



The Business

Fuelogic Ltd operates "Fuel Cards" to business customers. In a very competitive market with Shell, BP, Texaco, Keyfuels and many others, highly efficient, reliable IT systems are critical.

Margins are low, risk is high and pricing of fuel per litre is calculated to many decimal places. Bunkering fuel carries risk of price sensitivity to daily world events not just oil prices.

ITD developed complete software systems to facilitate stock management, invoicing, account management and prospecting functionality across the whole company. Terms of trade influence complex sales pricing strategies for multiple-card holder accounts. Thousands of customers and millions of pump transactions are affected via these systems annually.

"IT Developers have developed systems that are easy to use and reliable. The systems enable us to manage multiple card holder accounts, control risk, integrate our accounting systems and also provide valuable management reporting."

The Challenge

Integration of direct data feeds from retail outlets across the country into Fuelogic management systems. These feeds handle card ordering, fuel purchases and ancillary transactions.

Credit control management alerts via automated email and SMS integration and daily 'red-flag' management reporting was critical to achieve. Stock management and fuel purchase cocktailing valuations are vital in the calculation of customer fuel pricing for each day – these algorithms are complex procedures designed to deliver maximum margin opportunities and customer performance tracking.

Multi-site access was required for staff and customers.

The Solutions

A large data management engine based on SQL Server 2008 provides the primary back-end data storage and transactional functionality.

Redundant failover systems were architected to facilitate failover management. Data access is via a custom built dotNet 4. Application with Crystal reporting and via replication of data from back-office to a secure client website is also implemented to facilitate client self-management.

Terminal Services solutions were implemented to provide remote office access to systems. Utility programs to facilitate Accounting software integration were also developed.

Technologies Used:

- SQL Server 2008
- VB dotNet, C#dotNet