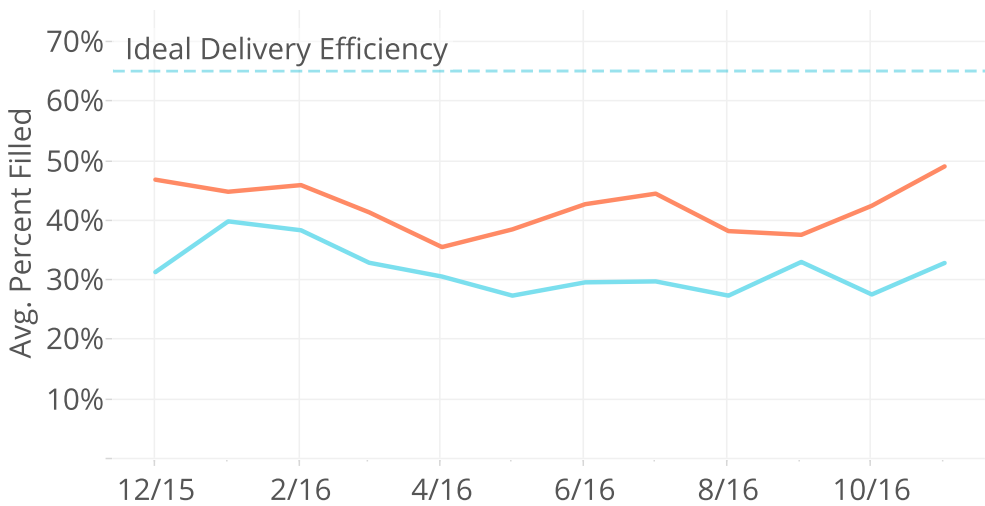


## EXAMPLE PROFITABILITY REPORT (766 Total Accounts)

Avoidable Delivery Costs	Increased Annual Profitability	High Avoidable Delivery Cost Customers	Remaining at Risk Customers	Total Monitors Suggested
\$54,704	\$32,060	222 (216 auto)	17 (11 auto)	239 monitors of 766 customers

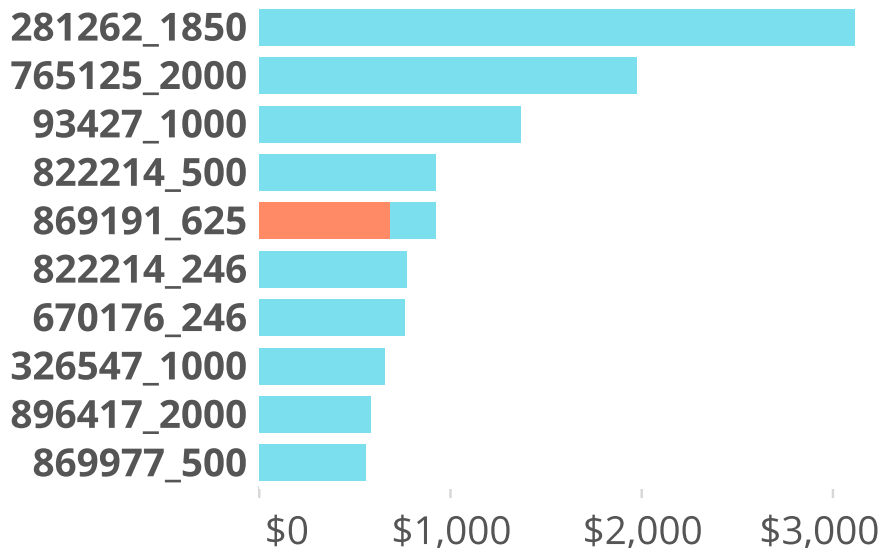
### Delivery Efficiency

One of the most important metrics to track in relation to profitability is delivery efficiency. Over the last year, deliveries have averaged 33% for auto and 43% for will call. We've inserted a line at 65% for to demonstrate ideal delivery efficiency for these fuels using monitors.



### Avoidable Delivery Cost

Customer\_Tank



The first step in increasing delivery profitability is to identify which customers receive the most unnecessary deliveries. These ten customers had the highest avoidable delivery costs in the last year, which is calculated:

**$\$50 \times (\text{number of drops} - \text{ideal drops})$**

Installation of Tank Utility on these ten tanks could reduce annual delivery costs by \$11,600.

Avoidable Delivery Costs

Auto / Will Call

Auto

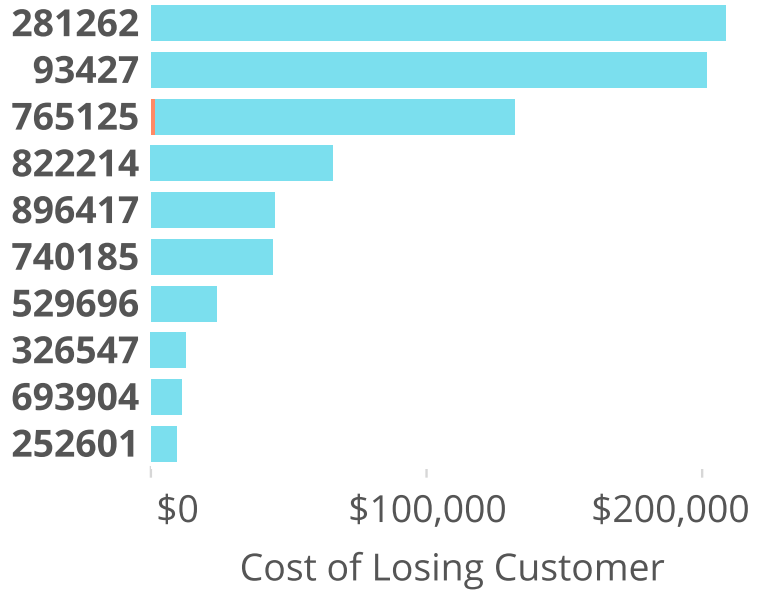
Will Call

# EXAMPLE PROFITABILITY REPORT (766 Total Accounts)

## Run-out Prevention Variability

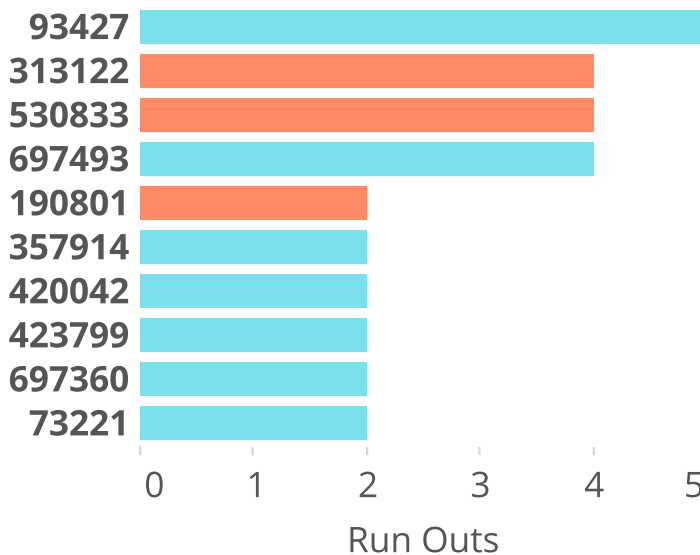
This list contains customers with high variability between HDDs and usage, making them very difficult to predict. We have ranked them by their 5-year value. There are 30 highly variable customers who collectively account for more than 750,000 dollars of revenue over the next five years. These valuable, erratic customers are great candidates for tank monitoring.

Customer Number



## Run-Outs

Customer Number



Run outs are the easiest way to lose a customer. We found 31 (23 of which were auto) accounts that may have received run outs. Tank monitors can help ensure profitable scheduling to scheduled customers while preventing run outs.

**Auto / Will Call**

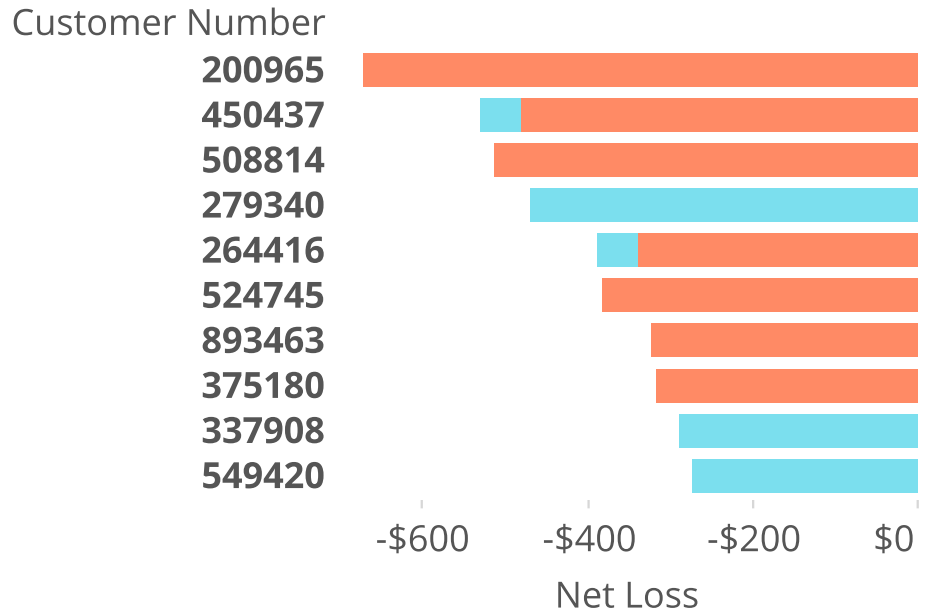
Auto

Will Call

# EXAMPLE PROFITABILITY REPORT (766 Total Accounts)

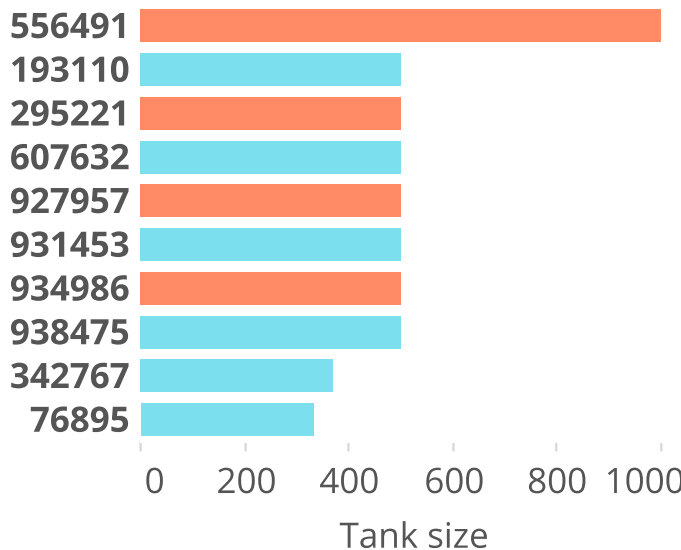
## Flagged Accounts

It is also important to review customer accounts that are not profitable. Using regional rates and delivery costs, we found 248 (220 of which are auto) accounts that seem to have been unprofitable over the last year. Zero drops are the most common contributor to unprofitable accounts and tank monitoring can help to eliminate attempts to deliver to these tanks when they are full.



## New Customers

Customer Number



We identified 79 new customers (64 of which are auto), who can be hard to predict. Using a tank monitor to determine usage patterns can help to mitigate the initial costs due to poor deliveries for new customers. Furthermore, tank monitors can often help to attract new customers.

# EXAMPLE PROFITABILITY REPORT (766 Total Accounts)

## Savings Breakdown

To help ensure that you have all the information necessary to make an informed decision, we have broken down the savings available.

Pay Back Time	Monitors	Annual Delivery Savings	Increased Annual Profitability
1 year	78	\$33,282	\$25,326
2 years	144	\$45,127	\$30,439
3 years	184	\$50,407	\$31,639
4 years	212	\$53,639	\$32,015
5 years	222	\$54,704	\$32,060