



Picafuel for Retailers

Gain governance and visibility
with a cost-effective solution



The Future of Fuel Retailers

The shift in the core business and the changes in consumer behavior have added new layers of fuel retailing services: convenience stores, restaurants, carwashes, and more. These changes have also added new layers of operational complexity. To provide more options and services, fuel retailers need new technologies that can implement new management, operation, communication, and billing solutions.

In today's fast-paced economy, fuel retailers that want to thrive need to ensure their time and resources aren't wasted on multiple legacy platforms that have become a hindrance to their business. Today, fuel retailers are mostly using a complex technological stack designed for other industries. These disparate legacy solutions often need to be adapted to their specific market. Therefore they do not allow for the flexibility modern fuel retailers need.

A single and comprehensive digital solution like Picafuel can provide fuel retailers with full control over their fuel retailing operations, save them time and money previously spent on operating systems and increase visibility into operations. By transitioning from multiple outdated legacy platforms to one comprehensive digital solution, fuel retailers will future-proof their business, stay ahead of the curve and become industry leaders. Picafuel leverages the cloud, AI and machine learning to provide fuel retailers with the most cutting-edge digital solution for their needs.

Picafuel's Benefits



Enhances visibility



Saves time and money



Management and operational efficiency that increases productivity and eliminates the tedious manual work



A digital and easy-to-use solution to replace inconvenient processes and systems



Quick and cost-effective installation, no hardware needed



All-in-one fuel retailer platform

OUR SOLUTIONS

Financial Management

Streamline your billing process and maintain constant control

The billing process is the core of your financial operations. By implementing an automated billing system that is right for your business and your unique processes, you save both time and money. A slow process that lacks visibility and control can negatively impact your bottom line.

Picafuel's financial management solution automates your billing process by connecting the B2B business, ERP system and station reimbursement process for you. With all actions logged in the system, you can quickly and easily customize invoice management according to your preferences and settle any transaction disputes. Picafuel also supports manual billing per your preferences.



Main Features



Automated Reconciliation

Automatically calculate and execute dealer reimbursements, gain visibility into disputes that were automatically flagged by Picafuel and maintain full control to issue, terminate and manage identification means.



Transactions Management

Oversee each and every transaction. Correct transaction disputes easily.



ERP Integration

Integrate with ERP for automated issuing of billing invoices and documents



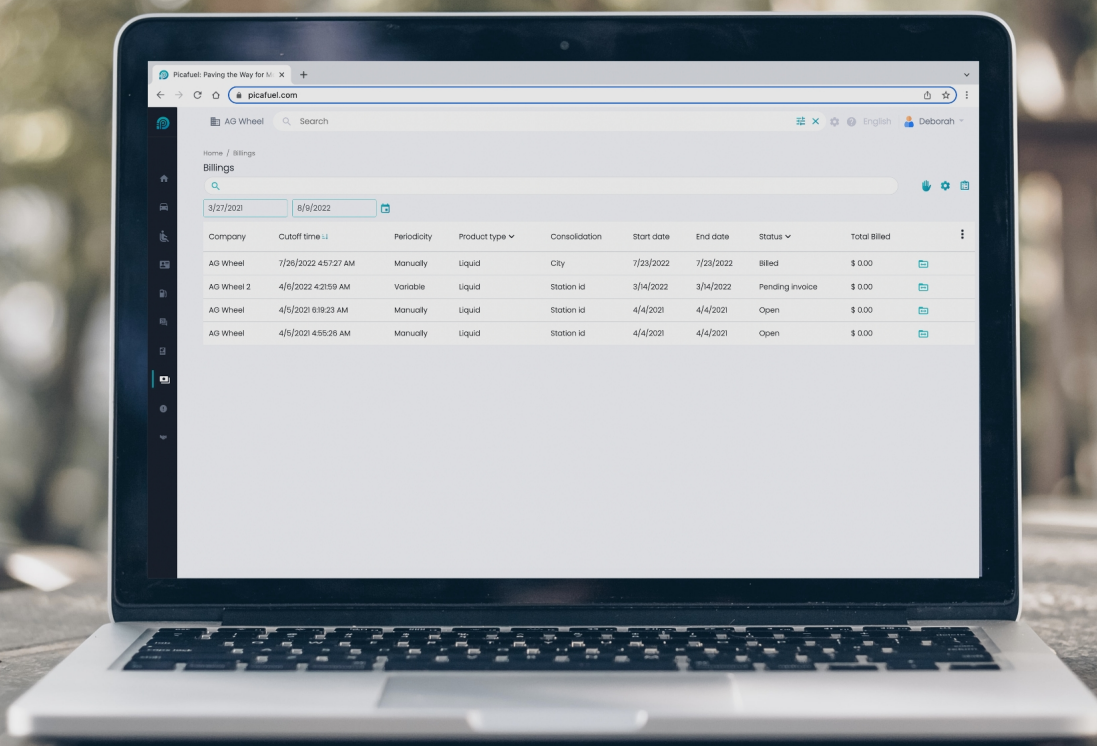
Authorization Server

Our best-in-class transaction authorization server automatically takes all your business rules into account so you can approve transactions with minimal friction in the fuel or in the shop. Picafuel supports several different identification means.



Anomaly and Fraud Detection

Detect suspicious transactions in real-time to prevent fraud and theft.



OUR SOLUTIONS

CRM

A CRM developed to enhance fuel retailers governance and provide customer insights

Picafuel's CRM was designed specifically for the energy retail industry. The platform gives managers easy-to-use tools for accessing valuable data insights and enhancing management capabilities of their customers' data.

Main Features



Customer Structure Management

Keep track of vehicles, drivers, sub-accounts, cost centers and multiple hierarchies - all in one centralized and accessible location.



Commercial Policy Management

Easily manage customers' commercial terms, vehicle identification means, multiple price lists and programs



Customer Support

Instantly resolve customers' queries with in-app support.



Network Configuration

Customize your network preferences based on types of vehicles, stations and fuel. Manage and terminate vehicles as required.



Product Catalog

An easy-to-use management catalog of fuel, non-fuel and lubricants.



Restriction Tools

Apply flexible, dynamic restriction policies based on your needs.



Dynamic Reports and Analytics

Analyze customer performance to derive insights and make optimized, data-driven decisions. Export data from our built-in analytics tool to the BI system of your choice.



Driver and Vehicle Onboarding and Offboarding

Activate, suspend or terminate vehicles and drivers instantly without any hassle.

OUR SOLUTIONS - CRM



OUR SOLUTIONS

Station Management

Efficiently manage all stations from a single location - Wherever you are

Picafuel's Station Management solution bridges the gap of fuel retailers having to manage siloed stations. Lack of visibility into cross-station performance and dependency on manual updates leaves fuel retailers with management blind spots that impact efficiency and the bottom line.

Picafuel is designed to help retailers digitally manage all their station activities from one cohesive platform. We have experience connecting to forecourt control centers (FCC) and point of sale (POS) systems. By providing a bird's eye view of all station activities, managers can streamline operations and easily integrate with other facilities at the fuel station, like convenience stores, car washes, and more.

Main Features



Station Grouping

Group your stations to apply discounts, alerts, capabilities, restrictions and more, to multiple stations all at once. Group based on factors like fuel, location or opening hours.



Prices and Discounts Management

Manage all and any station energy prices, special discounts and dealer commercial terms.



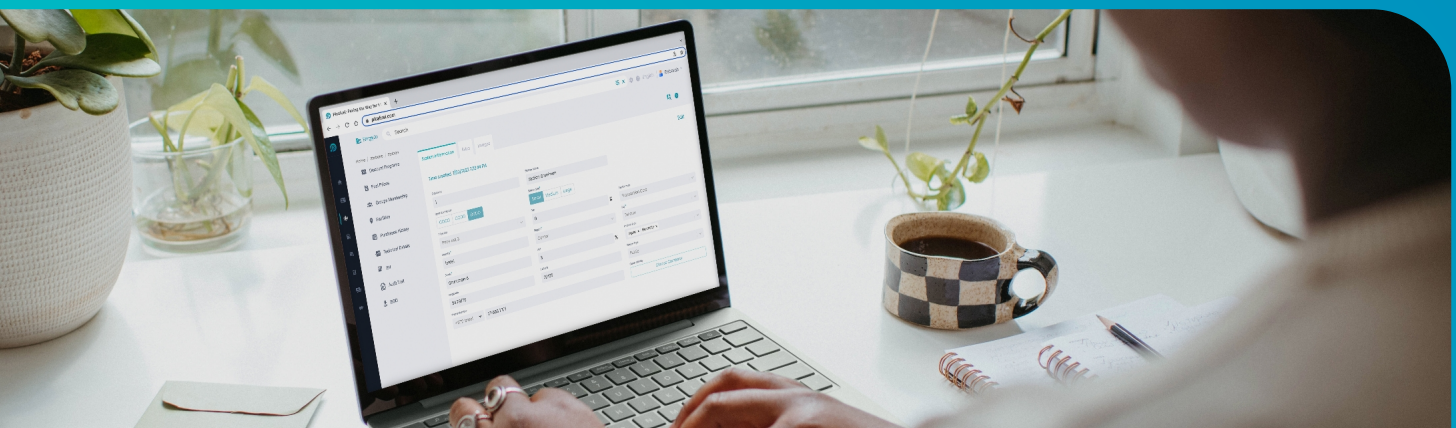
Integrations Across the Network

Easily integrate in-house fueling and home depot fueling with the public network, to provide more customer capabilities and improve management.



Automated Reporting

Get automated end-of-day reports that help you track, monitor and analyze the performance of your stations so you can derive insights that increase the bottom line.



OUR SOLUTIONS

AVR

Automatic Vehicle Recognition

Digitize your refueling experience and eliminate the hassle of hardware

PicaFuel's Automatic Vehicle Recognition solution leverages AI and computer vision to authenticate vehicles during fueling. By eliminating costly and vulnerable hardware - like fuel cards, payment terminals or any vehicle/station identification systems - fuel retailers can prevent fraud and provide customers with a modern and efficient digital experience.

Main Features

Fraud Prevention with Three-Factor Authentication



Analyze and approve every transaction in real-time with Three-Factor Authentication based on odometer readings, station distance, and more. Ensure security for both your customers and you. Flagging can be customized.

Offline Support



Predefined business rules enable transaction approval in case the cellular network is unavailable.

Vehicle Telematics

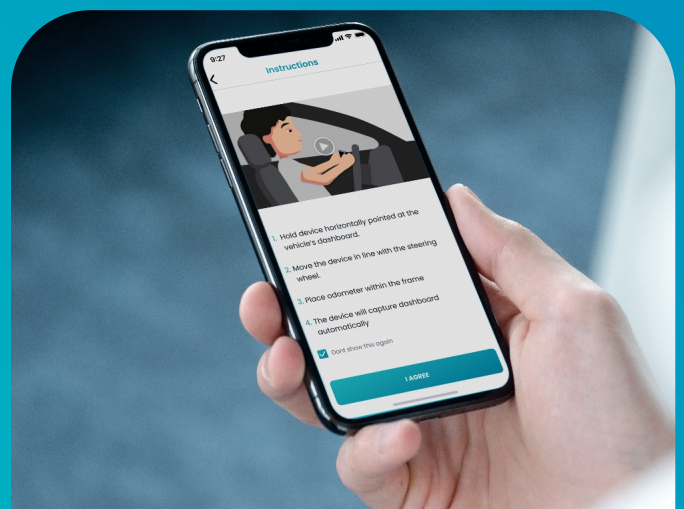
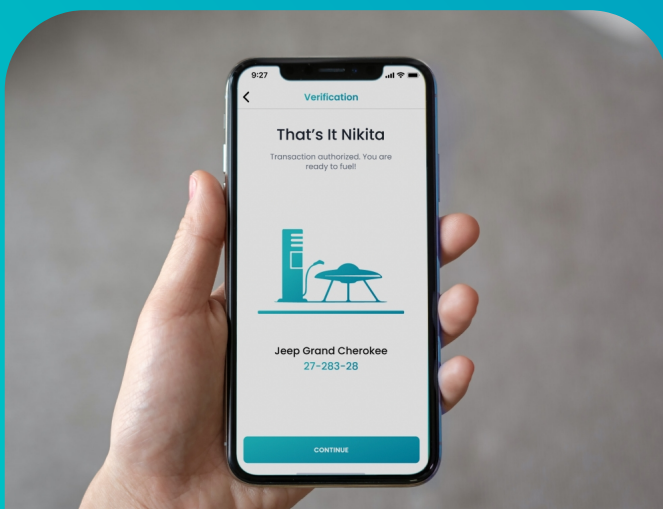


Capture vehicle data to improve your customer offering. Data includes odometer and warning light readings.

Enhance the Customer Experience



Provide your customers a fast and unique experience that is digital, secure and no-touch.



OUR SOLUTIONS

EV

End-to-end energy management of EV vehicles

While EVs are becoming more prominent, the industry lacks a comprehensive and efficient EV management solution for operational and business fueling needs. Picafuel's EV management solution lets you manage your EV network integrated with ICE vehicles. Leverage Picafuel to track and analyze vehicle information in real time. Reimburse your drivers if they charge at home, at work, or on the road.

Main Features



CPO Management

Effortlessly operate and manage all your charging stations.



EMSP - (e-Mobility Service Provider)

Get full control of your EV business. Define and customize your business rules.



Charging Information

Track all transactions - times, dates, stations and more.



Reports

Analyze vehicle performance and energy cost behaviors.



Navigation Tool

Help drivers navigate to stations based on prices, opening hours, facilities and other characteristics.



Reimbursement Management

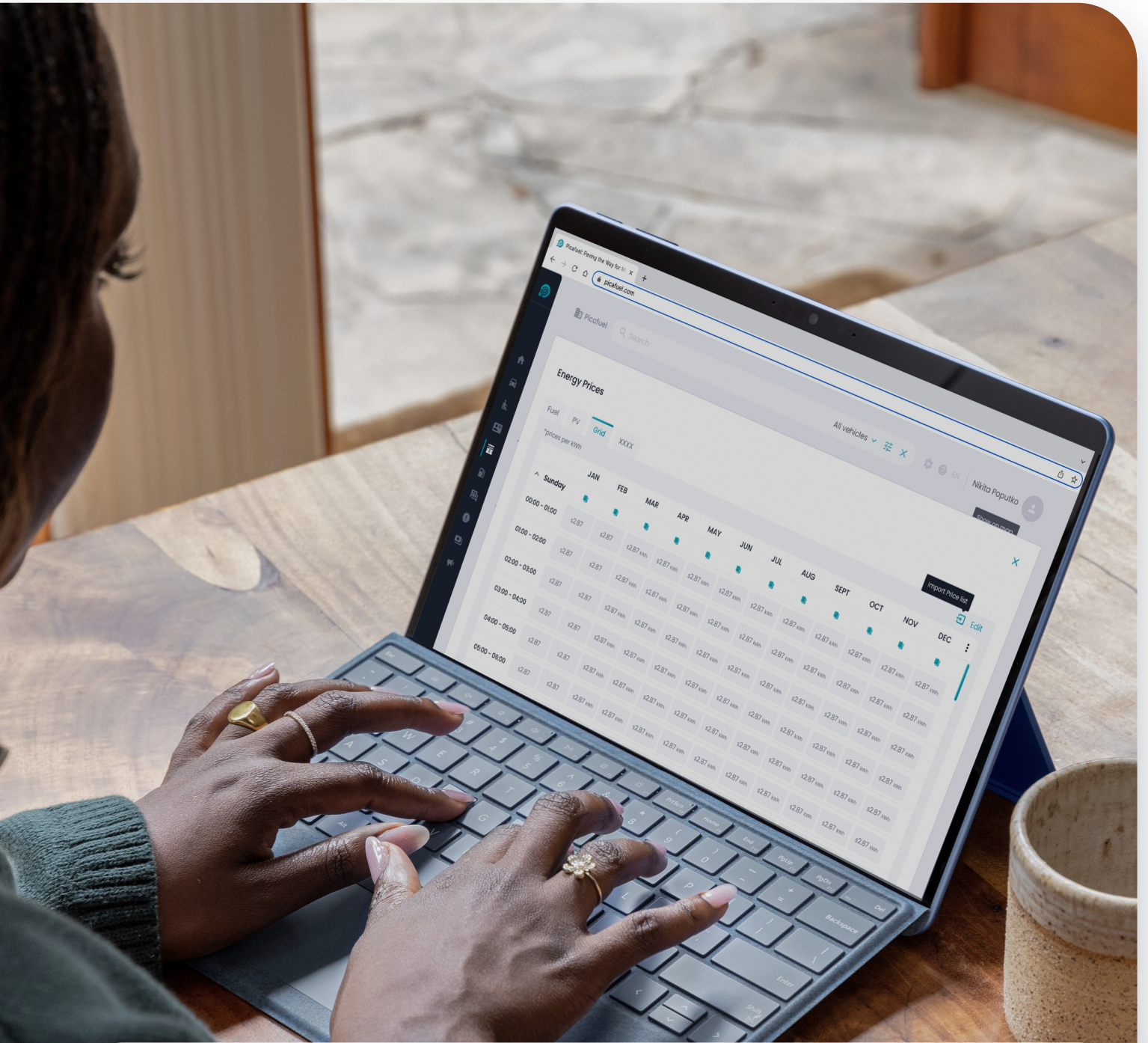
Allow your drivers to charge wherever they want and easily get reimbursed.



Mobile Charging

Eliminate the need for any risky and costly hardware: authenticate drivers and authorize transactions through a digital app.

OUR SOLUTIONS - EV



Discover what **modern fuel retailing management** looks like

[BOOK A DEMO TODAY](#)