Ahead of the game:

How can Fuel Marketers use Tech to Lead the Industry and Outpace the Competition in 2024

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Who are we?

Rohit Srivastav
Head of Marketing

Has led marketing at some of the fastest growing SaaS companies in the world. Has seen the evolution of software in the past decade from courtside seats.

Soham Dhakal
Chief Technology Officer

Project Lead at Oracle Cerner. Ran 500-700 people engineering teams as COO in South Asia serving clients worldwide., Engineering Head and has his own consulting firm.

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What is the agenda for today?

1. Digital transformation in the petroleum industry

Here is how **McKinsey** defines it:

"Digital transformation is the rewiring of an organization, with the goal of creating value by continuously deploying tech at scale.

You should be able to build a competitive advantage by continuously deploying tech at scale to improve customer experience and lower costs."

2. Choosing the right tech partner for your business

![FleetPanda PETROLEUM SOFTWARE]
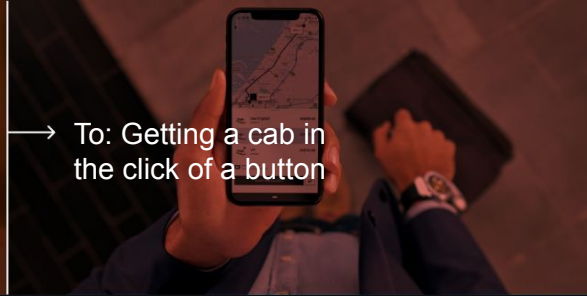
Every Industry went through
a Digital Revolution

TAXI

From: Waiting in line → To: Getting a cab in the click of a button

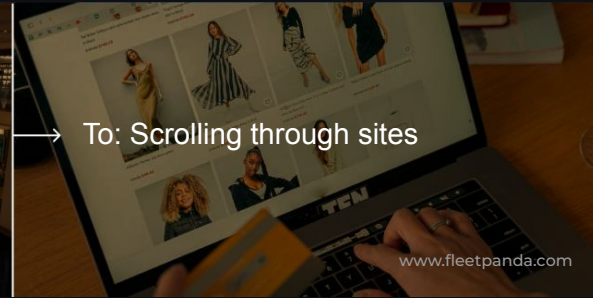**BANKING**

From: Physical Branches → To: Browsers & Apps

chime
Banking made awesome

RETAIL

From: Roaming the aisles → To: Scrolling through sites

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Is Your Tech Setup
Future-Ready or Retrograde?

It's not that they didn't have tech. It's that their existing tech wasn't enough for their future.

Companies like Uber and Lyft took over the entire world.
The companies that couldn't adapt fast enough, perished.

What does modern-day tech offer you?

✦ Easy to use

- Intuitive user interface

- Easy to maintain - no servers or bulky hardware

- Can build customized solutions easily

- 24*7 customer support

🚀 Speed

- Implementation in days, not months/years

- Integrations can be built in days

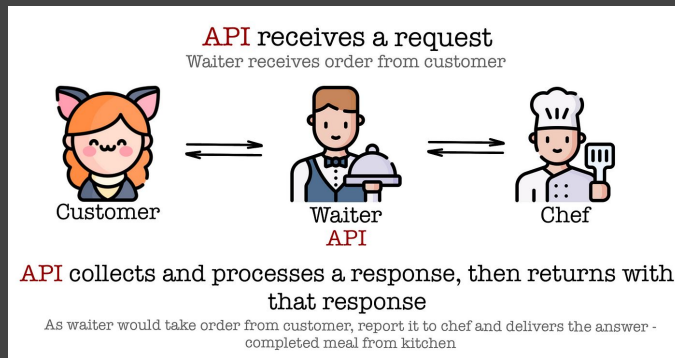- Release new features every week

💵 Lower costs too!

What makes all this possible?

Cloud

WHAT IF I TOLD YOU
CLOUD COMPUTING IS LIKE RENTING A CAR

APIs

API receives a request
Waiter receives order from customer

Customer → Waiter API → Chef

API collects and processes a response, then returns with that response
As waiter would take order from customer, report it to chef and delivers the answer - completed meal from kitchen

Modular architecture

Cloud based vs Legacy

	Cloud Based Software	Legacy Software
Costs	Typically lower (both initially and maintenance)	Typically higher, due to upfront licensing fees. Charge extra for maintenance.
Upgrades & customization	Regular updates, customization and upgrades included at no extra cost	Customization not possible. Very rare upgrades. And they require additional payment
Scalability	Flexible, can be easily scaled up or down as per the business needs	Requires additional costs to increase capacity
Integration	Usually has APIs for integration with other systems	May require custom development for integration
Accessibility	Accessible anywhere, anytime with internet connection	Often requires local network access or additional software for remote access

How do you embark on the journey of digital transformation?

Lay of the land

Sourcing & Inventory Management

Pricing Management

Procurement

Contract Management

Tank Monitors

Forecasting

Logistics

Order Management

Dispatch

Delivery Management

LCR Meters

Routing

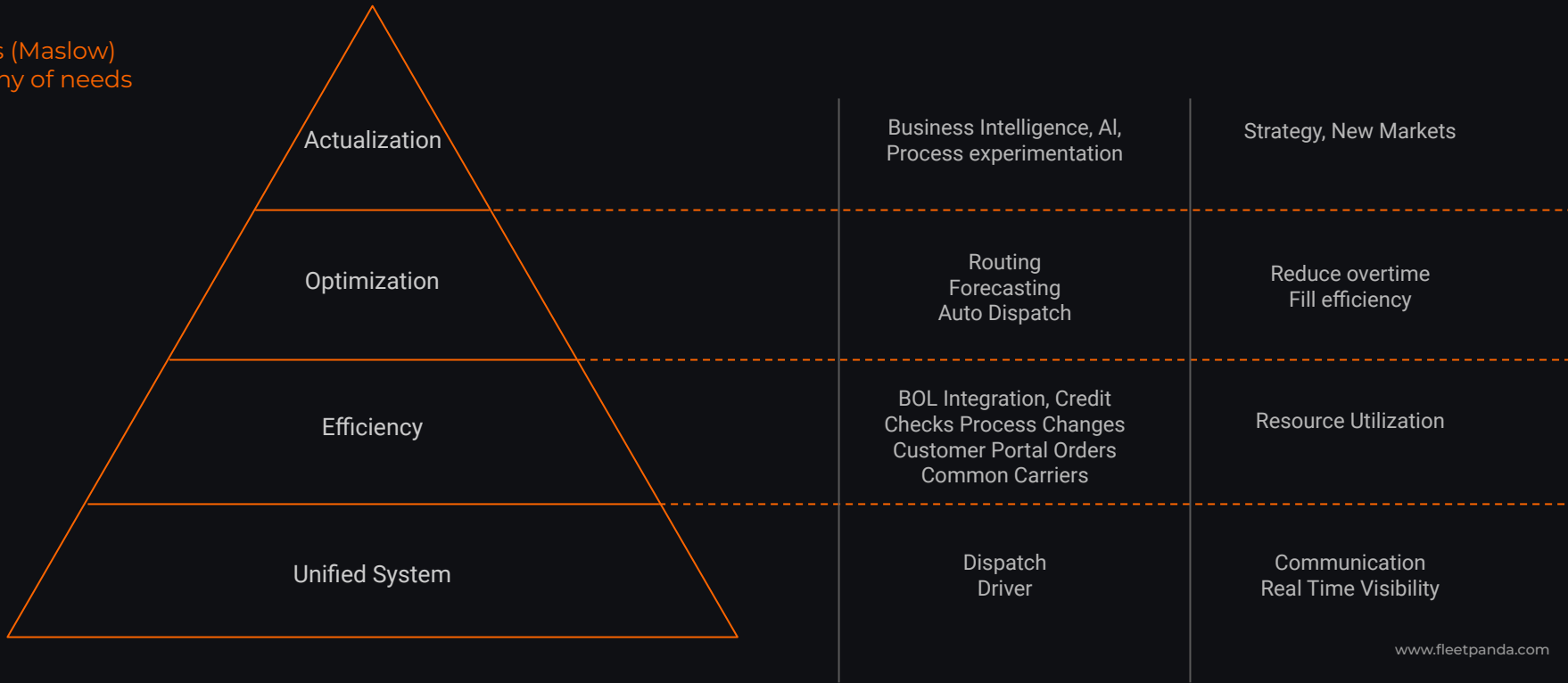## Back office

Credit Management

Invoicing

Tax management

Fees and Freight

Rebates

HR Management

It starts with understanding your business needs

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Panda's (Maslow) Hierarchy of needs

Level		
Actualization	Business Intelligence, AI, Process experimentation	Strategy, New Markets
Optimization	Routing Forecasting Auto Dispatch	Reduce overtime Fill efficiency
Efficiency	BOL Integration, Credit Checks Process Changes Customer Portal Orders Common Carriers	Resource Utilization
Unified System	Dispatch Driver	Communication Real Time Visibility

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What exactly should you look for while evaluating tech options?

Do more with less

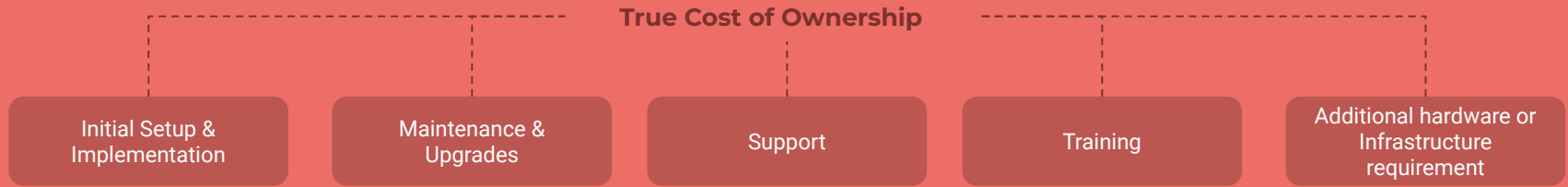**Adaptability to grow and Change**

Tech partner to lean on

Empowering your team

Let's deep dive into each!

Doing more with less

1. Look at the **True Cost of Ownership**

True Cost of Ownership

| Initial Setup & Implementation | Maintenance & Upgrades | Support | Training | Additional hardware or Infrastructure requirement |

2. **Ability to integrate** and play nice with the rest of your tech stack

Inventory Management

Accounting

Billing / Invoice

Verify Operations Paperwork

Cash Generation

Logistics

Scheduling

Dispatching

Collect Paperwork

Accounting Ready

Order Tracking

Reconciliation

Adaptability to growth and changes

1. **Constant improvement** by releasing new features and fixing issues.

2. **Flexible** and willing to build customer requests

3. Software you can **customize** to YOUR needs

4. Independent company vs acquired company


Improvise. Adapt. Overcome

Tech partner to lean on

1. Look at the **team** behind the software

2. Feature vs Future

3. A partner who will **evolve with you** and help you get where you want to go over the next year, or 5.

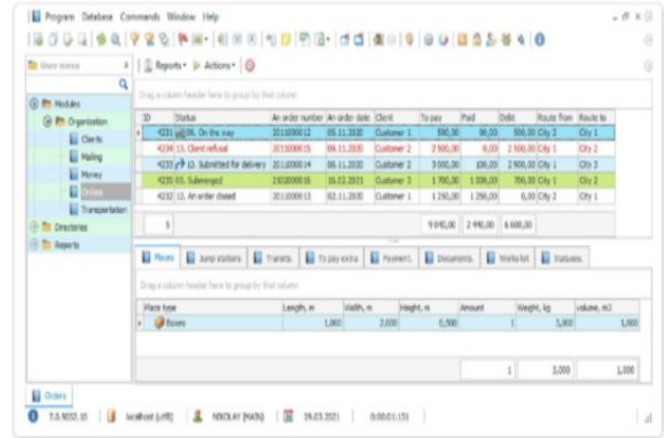4. **Support** that can be accessed any time.
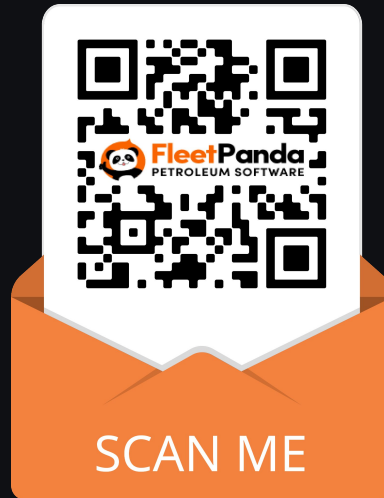
Empowering your team

1. **Smooth user experience** that allows your team to be more efficient.

2. **Implementation** should be timely and smooth
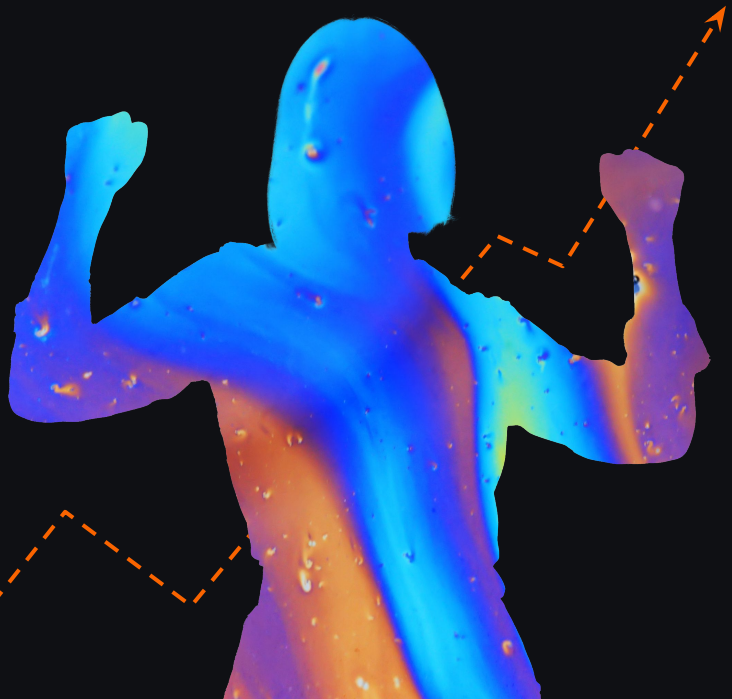
3. **Turn B-players into A-players**
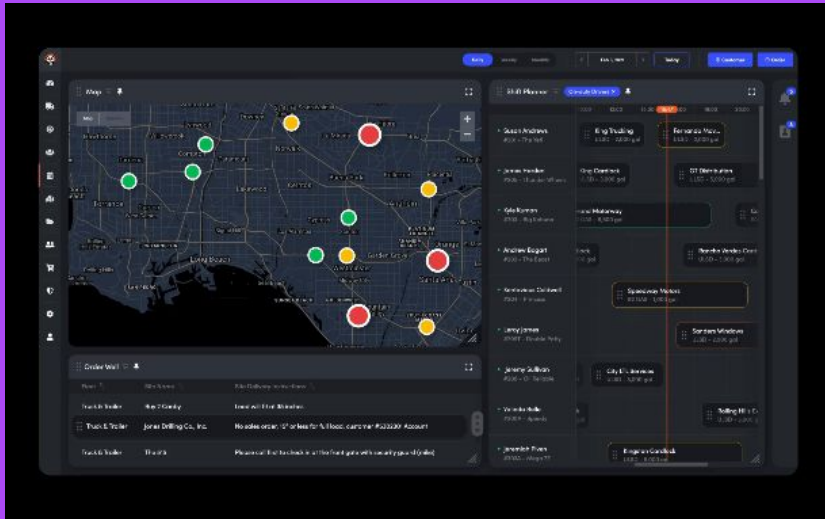
VS

Scan the QR code below

SCAN ME

Get the guide and RFP template on
how to choose a dispatch software!

Summary

1. **Start your digital transformation journey.** Understand where you wanna go this next year, next 5 years etc.

2. **Find a tech partner** that will enable you to be agile, to try out new things, to evolve with time and help you get ahead of the curve.

Over to you!