

PriceAdvantage Software Utilized by Davis Oil to Free Store Managers from the Process of Posting Fuel Prices to the POS, Pumps, and Price Signs

PriceAdvantage Software Relieves Store Staff from the Tedious and Time-Consuming Fuel Pricing Process

Colorado Springs, Colo. ([PRWEB](#)) April 19, 2017 -- PriceAdvantage, a fuel price management software company and division of Skyline Products, announced today that Davis Oil has selected PriceAdvantage fuel pricing software to help expedite the fuel pricing process across their chain of 19 “C-Store” brand of convenience stores located across West Michigan.

“The time-consuming, manual process of conducting store surveys and posting new prices can often create critical delays and errors that impact gross profits,” shared Chip Stadjuhar, President and CEO of Skyline Products. “Davis Oil will utilize PriceAdvantage to automate the pricing process – supporting faster, more accurate pricing decisions.”

PriceAdvantage will allow Davis Oil to import pricing data feeds rather than rely on manual pricing surveys. Then, once an optimal price is approved, the software will push that new price to the point-of-sale, pumps, and gas price signs. The entire process takes just minutes, allowing Davis to respond to market changes quickly.

“Relying on store managers to conduct price surveys and then post new prices was creating delays and taking time away from serving our customers,” shared Jon Davis, President of Davis Oil. “PriceAdvantage imports competitor prices automatically, ensuring that we have the most accurate, up-to-date pricing data. Delivering prices to the street without involving store managers means we get the new price to the street quickly.”

Davis Oil 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. The PriceAdvantage pre-built integrations with PDI Enterprise, NCR Radiant POS, and Wayne Nucleus POS allowed for rapid deployment and state-wide adoption within a matter of weeks.

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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