

## **PriceAdvantage Fuel Pricing Software Chosen by Maverik Inc to Discover Contributing Factors That Impact Fuel Volumes, Margins, and Gross Profit**

*Software Allows Maverik to Develop a Streamlined Fuel Pricing Strategy to Better Support Corporate Goals, Daily Business Needs, and Rapid Market Fluctuations*

Colorado Springs, CO ([PRWEB](#)) March 25, 2016 -- [PriceAdvantage](#), a fuel price management software company and division of Skyline Products, announced today that Maverik Inc. has chosen PriceAdvantage software to streamline their fuel price management at 274 of their convenience stores located throughout 10 western states. Maverik selected PriceAdvantage based on the software's ability to allow Maverik fuel pricing analysts to conduct price research in each market to help increase volumes, retain margins, and improve overall profits.

“Maverik recognized that they could not continue to depend upon manual fuel pricing processes to keep up with their planned growth, the competition, and market fluctuations,” shared Chip Stadjuhar, President and CEO of Skyline Products. “Delayed price changes, even for just a few hours, can have significant impact on their bottom line. PriceAdvantage will incorporate Maverik’s pricing strategy so that they can quickly, and predictably, respond to market changes.

PriceAdvantage easily integrated with Maverik’s instances of PDI Enterprise and Radiant Systems, allowing the team to be up-and-running quickly. Additionally, the PriceAdvantage interface is incredibly intuitive and easy-to-use which expedited user adoption.

“PriceAdvantage has not only streamlined our pricing strategy, but it allows us to take the manual tasks – such as changing the price on our POS, pump, and price signs – out of the hands of store employees ,” stated Sam Campbell, Maverik Director of Operations . “We can now price more stores faster and more strategically with the same number of fuel pricing analysts.”

### About PriceAdvantage

PriceAdvantage creates Software to Fuel Your Pricing Strategy™. Our easy-to-use, highly configurable solution allows fuel marketers to execute their unique fuel pricing strategy faster and more accurately by reducing manual processes and human errors. PriceAdvantage enables customers to make rapid, informed fuel pricing decisions based on their unique business rules, then automatically post new prices to their POS systems, fuel pumps and price signs, and then receive price change confirmation – all in just minutes. PriceAdvantage is singularly focused on fuel pricing software and is a division of a privately held U.S. company, Skyline Products, which produces software solutions and thousands of American-made electronic price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).



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