

### Special points of interest:

- Reducing cost, focus on core business and growth.
- A value added tool for all customers.
- Logistics—a great tool if the right vendor is selected.
- Managing customer relationship growth.

### Inside this issue:

Service Oriented Architecture	1
Tank Monitors	1
Logistics Software	2
Customer Service Notes	2
About The Fuel Web	3

## The Fuel Web, Inc.

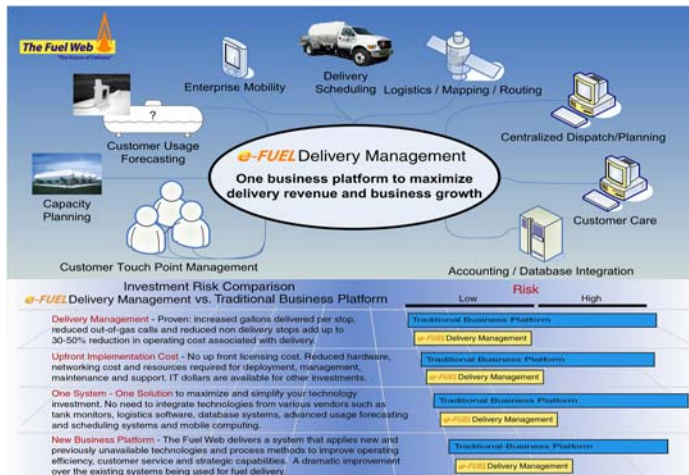
### Service Oriented Architecture—Reducing cost, focusing on core business and growth

Business platforms that build on SOA (Service Oriented Architecture) are gaining traction with corporate executives. With ever increasing pressure to drive business costs down while increas-

The most common reason executives give for incorporating SOA in their company strategy is to reduce cost. This includes but is not limited to staff requirements, equipment and infrastructure. A

accessing best practices for the business.

The Fuel Web's *e-Fuel* Delivery Management product has been built from the ground up as an SOA business platform delivering modern technology and business process to the propane marketer. Working with propane marketers over the last 5 years has enabled The Fuel Web to understand the challenges, best practices and business issues facing the propane marketer. Having one integrated system that incorporates low cost installation and maintenance of tank monitors for customer tanks, a 300% improvement in customer usage forecasting accuracy, automated scheduling and routing of deliveries, robust mobile computing technology, and customer service touch point tools has allowed The Fuel Web customers to focus time and capital on maximizing fuel delivered, improving customer service processes and growth.



ing process innovation requires a business to shed its non-core activities to maintain focus. This frees up capital to continuously invest in core competencies and focus on driving a better return on capital across the enterprise.

second compelling driver is the ability for the business to focus capital and resources on its core competencies. Additional reasons for SOA implementation is as a mechanism for sustained growth, driving innovation and

### Tank Monitors — How much better can you serve your customers?

Today in the delivered fuel industry, the primary use of a monitor installed on a tank is to record customer fuel levels on a regular interval and report the results to the propane marketer. The value delivered to the customer is reliability of service. The value to the propane marketer has been a tool for better delivery decisions and competitive differentiation. Until recently, this value added tool has only been cost effective to deploy on commercial customers with unpredictable usage or

geographic routing challenges. In it's 3rd generation of tank monitoring technology, The Fuel Web has introduced to the propane delivery industry a tank monitor fully integrated into it's *e-Fuel* Delivery Management system, with the price and features that make a good business case for deploying on the majority of customer tanks. A low cost installation process integrated into the tank monitor design and function, features like unusual usage and fill alerts, 48 readings/day of

fuel level, inside and outside temp. and an informative display that addresses a real business need. Also a tank monitor power design that uses mostly solar power eliminating battery maintenance and significantly reducing life cycle maintenance cost, is also tightly integrated into The Fuel Web's *e-Fuel* Delivery Management software platform so you get all the benefits the new technology can provide. With *e-Fuel* Delivery Management, tank monitors are for all customers.



A Snapshot of e-Fuel mapping for deliveries to be made for the day by truck # 123.

Improving the accuracy of customer usage forecasting is critical to maximizing the benefit of logistics software



A snapshot of e-Fuel Mobile displaying "0" open CSN.

**Logistics Software— A great tool, if combined with accurate usage forecasting.**

In today's market, it is difficult for the propane marketer to select the right technology vendor for logistics support of bobtail fuel deliveries. Most logistics software companies do supply a common feature set:

- Routing
- GPS asset tracking
- Performance reporting

The benefits of properly implementing logistics software for use with bobtails will be a decrease in the number of miles driven and hours of operation for the vehicle to service the

same number of customers. With the delivery time saved, additional deliveries could be made. To get the maximum benefit from your logistics software (3) additional factors should be considered.:

- 1) The accuracy of customer usage forecasting feeding the logistics software.
- 2) Native integration with the delivery management system.
- 3) Native integration with mobile computing system.

With accurate customer usage forecasting integrated with

logistics software, a driver will deliver more fuel, in fewer stops with less miles driven.

Native integration (software products developed on the same platform) between applications should be required. As software company product development continues, propane marketers should be aware of the future costs associated with software compatibility issues as companies independently continue down their own product development path. e-Fuel is developed from the ground up as one native application integrating all aspects of the fuel delivery process.

**Customer Service Notes—A customer touch point tool.**

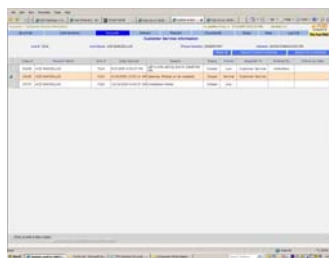
The Customer Relationship Management (CRM) software is being implemented throughout various industries world wide. The purpose of this software was developed as a tool to improve a process where the customer and a company interact with each other.

For business, the meaning of CRM is not so much customer relationship management, but customer relationship growth. Thanks to the Internet, buyers are more informed than ever. The customer service experience is now the defining factor in many purchase and loyalty decisions.

For propane marketers that invest significant marketing funds on acquiring and retaining customers, a tool for staying aware of customer needs is imperative.

As an integrated part of e-Fuel Delivery Management, Cus-

tomers Service Notes (CSN) is a customer "touch point" archival tool to store a service history of customer activity, issues, resolutions and sales.



Customer Service Notes

Customer information is entered as cases and is assigned a number for future reference. A case can be opened or closed. If open, the case is assigned to reports directed to customer service, field service or management for resolution. This business process has been an effective tool in managing all types of customers issues to resolution and making certain all business groups are ac-

countable for customer service.



Field service work order generated by CSN.

The CSN is also integrated with e-Fuel Mobile for open cases to be addressed or created by field personnel with PDA's. As with all of e-Fuel, all are features of one system developed for the fuel delivery industry.

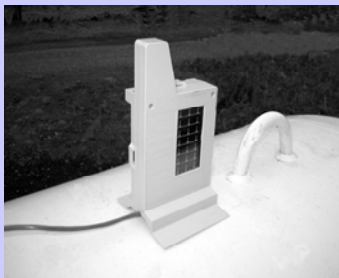


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## The Future of Delivery



### TFW Background:

Between 1999 and 2002 a business analysis was conducted by The Fuel Web, Inc. to determine if a significant operational cost savings were available to LP Gas marketers by automating the management of the LP Gas deliveries with modern business tools and methods. The research involved conducting a business process analysis over a two year period in partnership with two LP Gas Marketers located in the western United States. The objective was to see where the impact of using new technologies and business processes would provide a significant improvement in operating efficiencies, improved customer service and streamlined back office processes. The results of the study concluded that a properly implemented integration of the Internet, tank monitoring, advanced forecasting, modern scheduling and routing methods as well as mobile computer systems could provide a very significant positive impact on the bottom line and a significant streamlining of overall operations. Based on this, a new business platform has been developed by the Fuel Web, Inc. named **e-Fuel** and is being used successfully by many propane marketers in North America.

Visit us on the web at: [www.thefuelweb.com](http://www.thefuelweb.com).

### Company Event Updates

NPGA 57<sup>th</sup> Annual Southeastern Convention and Expo

April 14<sup>th</sup> - 17<sup>th</sup> at the Georgia World Congress in Atlanta. Visit booth 932 for a demonstration of e-Fuel product that integrates modern technology and business processes into one solution to optimize LPG business operations. Also, do not miss the new educational sessions offered by NPGA. There will be a session on "Information Technology—From Information to Implementation" Featured will be a panel discussion, including The Fuel Web amongst the panelists, outlining effective use of Information Technology and the challenges marketers encounter. Mark your calendar for Monday April 16<sup>th</sup> from 3:00pm – 4:30pm for the Business Management Track.