

PriceAdvantage Fuel Pricing Software Selected by Hough Petroleum to Accelerate Fuel Pricing Process

PriceAdvantage Helps Centralize Critical Fuel Pricing Data and Automate Fuel Price Changes

Colorado Springs, Colo. ([PRWEB](#)) July 25, 2016 -- PriceAdvantage, a fuel price management software company and division of [Skyline Products](#), announced today that [Hough Petroleum](#) has chosen PriceAdvantage software to streamline store-specific fuel pricing strategies at their owned and operated locations located throughout New Jersey. Hough Petroleum selected PriceAdvantage based on the software's ability to centralize critical fuel pricing data and present it in a strategic format as well as create automated prices changes – with price change confirmation - from a mobile device.

“Hough is like many other family owned fuel retailers; they can no longer effectively compete with the larger chains by using spreadsheets, emails, and phone calls to manage their fuel pricing,” shared Chip Stadjuhar, President and CEO of Skyline Products. “Our software will not only save them man hours, but it will give them real-time insight into market changes and opportunities.”

Hough selected the PriceAdvantage SaaS solution to leverage the benefits of a cloud service model including the low upfront cost, ease of implementation, and the maintenance and infrastructure cost benefits. They also selected the mobile component which allows them to make price determinations anywhere, anytime from a mobile device.

“We know that PriceAdvantage will help us optimize our prices to take advantage of market opportunities,” shared Gary Hough, President, Hough Petroleum. “Additionally, it will provide us with a level of confidence knowing that not only are we making more strategic pricing decisions but I will receive confirmation that those price changes were made when requested.”

About PriceAdvantage

PriceAdvantage creates Software to Fuel Your Pricing Strategy™. Our easy-to-use, highly configurable, patented 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.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).