

Take Back Control: The Value of Real-Time Data Analytics in Wetstock Management

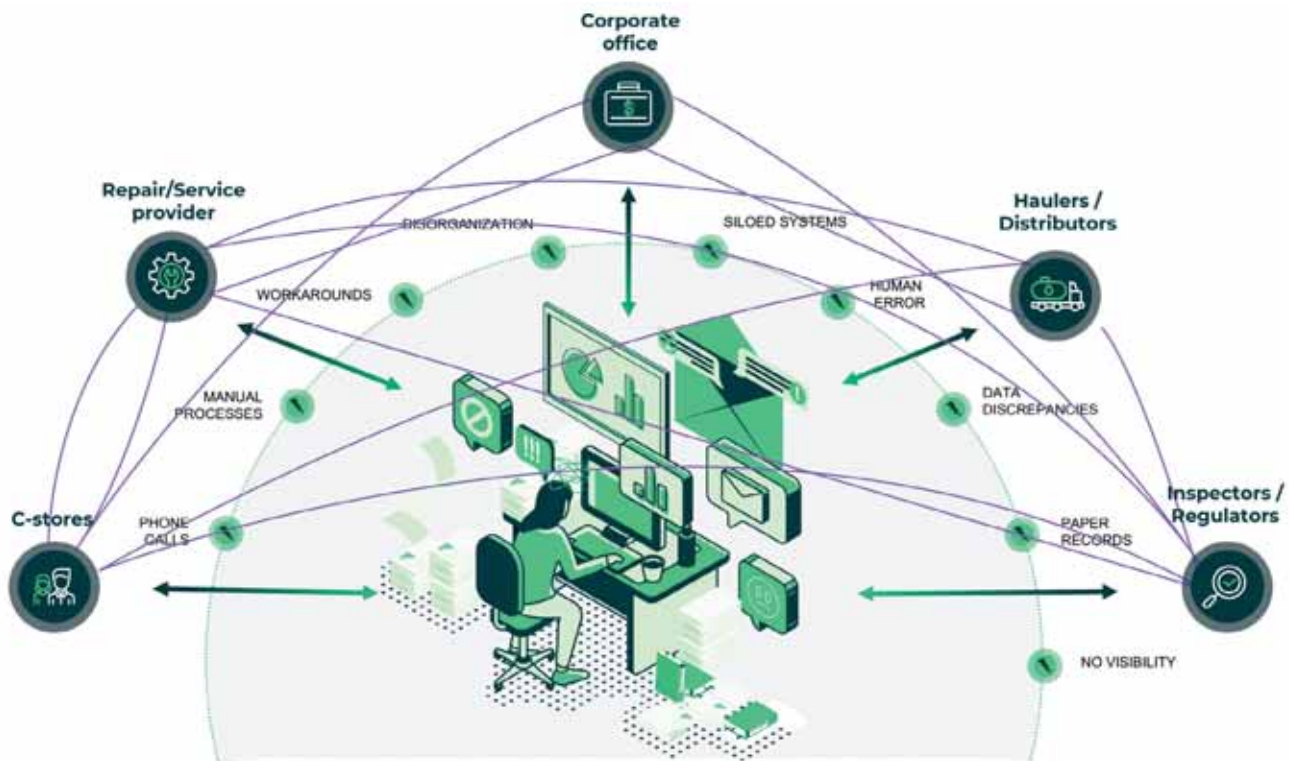
By Morten Raaby, General Manager Europe at Titan Cloud

For years, available wetstock management technology has focused on environmental compliance, and rightly so. Facing very real and growing eco-conscious challenges, the forecourt industry must navigate a dynamic regulatory landscape focused on compliance, safety, and the environment as top priorities.

But what about the multitude of additional considerations every wetstock operator must oversee at any given time? Systems efficiency, optimised inventory processes, and the minute-to-minute anomalies that pop up every day are priorities as well. Traditional technology based solely on environmental compliance monitoring doesn't address the disruptions and systemic inefficiencies that can cripple an operator's supply chain.

The Cost of Inefficiency

These challenges don't just represent logistical inconveniences; they symbolise a steady erosion of profits. In fact, roughly 20-30% of total fuel supply chain costs are avoidable, stemming from inefficiencies like excessive stock, poor asset utilisation, and a lack of end-to-end visibility.



Without a holistic view of inter-reliant systems, traditional technology is severely limited, keeping fragmented systems operating in siloes, tracking parts of the supply chain while not communicating with others. From maintenance costs and equipment expenses to testing and staffing, these disparate systems can create a significant financial burden.

The Importance of Data Accuracy

Inaccurate systems data is another common revenue thief. Recently, Titan Cloud worked with a retail fuel operator managing a large number of sites who needed to more accurately diagnose fuel loss factors.

Specifically, the retailer needed to correct inaccurate fuel loss data by enabling site operators to quickly differentiate between leaks, theft, and calibration problems so they could address each issue appropriately. Tank gauge calibration was especially troublesome, as their outdated systems were manually processing raw data, leading to errors. Incorrect data was then fed into calculations, prompting frequent false investigations that were costing the company time and money.

Using Titan Cloud's Wetstock Management solution, the company was able to access accurate variance data, identify fuel loss factors quickly, and target investigations accurately; all of which saved countless labour hours, inventory, and revenue. Centralising their data analytics into a unified hub also enabled remote troubleshooting so operators could diagnose inventory issues without spending excess time on the forecourt. This was particularly beneficial as many of their sites were in remote parts

of the country. No doubt the sheer volume of data facing fuel retailers can feel overwhelming, but specialised technology designed to organise that data into actionable insights presents a tremendous opportunity. Smarter solutions built on AI-driven automation can unlock the potential to completely transform business operations for the better.

Consistency and Trust: Data, Process and People

Insights are only as good as the data used to generate them—and solutions are only as good as the process and team behind them. At Titan Cloud, we empower retail fuel operators with innovative software solutions to achieve data accuracy and optimise operations, boosting customer experience and revenue.

But we're not just ticking the box. Implementing our technology means continuous access to solid data, guided by continued support from our UK-based wetstock management specialists. From integration to utilisation, the Titan Cloud team works side-by-side with customers to make sure our solution addresses their specific needs.

Titan Cloud brings the power of a real-time, data-driven, end-to-end solution to streamline and optimise wetstock management logistics. By providing industry-leading technology backed by the support of a specialised team focused on customer objectives, we enable wetstock managers to take back control of their operations and grow their business. If your contract is coming up for renewal and you're seeking a better solution, we have the technology, data, process, and people to elevate your experience and outcomes.

Business Impact of Automated Wetstock Management

