



User Guide

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About the EdgePetrol user guide

EdgePetrol work with small to medium retailers providing pricing software that allows retailers to optimise their site fuel profitability by 18% or more.

With no manual entry and accessible from anywhere, EdgePetrol replaces after-the-fact information with live, actionable insight to help you make better pricing and procurement decisions.

The purpose of this user guide is to help retailers like you to get the best use out of EdgePetrol's solutions and can be used during induction or as a reference point throughout your subscription.



Term Glossary



Retail volume ↑ 2%
227,333 £

Retail volume

Total volume of fuel sold (excluding bunker fuel where applicable). We split out the bunker fuel and show this separately in app so that you have live visibility of the performance of your fuel to make pricing decisions.



Gross margin ↑ 7%
12.00 ppl

Gross margin

Gross profit divided by retail volume. Our performance indicators compare margin performance against the same time yesterday because you want to see how your margin is moving over time so you can take quick actions if required.



Net margin ↑ 5%
9.12 ppl

Net margin

Net profit divided by total volume. Our performance indicators will show if your margin is up or down compared to this time yesterday. Net margin is your gross margin minus the impact of fuel card fees.



Gross profit ↑ 9%
£27,280

Gross profit

Total fuel sales minus the total cost of fuel sold. Our performance indicators will show if your profit is up or down compared to this time last week.

Navigation

You can search for a specific station using the search bar.

Search for a station

Retail volume 227,333 £ ↑ 2% | Gross margin 12.00 ppl ↑ 7% | Net margin 9.12 ppl ↑ 5% | Gross profit £27,280 ↑ 9%

Station	Target Margin	Retail volume Yesterday EOD	%	Gross margin Yesterday EOD	%	Net margin Yesterday EOD	%	Gross profit Yesterday EOD	%
Station 2	11.00	4,309	↑ 2%	11.00	↓ 1%	8.10	↑ 14%	474	↓ 2%
Station 3	-	4,240	↑ 2%	9.07	↓ 1%	6.17	↑ 19%	385	↑ 5%
Station 4	-	3,998	↑ 6%	9.09	↑ 11%	6.19	- 0%	363	↑ 4%
Station 5	-	3,680	↑ 7%	12.43	↓ 1%	9.53	- 0%	458	↑ 5%
Station 6	-	4,518	↑ 4%	12.68	↓ 1%	9.78	↑ 11%	573	↓ 2%

Use the left-hand navigation bar to switch between your homepage of live portfolio data or historical performance data.

You can click on a letter in the station search to see all those station names that begin with that letter.

Search for a station

- Station 1
- Station 10
- Station 2
- Station 20
- Station 25
- Station 3

16 stations total

Net margin 9.12 ppl ↑ 5% | Gross profit £27,280 ↑ 9%

Diesel 8,400 £

Diesel 12,032 £ | Diesel Super 5,019 £

Fuel Type	Price (£)	Margin (ppl)
Diesel	117.57	9.18
Diesel Super	128.55	12.20



Portfolio Overview

See how your entire portfolio is performing or drill down into an individual site to get further detail.

This section displays total volume, gross margin and net margin metrics. It will also indicate if the site is up or down in comparison to yesterday or last week by the performance indicators.

'Filter' and 'Group' allows you to group and filter by brand, supplier, margin target.

Please contact support or customer success if you wish to add additional groups.

Station	Target Margin	Retail volume	%	Gross margin	%	Net margin	%	Gross profit	%
Station 2	11.00	2,648	+6%	13.29	+7%	10.39	+11%	352	+2%
Station 3	-	4,799	+6%	9.69	+10%	6.79	+17%	465	+7%
Station 4	-	4,509	-	13.05	-1%	10.15	+11%	618	+1%
Station 5	-	3,815	+1%	11.37	+9%	8.47	-0%	434	+5%
Station 6	-	2,516	+7%	13.69	+7%	10.79	+10%	344	-1%
Station 7	11.60	4,299	+6%	12.16	+8%	9.26	+12%	523	+6%

Improvements with EdgePetrol 2.0 Update:

- The portfolio header has been rebuilt with a cleaner interface.
- Speed and performance overhaul.
- You can now see how your volumes are performing vs “the same time same day on average over the last 6 weeks”.

Notifications

You can find the Notifications button at the top right of the page for ease of access.

Search for a station

Retail volume 227,333 £ ↑ 2%

Gross margin 12.00 ppl ↑ 7%

Net margin 9.12 ppl ↑ 5%

Gross profit £27,280 ↑ 9%

Search for a station

Retail volume 227,333 £ ↑ 2%

Gross margin 12.00 ppl ↑ 7%

Net margin 9.12 ppl ↑ 5%

Station	Target Margin	Retail volume Yesterday EOD	%	Gross margin Yesterday EOD	%	Net margin Yesterday EOD
Station 2	11.00	3,849	↑ 2%	10.36	↑ 10%	7.46
Station 3		2,395	↑ 3%	14.70	↓ 1%	11.80
Station 4		2,597	↑ 3%	13.61	↑ 7%	10.71
Station 5		4,622	− 0%	14.08	↓ 1%	11.18
Station 6		3,278	↑ 5%	12.76	↑ 8%	9.86
Station 7	11.60	4,760	↑ 3%	11.70	↓ 1%	8.80

Notifications

- Low Tank Volume (4d ago)
Tank 4 at Station 8 has dropped below its minimum fuel threshold
- Tank Stock Out (4d ago)
- Tank Stock Out (4d ago)
Station 6 has suffered a predicted stockout
- Tank Stock Out (4d ago)
Station 35 has suffered a predicted stockout
- Exceptional Volume (4d ago)
At midday, fuel volume at Station 45 was

4 notifications in total. [Clear all](#)

After clicking the button, now you can directly navigate from notifications to specific details. For example, a predicted stock out notification when clicked on will take you to that station.

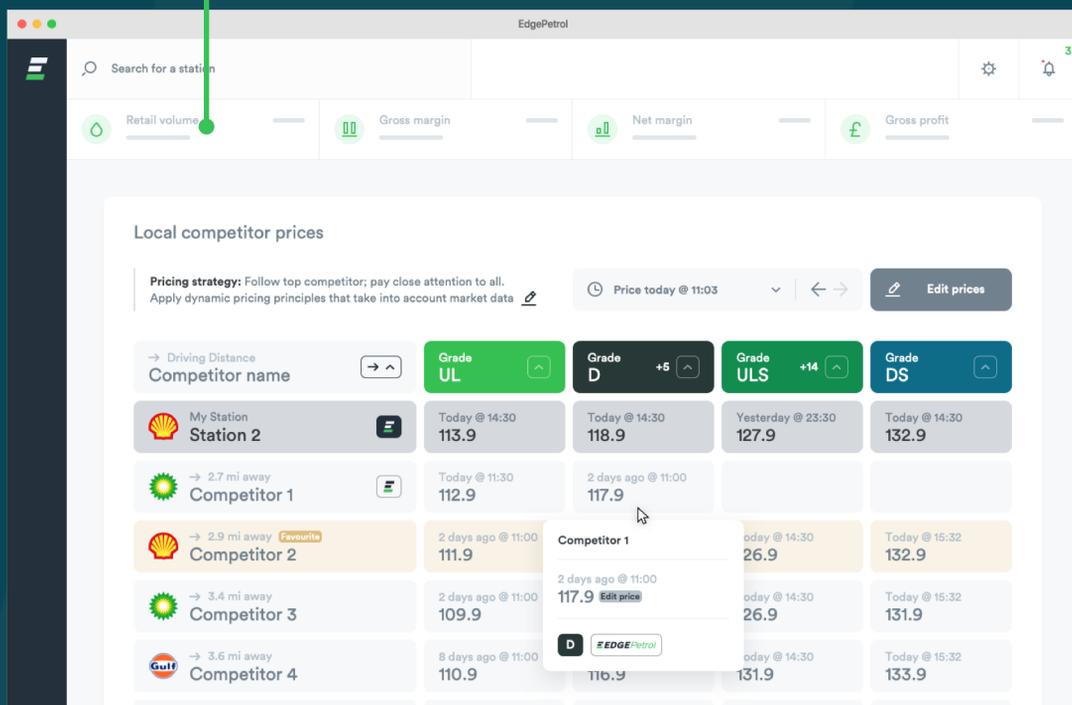


User Permissions

You can share access with other users in the business and still keep key data points hidden.

Choose between Owner, Admin, Area Manager and Station Manager with defaulted sets of permissions, fully configurable by EdgePetrol Admins.

For more information contact your Customer Success Manager.





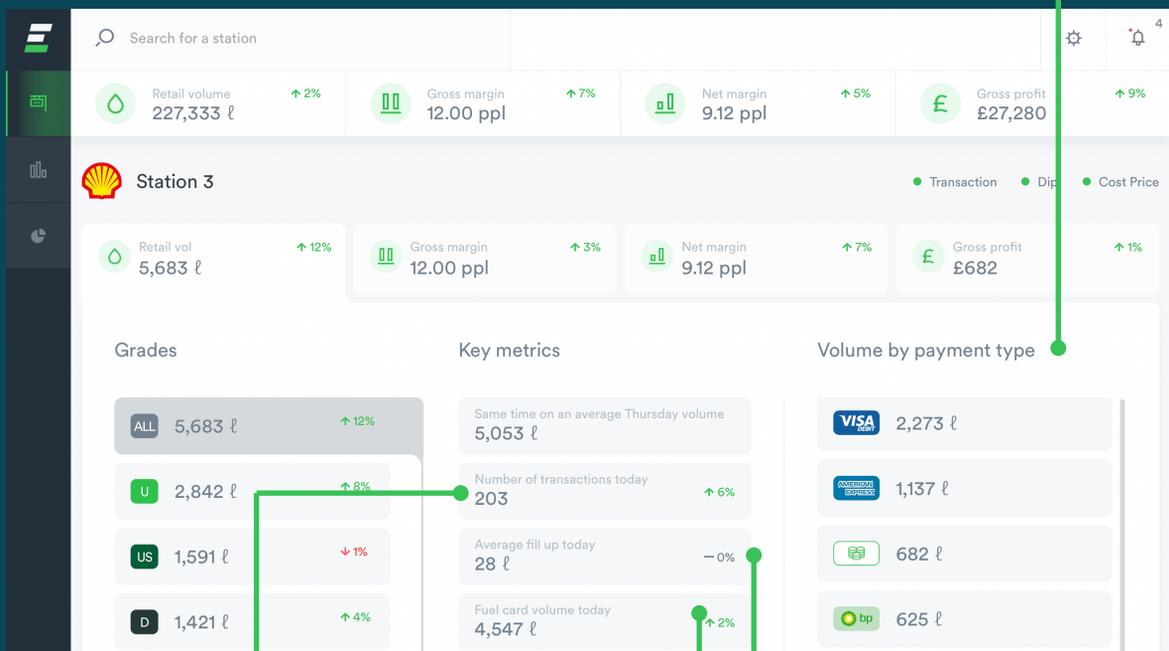
Station Performance

See how your key metrics- such as retail volume, gross margin, net margin and gross profit- are performing so far today at both grade and site level. Trend indicators tell you whether you are performing are up or down compared to previous periods (top tip: scroll over the numbers/trend indicators to see the calculations).

Note that bunkering metrics are also shown here but are not displayed on the below screenshot.

Volume by payment type

Total volume sold in litres via fuel card payments, so far today.



Number of transactions

Total number of transactions, so far today.

Fuel card volume

Total volume sold in litres via fuel card payments, so far today.

Average fill up

The average volume of your fill ups by litres, so far today.



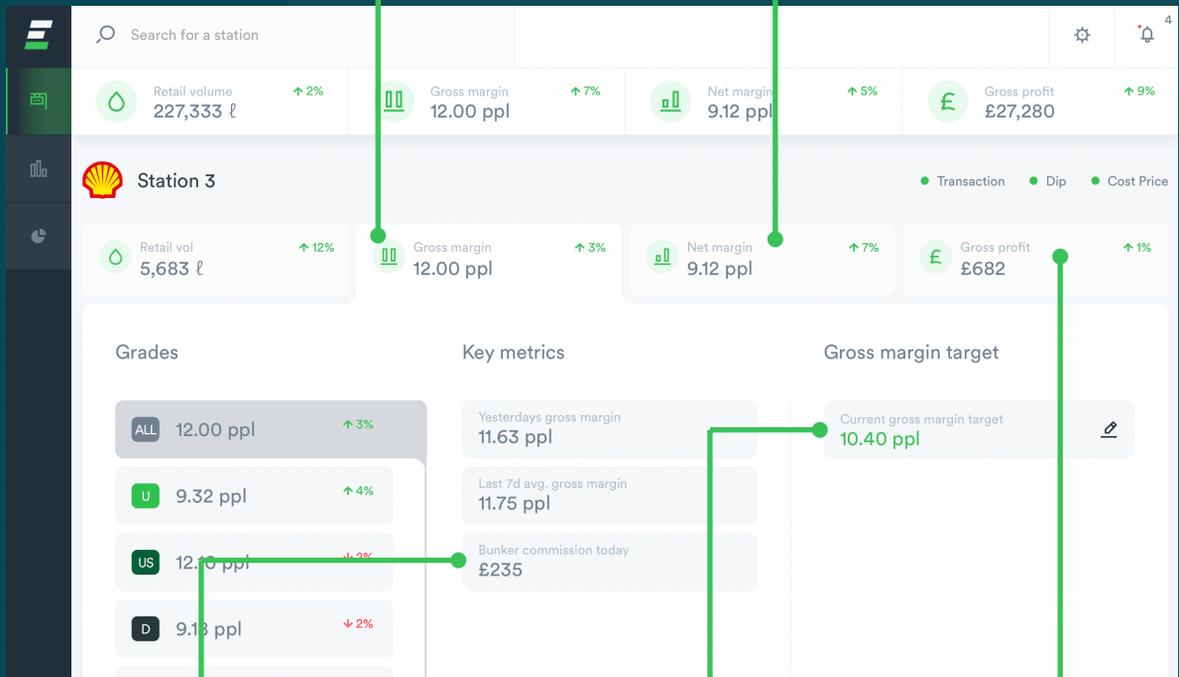
Station Performance (cont.)

Gross Margin

Gross Margin live, yesterday's average and last seven days average

Net Margin

Net margin live, yesterday's average and last seven days average (click on tab to access)



Bunkering

Bunker commission (if applicable) for the given day.

Gross Margin Target

Gross Margin Target has been moved to the Gross Margin tab. The target is displayed red if the current gross margin is below target and displayed green if current gross margin is equal to, or above the margin target.

Gross/Net Profit

Gross/Net/Business (with bunkering commission), live, yesterday's average and last seven days average (click on tab to access)

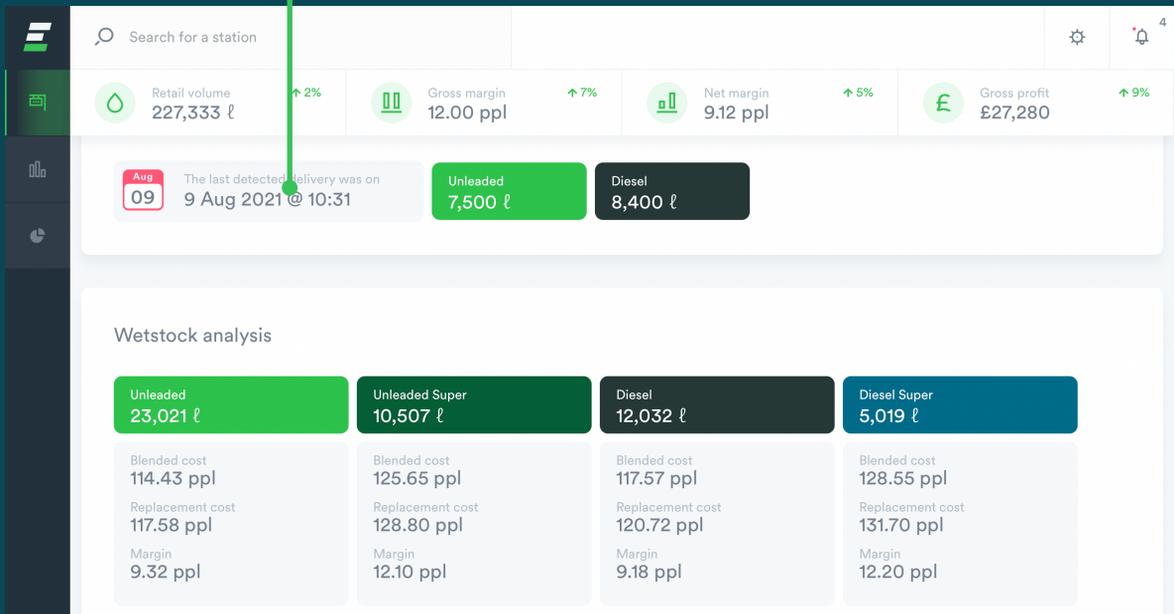


Last Delivery Detected

EdgePetrol detects deliveries by seeing a stock level increase detected in any tank from the dips that we receive.

Please note this will differ from your fuel delivery note(s)/invoice(s) as we are detecting the actual volume of fuel in your tanks at the time the dip is taken.

EdgePetrol has a live data feed which includes live dips directly from your EPOS provider or your wetstock manager.



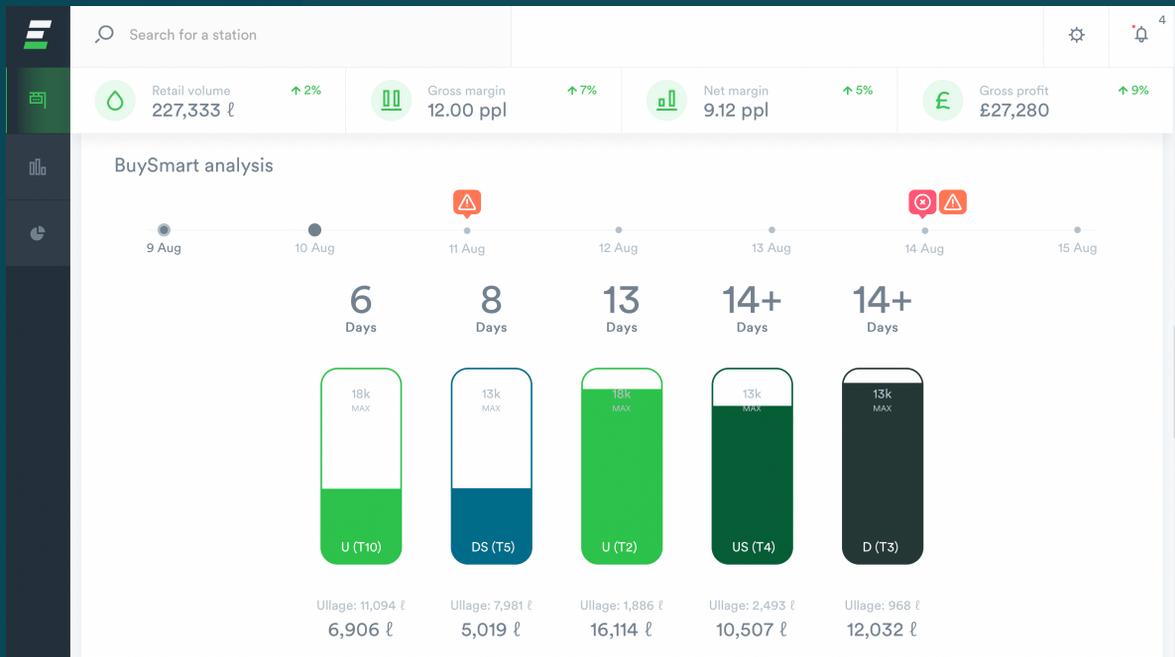
Improvements with EdgePetrol 2.0 Update:

- We have now added the time when the last delivery was detected to give you that greater visibility of when you are receiving your deliveries.

BuySmart Analysis

BuySmart Analysis forecasts your future volumes and visualises your tank levels in the future.

You can also view the real time predicted number of days of fuel left in your tank.



New improvements in EdgePetrol 2.0 update:

- We have replaced the buttons allowing you to look into the future and is now displayed with a nice timeline feature.
- Important “alerts” are highlighted on the BuySmart Analysis timeline.
- When a tank is running low, the icon is visible on the timeline and the tank is highlighted yellow along with the number of days of stock left.
- When a tank is due to stock out, the icon is visible on the timeline, the tank is highlighted red and the number of days left in stock is also red.



Competitor Prices Widget

See your competitor's prices versus your live pole price. Details of each transaction is sent from your POS, meaning that your pole sign price is live!

Should you change your price onsite, we will update your pole price here once we recognise three transactions at the new price.

Search for a station

Retail volume 227,333 £ ↑ 2% | Gross margin 12.00 ppl ↑ 7% | Net margin 9.12 ppl ↑ 5% | Gross profit £27,280 ↑ 9%

Local competitor prices

Pricing strategy: [✎](#) | Price today @ 16:29 | [↶](#) | [↷](#) | [✎ Edit prices](#)

Driving Distance	Competitor name	Grade U	Grade US	Grade D	Grade DS
→ My Station	Station 4	3 days ago @ 10:30 126.9	3 days ago @ 10:30 140.9	4 days ago @ 18:59 129.9	4 days ago @ 18:59 143.9
→ 0.7 mi away Favourite	Competitor One	3 days ago @ 10:30 125.9	3 days ago @ 10:30 142.7	4 days ago @ 18:59 129.9	4 days ago @ 18:59 142.9
→ 1.9 mi away	Competitor Four	3 days ago @ 10:30 125.9	3 days ago @ 10:30 146.9	Yesterday @ 01:30 130.9	Yesterday @ 09:30 145.9
→ 2.8 mi away	Competitor Three	3 days ago @ 10:30 126.9	3 days ago @ 10:30 148.7	4 days ago @ 18:59 129.9	
→ 7.7 mi away	Competitor Two	3 days ago @ 10:30 123.9	3 days ago @ 10:30 140.7	4 days ago @ 18:59 125.9	4 days ago @ 18:59 138.9

New improvements in EdgePetrol 2.0 update:

- Local Competitor prices are now found below the station performance overview.
- If you don't have access to Catalist then you can manually input competitor prices by clicking on the pricing fields.

Competitor Prices Widget (cont.)

Strategy notes

Add notes about your site or competitor sites, or outline your current site strategy

See the history

Go back in time to see your market landscape on previous days.

The screenshot shows the 'Local competitor prices' section of the EdgePetrol dashboard. At the top, there are summary cards for Retail volume (227,333 l, +2%), Gross margin (12.00 ppl, +7%), Net margin (9.12 ppl, +5%), and Gross profit (£27,280, +9%). Below this is the 'Local competitor prices' section, which includes a 'Pricing strategy' dropdown, a 'Price today @ 16:36' selector, and a 'Cancel edits' button. The main table displays competitor prices for 'Station 4' and 'Competitor One' across four grades: U, US, D, and DS. Each grade has a price and a history of changes with timestamps. At the bottom, there are options to schedule price changes (Immediately, 10 minutes before, 1 hour after) and to send reminders to the station manager (10 minutes before, 3 hours after, 1 hour after). The station name 'Station 4' is displayed at the bottom left, and a green checkmark is at the bottom right.

Schedule price changes

Choose now or another time/day for your price changes to be executed

Change pricing

Change your price by grade and see how it looks versus competitors before pulling the trigger

Execute changes

Have a text and email sent to the Station Manager and EdgePetrol will notify you if your price change has not been made



Multiple Price Changes (multi-sites only)

To make multiple price changes across your estate (and also see the forecast impact on your margin) go to the 'View all Stations' page. Here you can view key performance metrics for each site all in one place and make bulk price changes such as all BP sites, or all sites under target margin.

- To make multiple or single site pole price changes click on Edit prices - you will see the below view. You can change all site prices at once, select a group of sites, or still make an individual site price change here.
- The current pole price will be shown on the right.
- If you hover over each pole price you will see arrow keys up/down, you can make the necessary changes here.
- EdgePetrol assumes that you wish to maintain the current price differential between standard and premium grades and will adjust the super prices automatically.

The screenshot shows the 'View all Stations' interface. At the top, there are four summary cards: Retail volume (227,333 £, +2%), Gross margin (12.00 ppl, +7%), Net margin (9.12 ppl, +5%), and Gross profit (£27,280, +9%). Below these is a table with columns for Station, Retail volume, Gross margin, and fuel prices (Unleaded, Unleaded Super, Diesel, Diesel Super). The table lists seven stations, with three selected (Station 2, 4, and 5). At the bottom, there are price change controls for the selected stations, showing a total change of +0.04 for Unleaded, -0.03 for Unleaded Super, +0.01 for Diesel, and -0.00 for Diesel Super.

Station	Retail volume Yesterday EOD	%	Gross margin Yesterday EOD	%	Unleaded	Unleaded Super	Diesel	Diesel Super
Station 2 11.00	4,098	+2%	14.61	+7%	126.9	140.9	129.9	143.9
Station 4	4,040	+7%	10.73	-1%	126.9	140.9	129.9	143.9
Station 5	2,581	+2%	14.57	-1%	126.9	140.9	129.9	143.9
Station 6	3,381	+7%	13.91	-1%	126.9	140.9	129.9	143.9
Station 7 11.60	3,032	+2%	9.47	-1%	126.9	140.9	129.9	143.9
Stations selected 3					+0.04	-0.03	+0.01	-0.00



Performance Reporting

See the make-up of your portfolio in a clean and easy fashion, spotting trends easily by site and grade for volume, margin and profit.

Report with a stronger indication of where you will be at the end of the month and track the impact of your pricing strategy over time in order to make overall improvements across your portfolio and on a site-by-site basis.



Choose station(s)

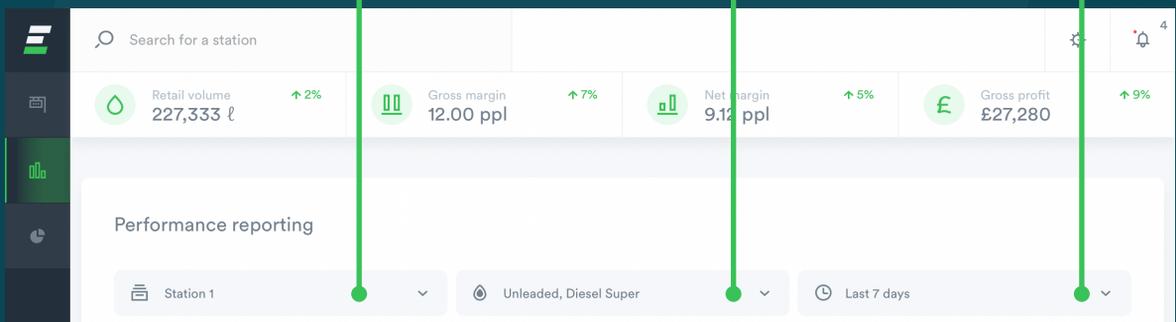
Select one or several stations to review

Choose grade(s)

Select one or several grades to review

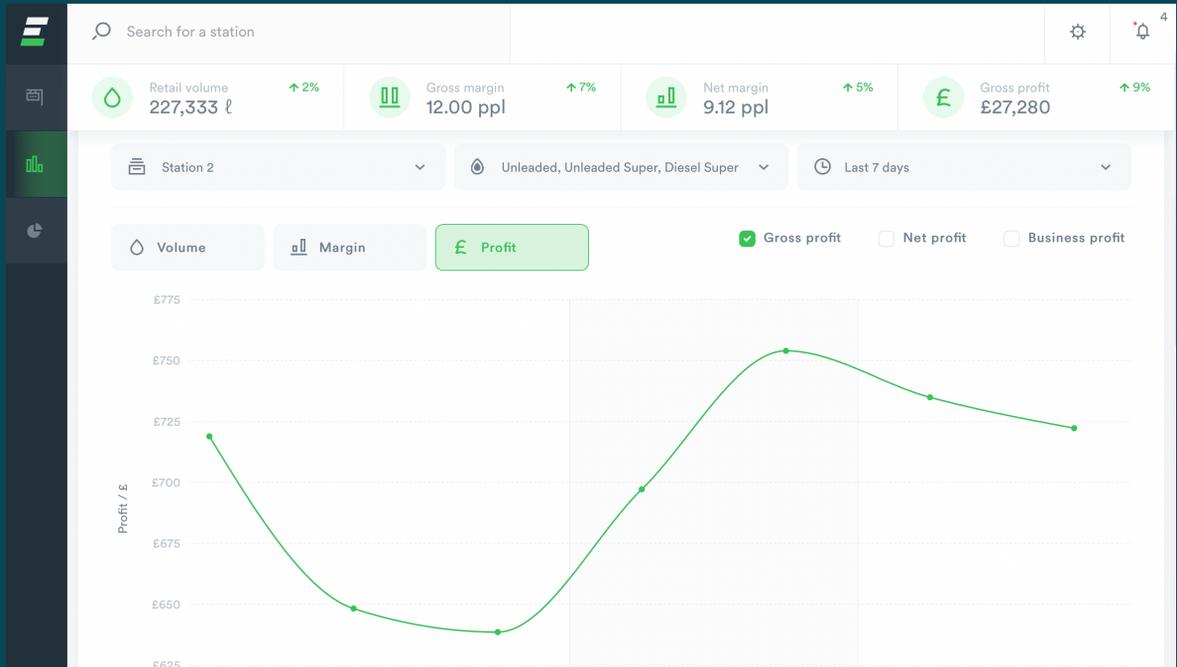
Choose date(s)

Select specific date or choose time-over-time views





Performance Reporting



New improvements in EdgePetrol 2.0 update:

- Complete redesign to improve ease of use.
- Only complete days are displayed so today will not be included when visualising your performance over time.
- Weekends are now slightly shaded making it easier to distinguish from weekdays.
- New hover over insights.

EDGE *Petrol*