



From Insight to Impact: **Using Unified Data to Drive Real Business Results**

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The Problem:

Fuel Retail is Data Rich – But Insight Poor

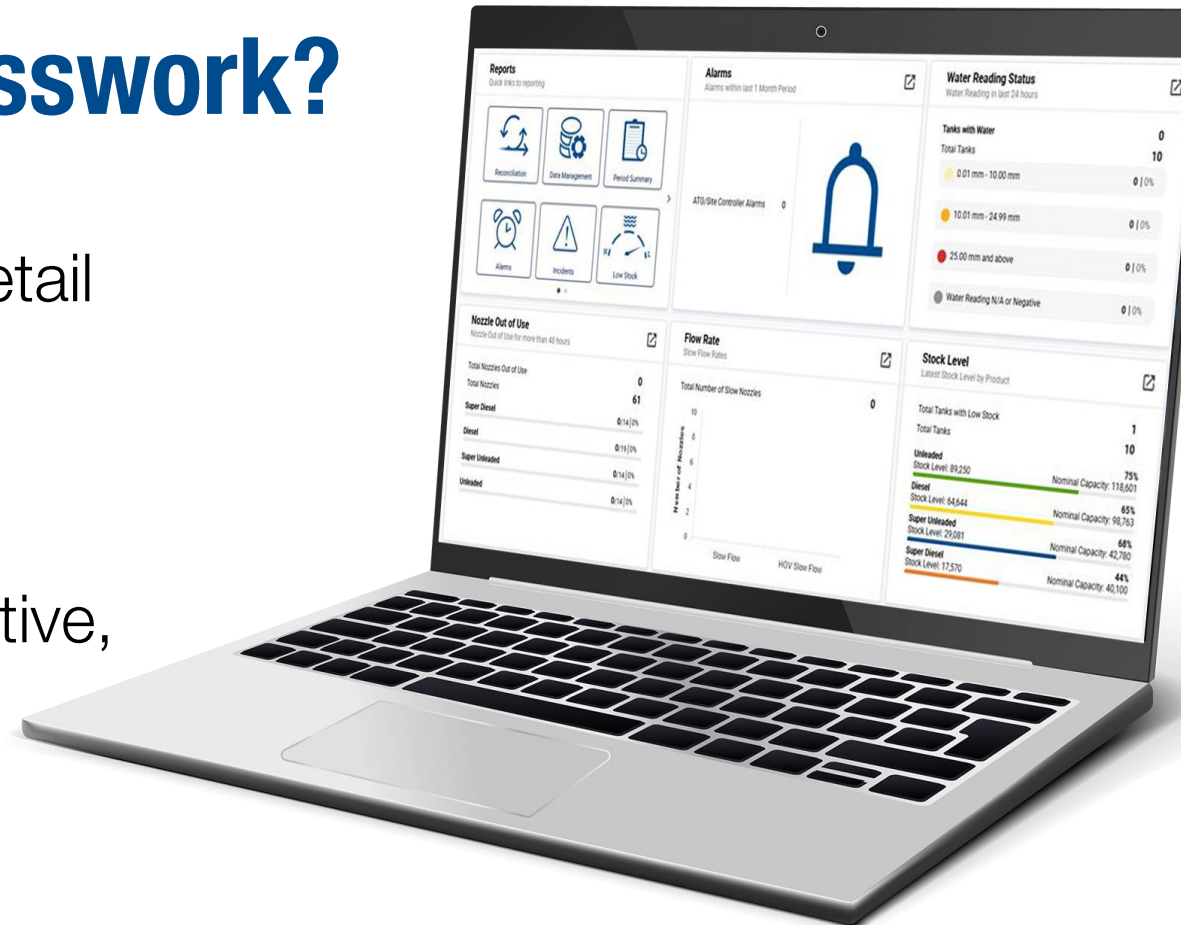
The Answer:

**Turning Fragmented Retail Data Into
Actionable Commercial Insight**

Many Fuel Retailers Have the Data...

So Why Are Decisions Still Guesswork?

- Data is generated continuously across fuel retail operations
- However, retailers often struggle to connect systems and extract meaningful insight
- Important commercial decisions remain reactive, rather than evidence-based and proactive



The Problem Isn't Data, It's Disconnected Data

- POS systems
- Payment platforms
- Wetstock systems
- Loyalty systems
- Pricing tools
- Back-office platforms
- Logistics systems
- Site monitoring technologies

Disconnected Data Lacks Clarity

- Slow Decision-Making
- Missed Revenue and Margin Opportunities
- Reactive Rather than Proactive Management
- Limited Visibility Across Sites and Customer Behaviour
- Inconsistent Reporting and Conflicting Key Performance Indicators (KPIs)

Data Doesn't Create Value. **Decisions Do.**

- Just collecting data is no longer a competitive advantage
- The real advantage comes from faster, smarter decisions
 - Insight must be timely, trusted, and actionable

There is a Shift That Needs to Happen...

- Move from siloed systems to unified intelligence
- Create a connected view of retail operations
- Enable real-time performance monitoring and insight-led actions
- Find the data that allows you to work with “one version of the truth”

...Because Unified Data Creates Clarity

- A single view of retail site performance
- A single view of the consumer
- Faster, evidence-based decisions
- Consistent KPIs and operational visibility

How to Make The Strategic Shift

- Embrace Open Integration
 - APIs and interoperable platforms
 - Real-time data exchange
 - Avoiding isolated systems
- Utilize Industry Standards
 - Standardised data structures
 - Known scope
 - Easier multi-system integration
- Take Holistic Technology Decisions
 - Evaluate ecosystems, not individual products
 - Consider long-term data strategy
 - Prioritise scalability and flexibility

Retailers should not simply ask:
“Does this system solve today’s problem?”

They should also ask:
“Does this system strengthen our long-term unified data strategy?”

Making That Shift Will Drive **Positive Commercial Outcomes for Fuel Retailers**

- Smarter fuel pricing decisions
- Identifying underperforming sites
- Understanding fuel-to-shop conversion
- Better promotions and loyalty targeting

As Well As **Operational & Customer Benefits**

- Reduced operational inefficiencies
- Reduced fuel losses
- Improved operational responsiveness
- Happier customers through more seamless experiences

Unified Data = Actionable Insight = Commercial Impact

- Connected data enables faster action
- Insights become measurable commercial outcomes
 - Retailers can move from reactive management to predictive decision-making

A Vision of the Truly Connected Forecourt

Example of How Interconnected Data Leads to Integrated Business Decisions



Example of Utilising Integrated Data

For End-End Delivery Planning, Control, and Loss Management

Control

Tanker/Delivery
Control & Tracking



Optimise

Replenishment Planning
& Dispatch Optimisation



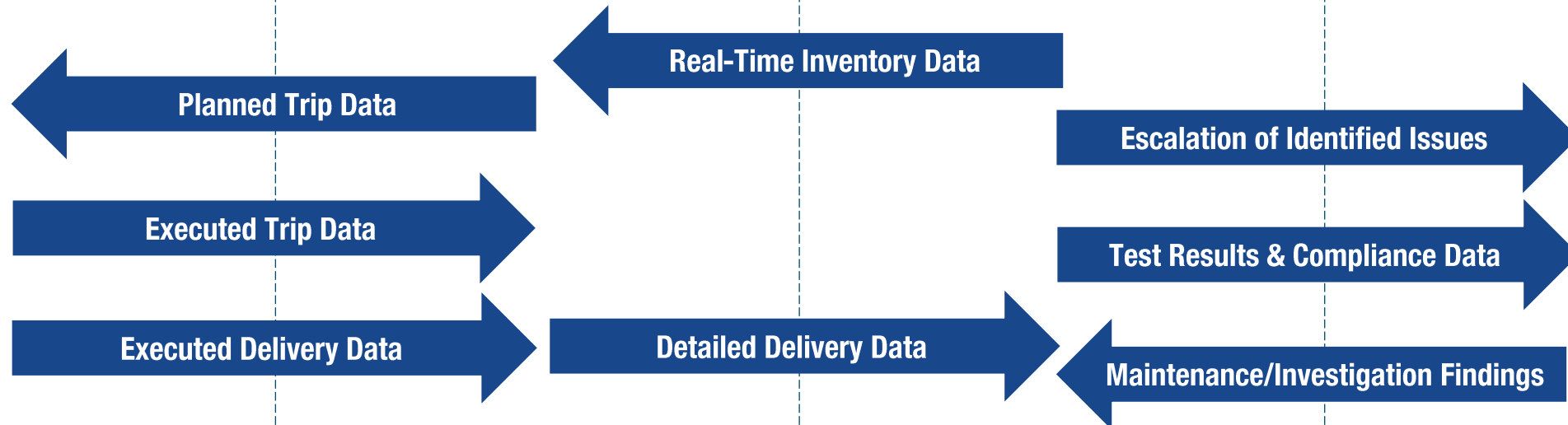
Analyse

Wetstock Management
& Loss Analysis



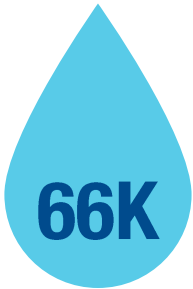
Maintain

Maintenance &
Asset Management



**Unified Data = Actionable Insight =
Genuine Tangible Commercial Impact**

Using a unified data approach,
previously unseen issues were
uncovered, including identification of
actual losses of fuel equating to over...



66K Litres of Losses Per Year



4K Alarms

Collected and Verified



Resulting in less than...



5%

needing escalation
or a site visit.



4 Leaks & 39K Litres
of fuel lost to ground



27K Litres
of fuel given away from
over-dispensing meters



> 500K

estimated savings in
clean-up costs

**3-Year Projection for
100 Site Network**



- 670K Litres Saved
- €717K Net Saving
- 249% ROI





The Fuel Retail Industry Does Not Need More Data



It Needs Better Ways to Unify Data and Turn Data Into Action



Retailers That Do So Will Outperform Competitors

**Data Only Creates Value When
It Drives Decisions**

**Collecting Data Isn't The Goal
— Acting On It Is**

**Unified Data Unlocks Insights
That Isolated Systems Cannot**

**Small Insights Can Drive
Major Results**

Connect With Me on LinkedIn!



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