

Get more from your wet stock management: why it's time to upgrade to Titan Cloud



By Gaurav Chowdhury, Senior Solutions Consultant, EMEA at Titan Cloud

In the UK, most fuel retailers already subscribe to a wetstock monitoring service – typically one based on the industry-standard “Blue Book” guidelines, using Statistical Inventory Reconciliation (SIR). These services do a decent job of tracking potential leaks, improving tank reading accuracy, and occasionally helping to identify theft.

But is that enough in today's competitive environment?

McKinsey's Global Energy Perspective 2024 projects that oil demand will decline through 2050 at an average annual rate of 1-2%, depending on how quickly the energy transition plays out. The bottom line is that volumes are flat, costs are up, and growth must come from fuel asset optimisation. At Titan Cloud, we help our clients achieve that level of efficiency using data they already have from SIR systems.

Titan goes beyond leak detection

Titan's wetstock solution does everything a traditional SIR-based service does – and then some more. While core monitoring continues in the background, Titan leverages the same data streams to deliver real-time, actionable insights into your site's performance.

This includes:

- **Nozzle downtime tracking**
- **Detection of degrading fuel flow rates**
- **Site-level operational analytics**

These are not just reports; they're tools your teams can use every day to protect revenue, streamline operations, and reduce avoidable downtime.

These are not small numbers, either. Case in point: One fuel retailer in the UK was able to reduce low flow sites by 75% by proactively monitoring their downstream fuel operations. Given that dispensers are typically calibrated to measure flow accurately within a certain range of flow rates, and that decreased flow rate can drop below that window of accuracy, this can lead a system to over- or under-estimate the amount of fuel being dispensed. Pinpointing any issues early through optimisation can mean saving millions in revenue over time.



Faster fixes, fewer lost sales

From our experience, retailers with real-time access to nozzle performance data raise issues with their sites and service providers faster – often cutting downtime by days. The result? Fewer lost sales, higher customer satisfaction, and more proactive asset management.

There are often events where it takes time for a customer to come into the store and actively report an issue – if they do at all. What we are seeing in the data is that average downtime is about six consecutive days of nozzle downtime. What would it look like if we could cut that down to three days, or two and a half? How would that lessen the burden on the customer and the loss of revenue?

UK success stories

In the UK, Titan Cloud has already helped fuel retailers remain compliant while also using their existing data streams to identify and address issues proactively.

One UK customer was using an email alert system that notified them if a nozzle hadn't sold in the last two hours. It only ran during trading hours, to avoid noise from overnight periods. Another had low level alerts emailed to them when tank stocks reached predetermined levels so they could book deliveries to ensure continued supply, given they are also the fuel provider for their company owned sites.

Leveraging Titan Cloud's site-level fuel analytics and dashboard summary, these retailers are now using real-time data to spot key issues at a glance, anywhere, on any device.

Titan Cloud's solution also helped one UK fuel operator detect degrading flow rates stemming from an uncommon source. Following the installation of new lines the year prior, our customer had begun hearing complaints from customers about flow rate on one island; over time, the problem grew across their remaining pumps as well. A six-week chart showing fuel analytics for that time period quickly identified an issue with the related tank. The retailer quickly ordered a tank clean that fixed the problem.

In the same vein, our platform tracks real-time nozzle downtime, feeding data into the portal so operators can see downtime as soon as it starts so operators can address issues as they occur – not hours or days later.

So, when your current wet stock contract comes up for renewal, ask yourself:

Are we just monitoring – or are we actively managing?

With Titan, you don't have to choose. You get both.

You have the data already. Let our solutions consultants show you how we can activate it to optimise your operations, improve customer experience, and save revenue. Let's talk.