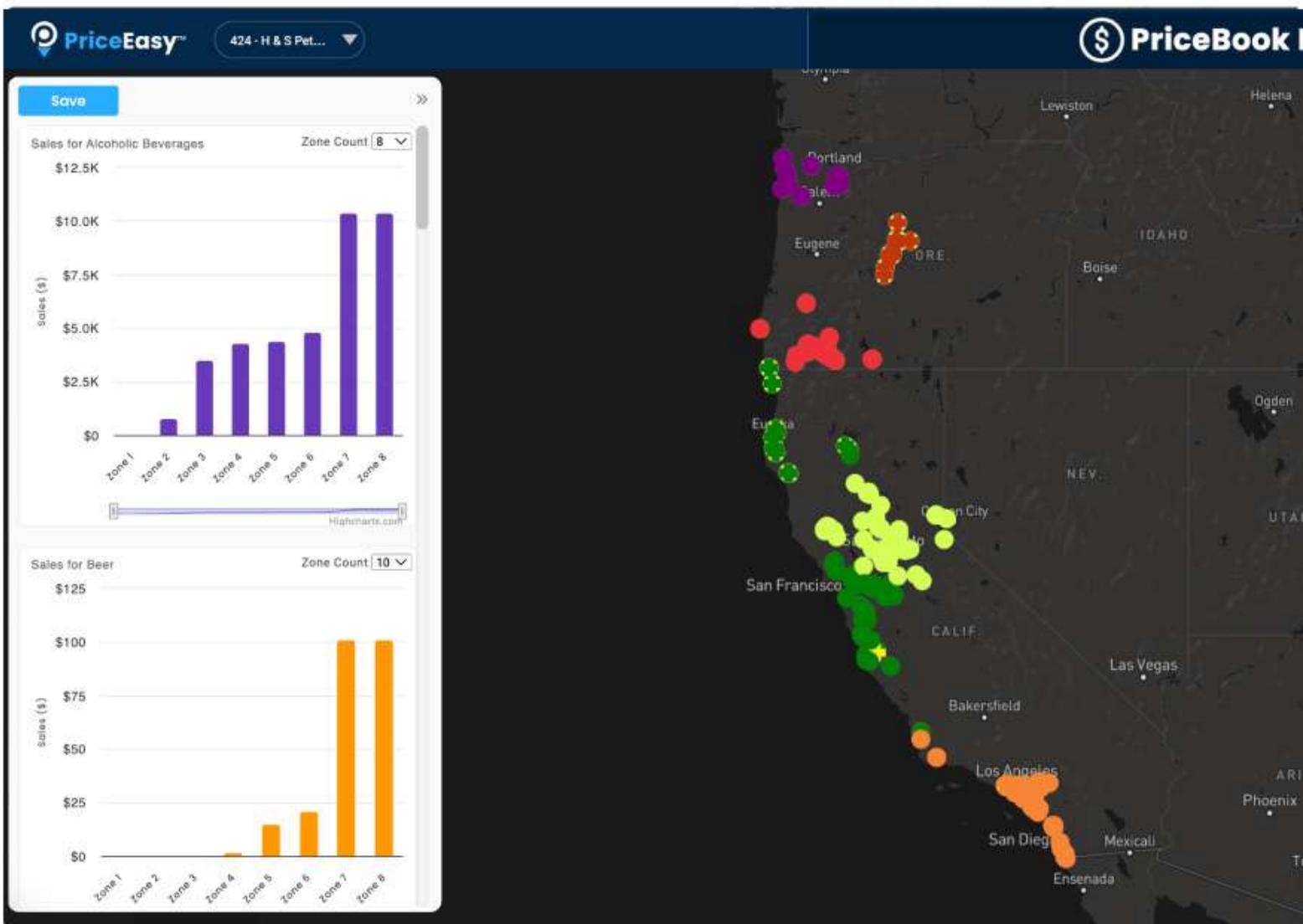
Key Features

◎ AI Pricing Zones Using Trillions Of External Data

📊 Create Dynamic Pricing Strategies

☑ Reliable Competitor Price Intelligence

☁ Bulk Updates, Imports & POS Sync

$ Create Intelligent Product Promotions

📖 Price Change Audit Trails

What We Solve

Eliminate daily repetitive price admin tasks with AI, freeing your team to focus strategically using AI powered optimal price zones, competitor intelligence, & dynamic pricing strategies.

Boost In-Store Profit By 6-10% Using AI-Powered Price Management.

Location IQ

Turns trillions of data points into powerful site intelligence, helping you identify & choose the right locations.
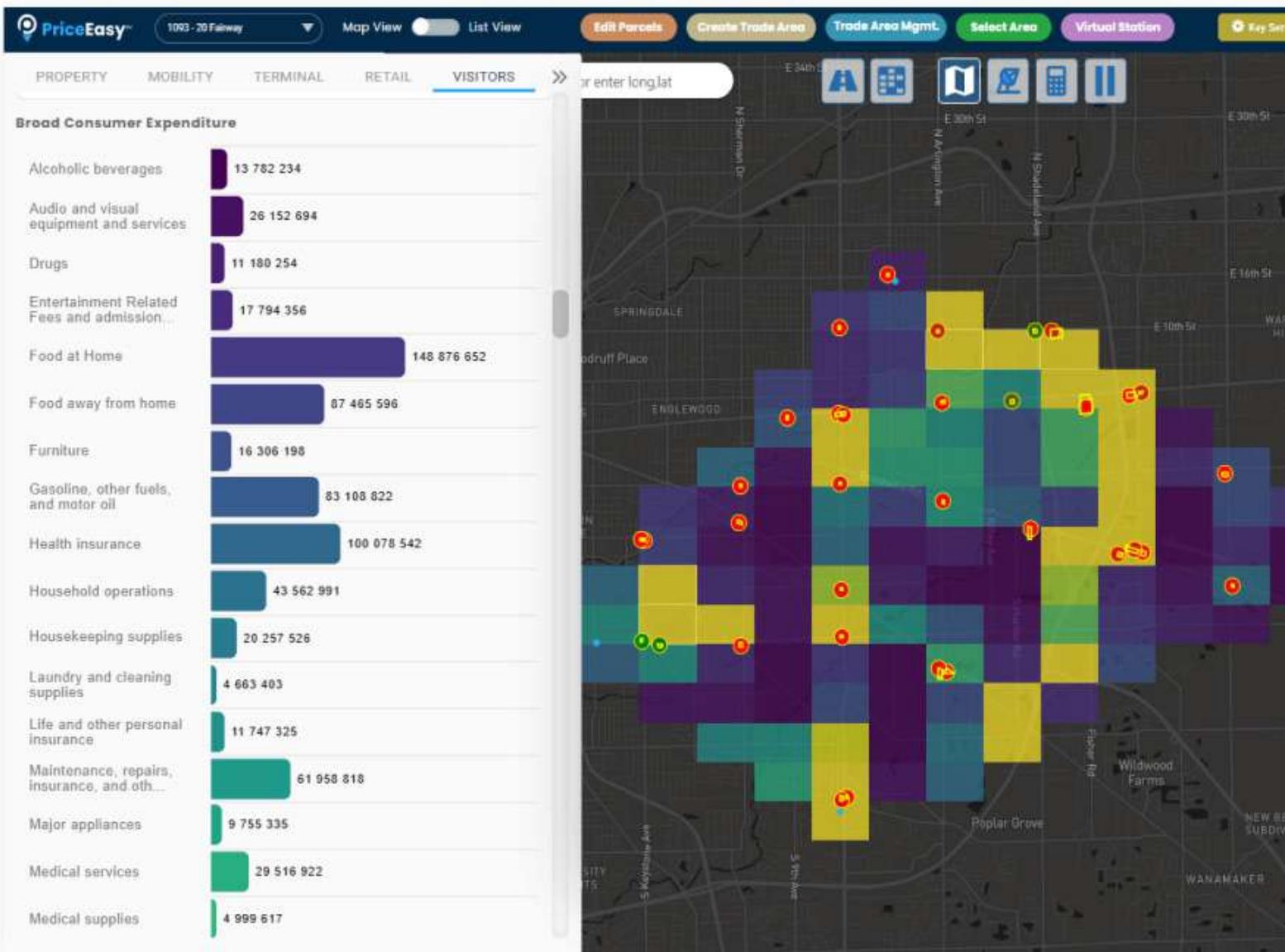
Key Features

Discover The Best Location To Build A New Site

Accurately Measures Site Traffic With Vision AI

See Daily Market Share Of Each Site

Traffic Conversion Insights

Access Customer Demographics & Behavior
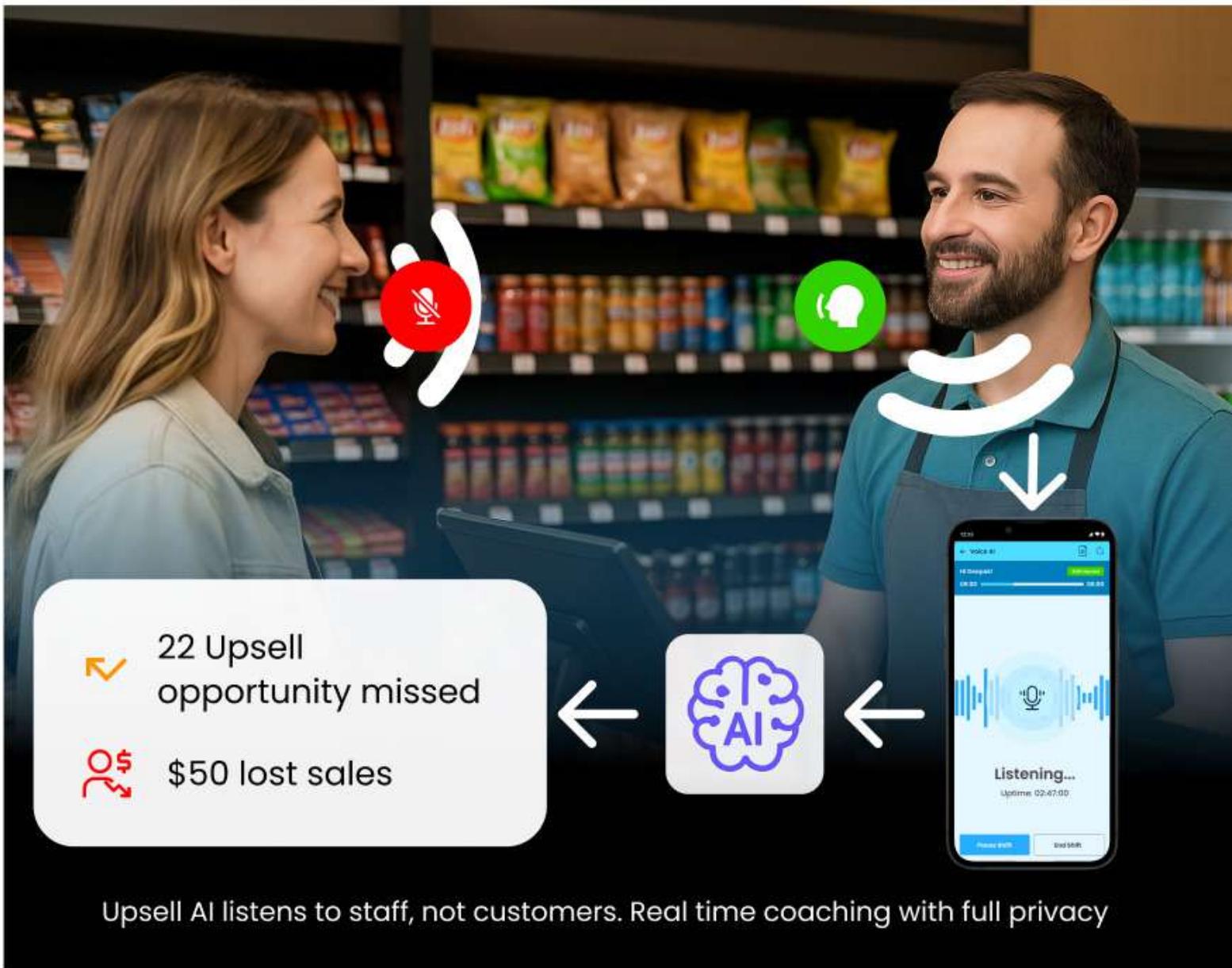
Monitor Performance Of Your Trade Areas

What We Solve

We replace costly, manual site studies with AI-powered insights using trillions of data sets, customer profiles, & Vision AI car counting to identify the best locations & maximize profitability.

Identify Top Locations Faster Than Your Competitors.

Upsell AI

Upsell AI links every transaction with promotions & loyalty, revealing missed opportunities by the cashier.

22 Upsell opportunity missed

$50 lost sales

Upsell AI listens to staff, not customers. Real time coaching with full privacy

Key Features

Analyze Staff & Customer Interactions

Benchmarks Upsell Effectiveness Of Staff

Tracks If Active Offers Were Pitched

Automated Coaching For Cashiers

Flags Unmentioned Promotions, Rewards

**Only Tool Guaranteeing Costumer Privacy**

What We Solve

Upsell AI combines promotions, loyalty, & transactions to expose missed upsell opportunities, quantifies lost revenue, & give managers actionable insights to maximize performance.

Increase Promotional Sales 30–40% While Enhancing Customer Experience.

Conversion IQ

Analyze pump-to-store journeys, optimize fuel pricing, & promote the right products to maximize total store value.

Fuel Customers
100

Store Visitors
40

Basket Sales
25

Drive higher fuel to store conversions.
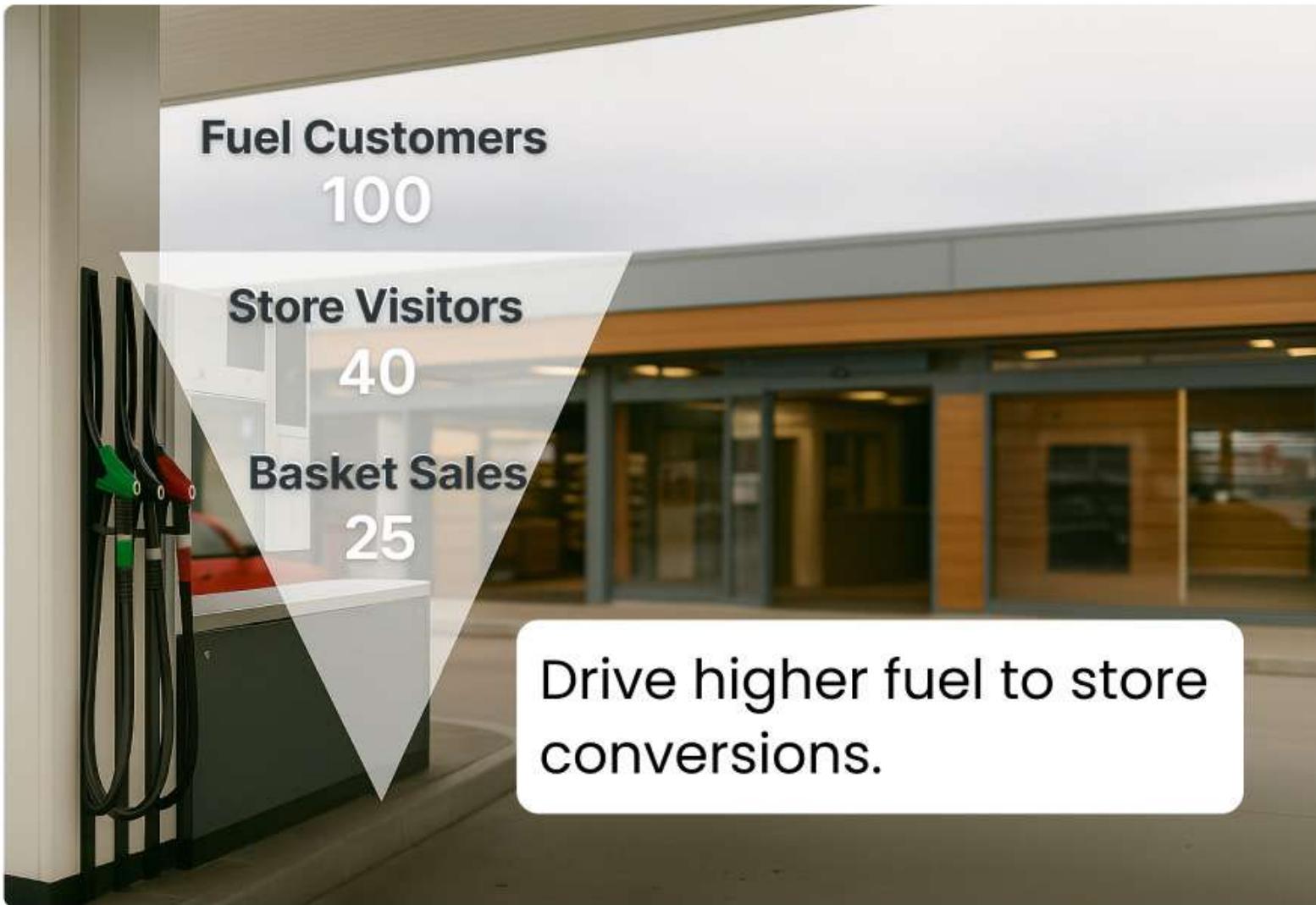
Key Features

Deep Analysis Of Customer Buying Behavior

Time-Based & Product-Based Trends

Customer Mobility Insights

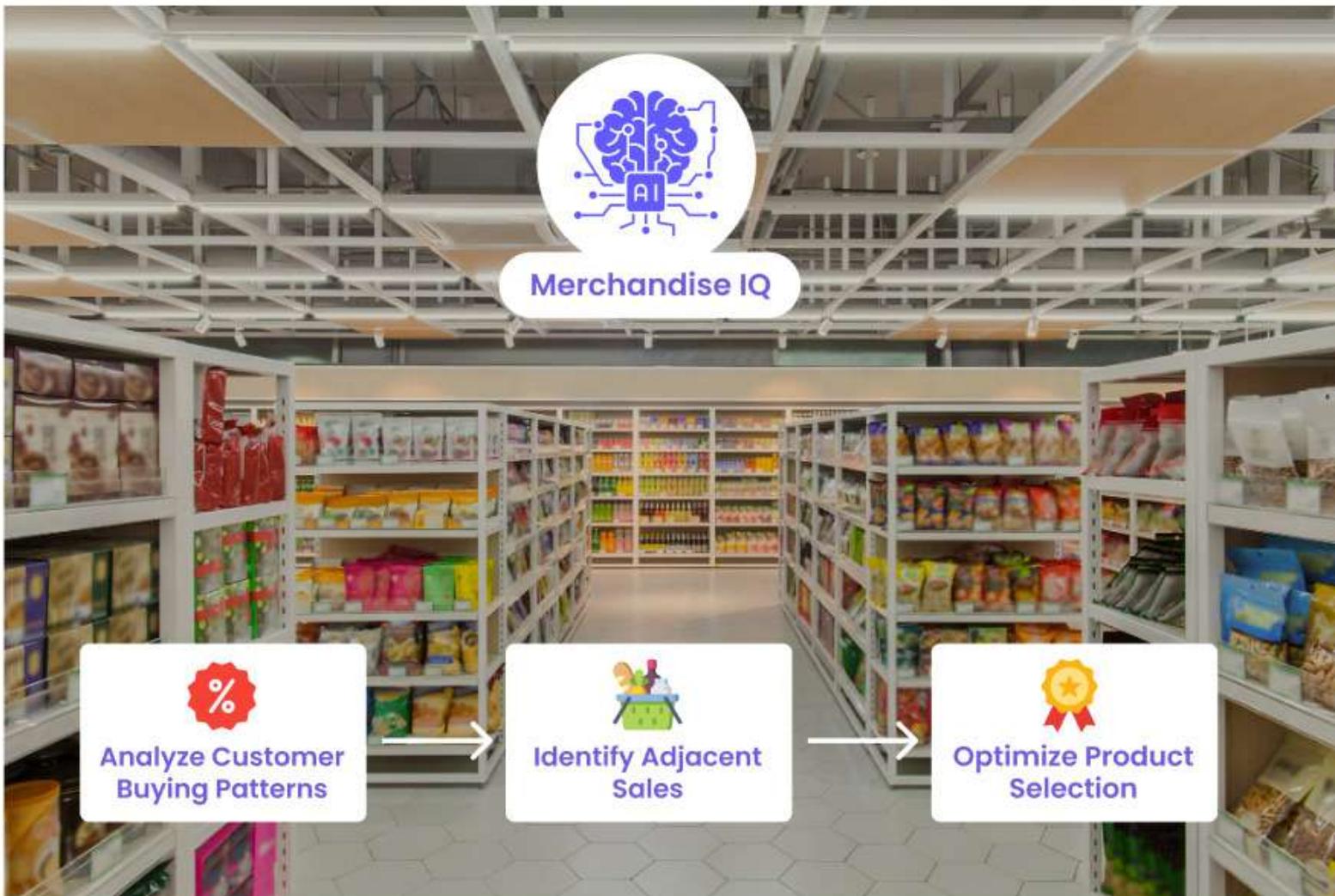**Trade Area Benchmarks**

See Conversions By Hour

What We Solve

Your current software treats fuel & store separately. Conversion IQ unifies both, showing how fuel pricing drives store traffic, which promotions convert, & how integrated strategy unlocks value.

Drive In-Store Growth With Higher Pump-To-Basket Conversions.

Merchandise IQ

Identifies products that are non-value added by analyzing sales, adjacent impact, losses, & costs to optimize shelves.

Merchandise IQ

Analyze Customer Buying Patterns → **Identify Adjacent Sales** → **Optimize Product Selection**

Key Features

$ Identify Non-Value Products On Shelves

🛒 Customer Purchase Basket Analysis

📈 Shelf Optimization Engine

📊 Product Pricing Benchmarks

🤝 Adjacent Sales Analysis

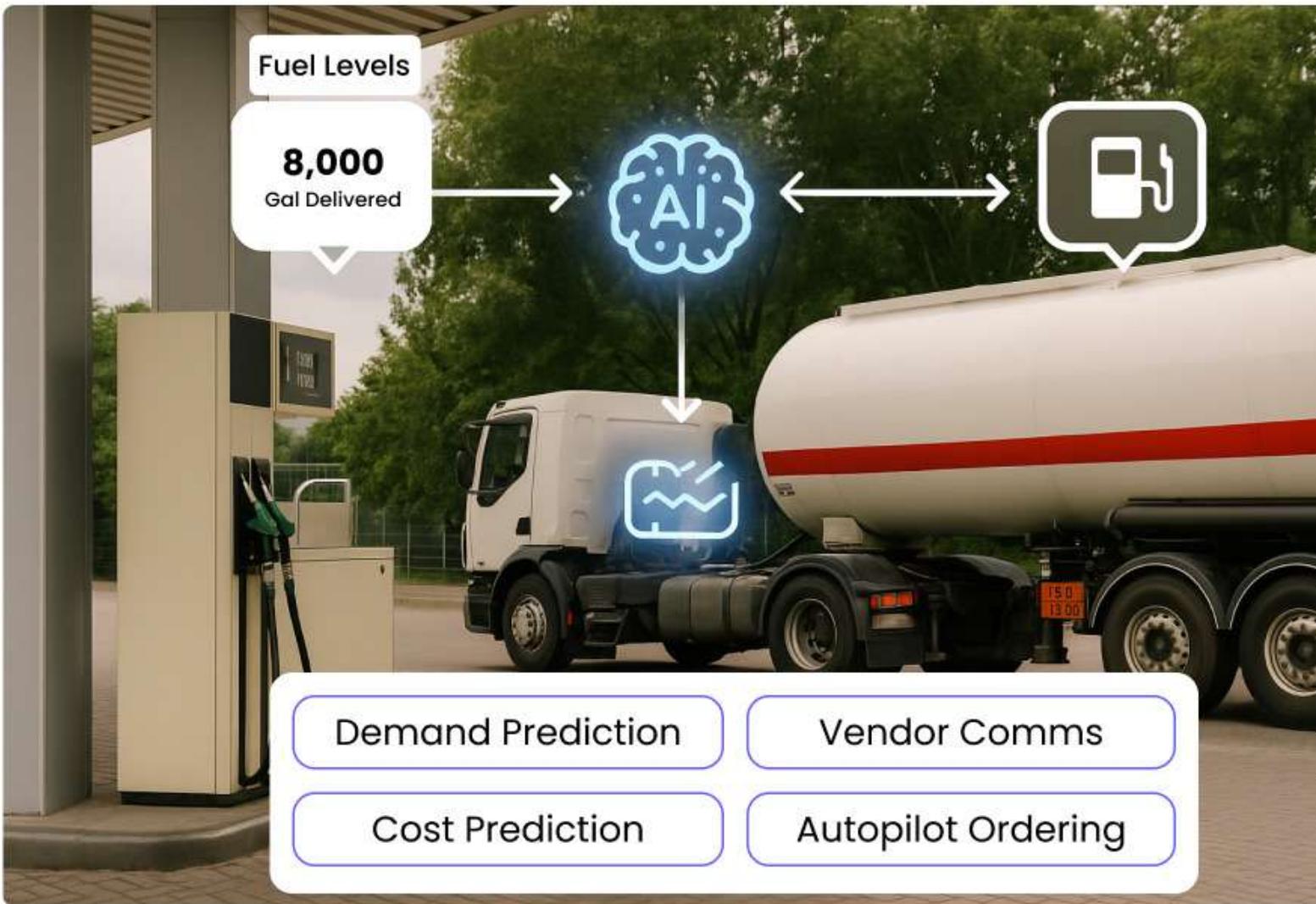**🗺** Trade Area Buying Trends

What We Solve

Merchandise IQ drives higher revenue by removing non-value products, freeing shelves for better performers. It analyzes sales, losses, & adjacent sales to optimize assortments, boost margins.

Increase In-Store Sales 8–12% By Identifying Non-Value Products.

Fuel Ordering

Predicts demand, forecasts fuel costs, & evaluates vendors. Our AI finds the smartest, lowest-cost way to meet demand.

Fuel Levels

8,000
Gal Delivered

AI

Demand Prediction

Vendor Comms

Cost Prediction

Autopilot Ordering

Key Features

|	
Predicts Fuel Demand	Automated Vendor Selection & PO
Predicts Fuel Cost Based On Spot Market	Automated Fuel Ordering & Reconciliation
Configurable Business Rules	Alerts Sites Requiring Fuel Delivery

What We Solve

Don't wait for tanks to run low! Strategize ordering to cut costs. Our AI forecasts inventory days & future fuel prices to optimize ordering at the right time.

Gain 5–6% Margin Using Predictive Intelligence For Smarter Fuel Ordering.

Store Ordering

Consolidate orders & use predictive AI to optimize timing, vendors, & quantities, freeing up your working capital.

AI conducts sales forecasting

Analyses the vendor delivery pattern

Places the order
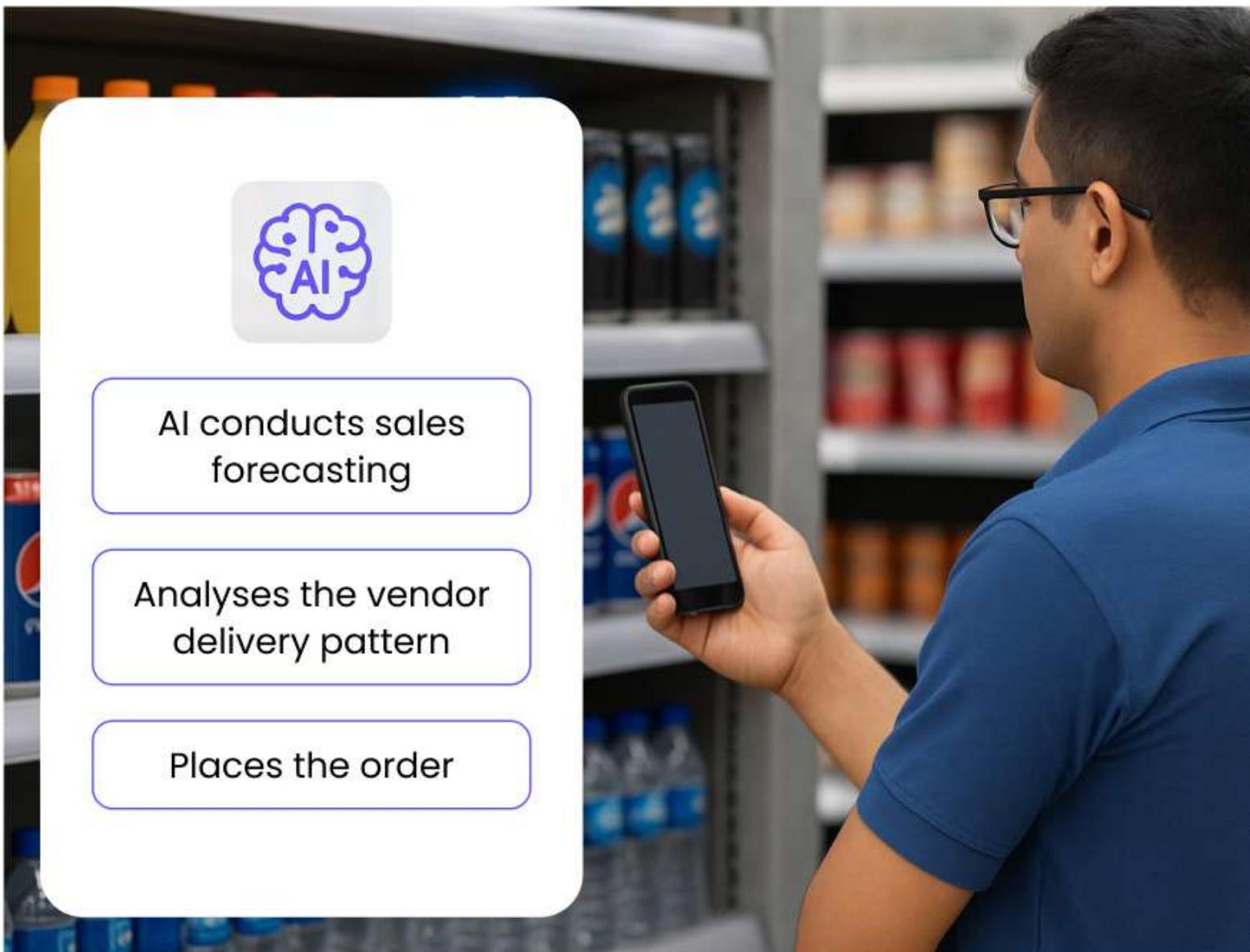
Key Features

⚙ **Manages Inventory Via Demand Sensing**

🔗 **Vendor Constraint Optimization**

🚚 **Minimizes Managers Time In Order Mgmt.**

💲 **Cost-Aware Ordering & Price Forecasting**

👥 **Multi Vendor Purchase Orders Segregation**

🧠 **Less Overstock Using Dynamic Safety Stock**

What We Solve

Imagine freeing up 20% of your working capital to invest elsewhere. PriceEasy AI reduces inventory, prevents costly stockouts, avoids overstocking, saves managers hours of work.

Remove 10–15% Working Capital By Reducing Excess Store Inventory.

Store Receiving

Automate receiving with EDI, Vision AI, & real-time discrepancy detection.

Key Features

AI Invoice Analysis & Reconciliation

Automated Discrepancy Flagging

Real-Time Inventory Updates

Vendor EDI System Integration

Simple & Effective Invoice Reconciliation

What We Solve

We minimize theft or leaks at the receiving door. Our AI scans invoices in real time, prevents vendor errors & shorting, stops theft, & eliminates manual matching to protect margins instantly.

Reduce Shrinkage & Theft Losses With Advanced AI Monitoring.

Inventory Management

Track every item with variance alerts, mobile sync, & 3-way match controls.
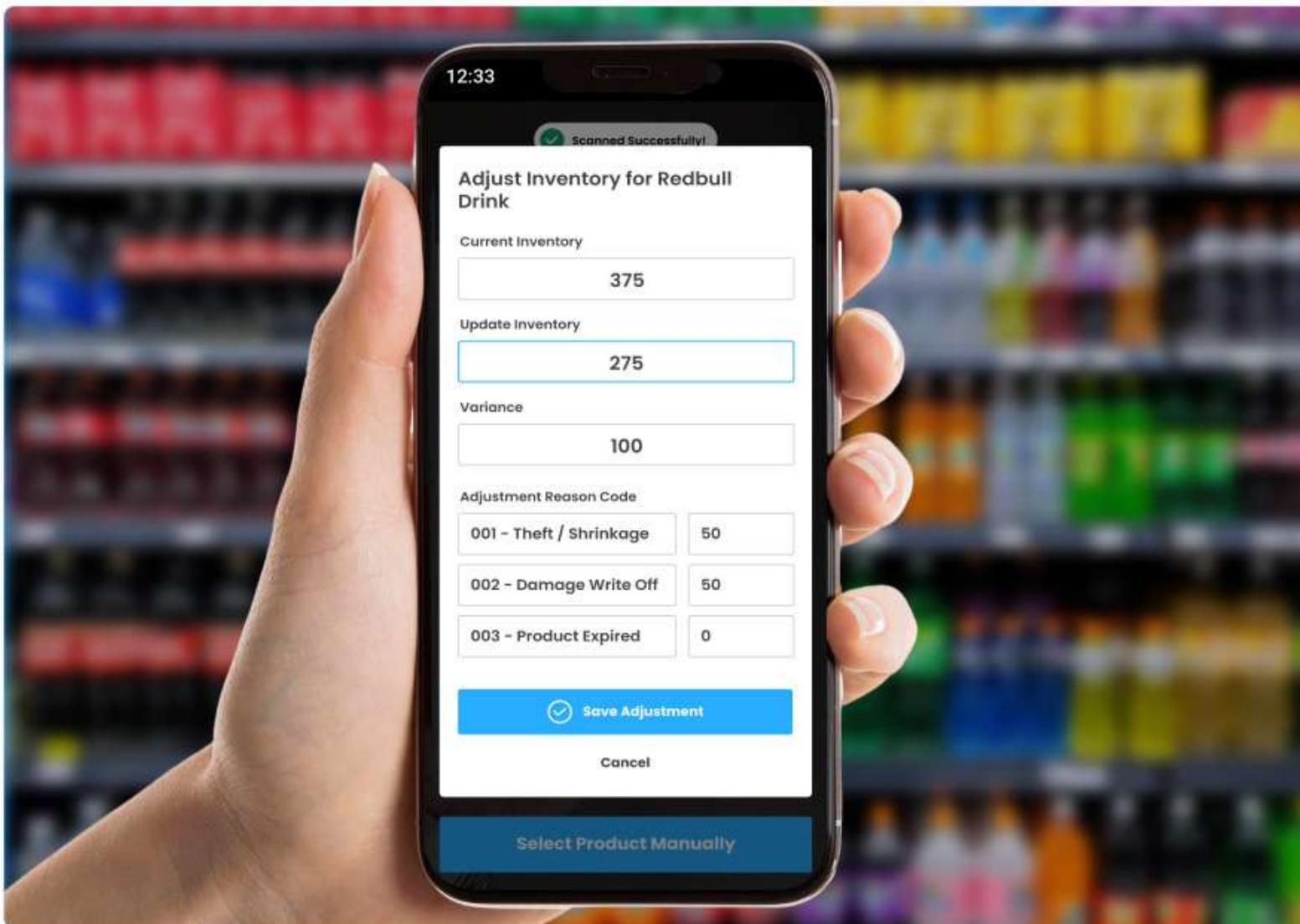
Key Features

Real-Time Inventory Dashboard

Seamless Mobile & Desktop Sync

Shrinkage & Variance Reporting

3-Way Match & Approval Workflows

Access Inventory Receive Logs

**Generate Vendor Performance Reports**

What We Solve

PriceEasy gives you full visibility & control over one of your largest assets: Inventory. Prevent losses from theft, errors, & spoilage, while reducing dead stock to free up working capital.

Streamline Inventory Control & Reduce Staff Dependence Via Vision AI.

Lottery Management

Structured workflows for error-free lottery inventory, reconciliation, & sales tracking.
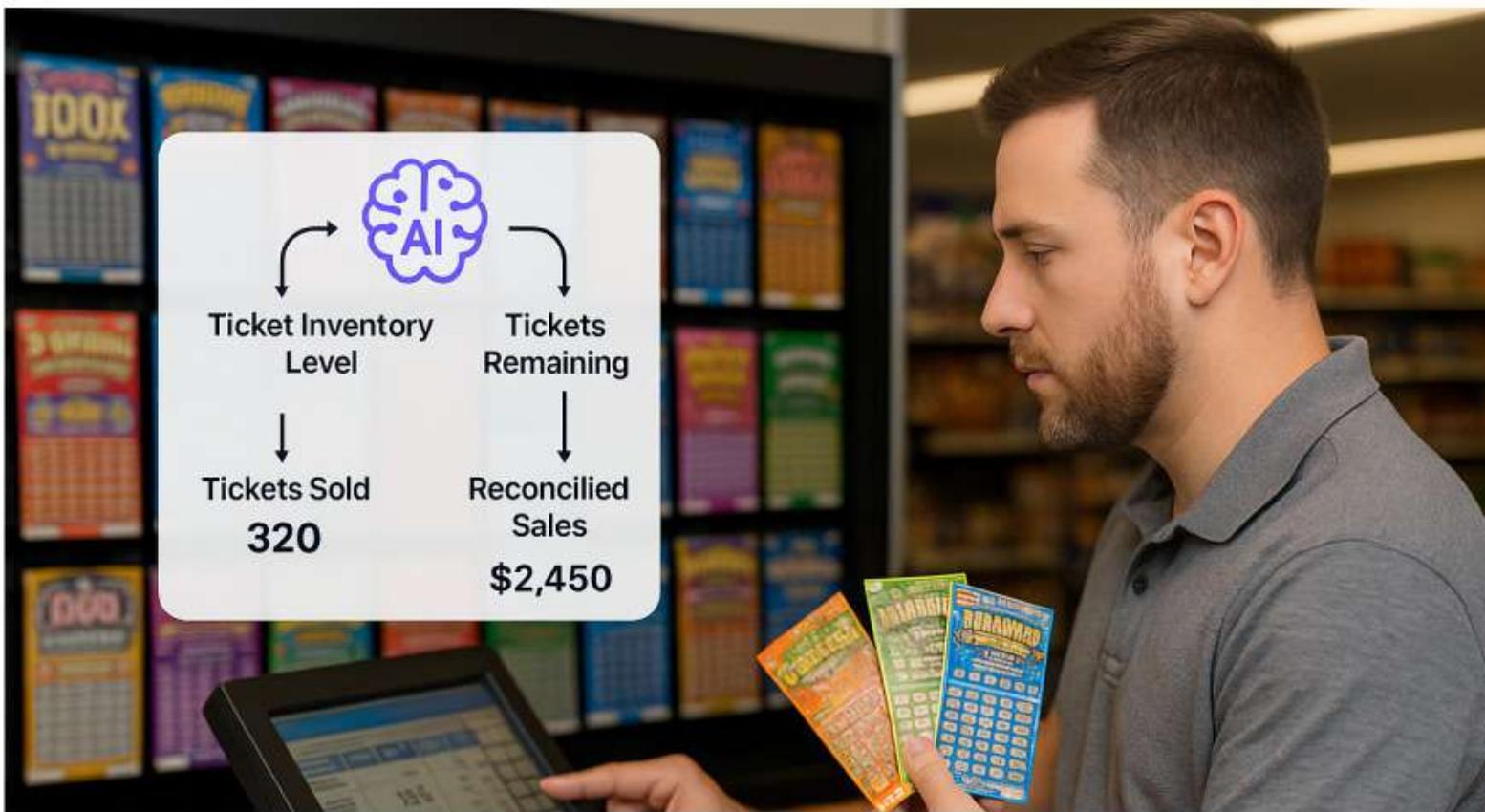
Go Beyond Lottery Management With Insights To Optimize Daily Sales & Boost Performance.

Daily Close & Accounting

Digitize shift reports with time-stamped logs, guided reconciliation, & variance tracking.

Daily Close

Total Sales	$2543.75
Variance	$0
Reconciled	✅
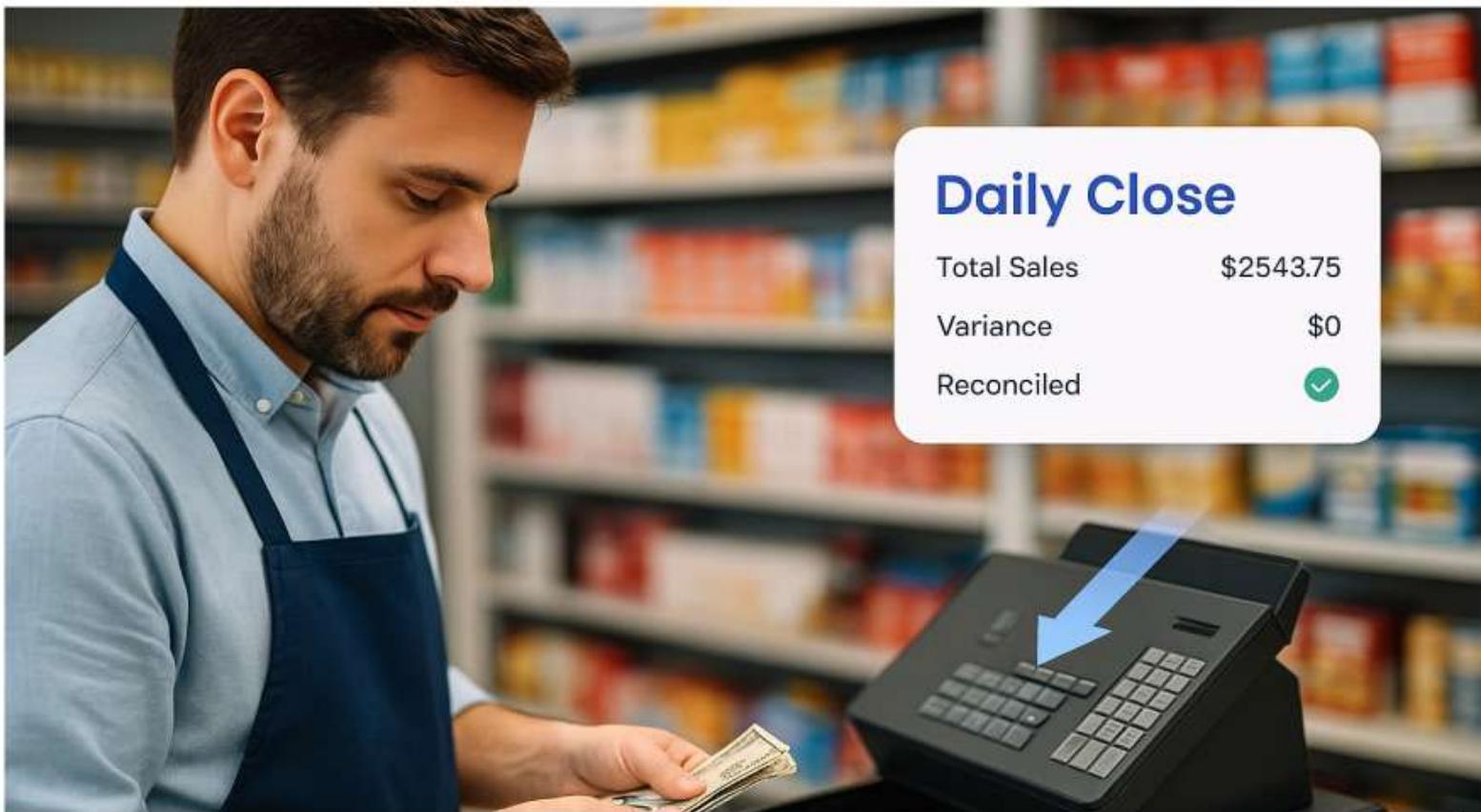
Simplify Bookkeeping & Streamline Account Management With Automation.

Fuel Reconciliation

Check every delivery, align invoices with PO's, & stop discrepancies before they cost you.

Fuel Purchase	Real Time Inventory	Fuel Sales
Fuel Loss	Purchase Cost	Sales Price

Key Features

- **3-Way Match: PO, Invoice, & Delivery**
- **Alerts For Pricing & Quantity Mismatches**
- **AI Invoice Parsing From Vendor Emails & Paper**
- **Full Audit Trail Of Deliveries & Orders**
- **Manual Review & Approval Workflow**
- **Centralized Delivery & Invoice History**

What We Solve

PriceEasy eliminates manual matching of invoices & reconciliation, enforcing vendor accountability, & a digital audit trail that saves time & protects your fuel margins.

Automate Reconciliation & Eliminate Manual Errors With AI.

PriceEasy™

Thank You

Book a demo today - see how you can drive 10-15% higher profit & simplify operations.

📞 **(346) 553-9115**