

May 2007

Special points of interest:

- A service that frees company resources to focus on core business.
- Bobtail automation solution at no additional cost to e-Fuel subscribers..
- Tank Monitor Installation cost can be minimized through automated processes.
- Insuring your integrated technologies will always work together.

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The Fuel Web, Inc.

e-FUEL - The efficient delivery management of fuel is our core mission.

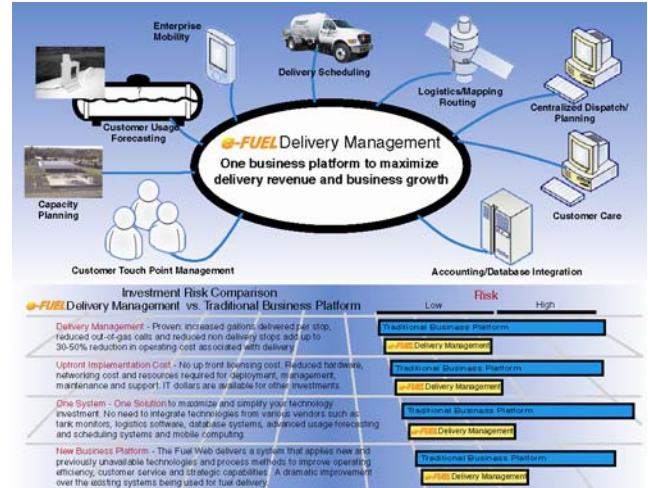
Business platforms such as The Fuel Web's **e-Fuel** Delivery Management System that are built on SOA (Service Oriented Architecture) are gaining traction with LPG Marketers across North America . With ever increasing pressure to drive business costs down while increasing process innovation requires the 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.

In Geoffrey Moore's book, *Living on the Fault Line*, he makes the case that companies should only focus on core activities. "For core activities, the goal is to differentiate as much as possible on any variable that impacts customers' purchase decisions and assign one's best resources to that challenge. By contrast, every other activity in the corporation is not core, it is context. And the winning approach to

context tasks is not to differentiate but rather to execute them effectively and efficiently in as standardized a manner as possible."¹

team. It is context to you but it is core to them"³

This thought process can have a tremendous impact for the LPG



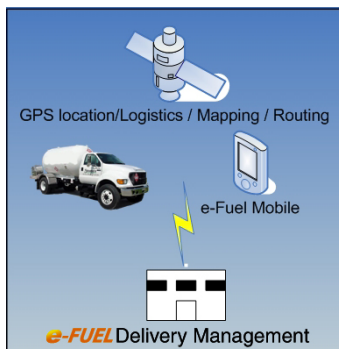
In addition Moore states that "there is no context task that cannot be someone else's core task"² To the question why other people can do a better job at a companies context tasks, Moore's answer is simple; "this is where they are putting their A

Marketer. Do your internal delivery management processes provide any differentiation to the mission of your company? At The Fuel Web, providing a business platform for the efficient delivery management of fuel is the core mission of our business.

e-FUEL Mobile - Finally, a simple, low cost solution to enterprise mobility.

e-Fuel Mobile is a handheld software application created by The Fuel Web that automates shift processing and delivery transactions for propane companies and their drivers. The application is tightly integrated with the complete **e-Fuel** Delivery Management system. The application exchanges delivery schedules, tank data, customer information and truck data with The Fuel Web's **e-Fuel** Delivery Management application. **e-Fuel Mobile** communicates with the electronic registers hardware resident on the truck, e.g. Liquid

Controls™, enabling the handheld to control the start and stop of gas flow, acquire and



print delivery quantity informa-

tion and delivery receipts.

A driver will take **e-Fuel Mobile** on the bobtail as a tool to help him/her with deliveries. The driver starts the shift from within the application by selecting a truck for that shift, physically performing a truck inspection, recording any outstanding issues in **e-Fuel Mobile**, and printing the Vehicle Inspection Report. To get more detailed information on the complete application visit our web site at www.thefuelweb.com. Select Documents / e-Fuel Mobile.

1, 2 & 3 — Geoffrey A. Moore, Living on the Fault Line, Revised Edition, Harper Collins, 2002



A snapshot of the *e-Fuel* Install Section Post installation screen. This is part of the *e-Fuel* system and process for effective deployment and maintenance thousands of tank monitors.

"If tools and processes that are designed to effectively deploy thousands of tank monitors are not made available by the vendor, then the risk of high installation cost can be more than the tank monitoring technology itself!"

Tank Monitor Installation—Managing installation cost with automated processes.

One of the largest concerns for LPG Marketers considering enterprise wide deployment of affordable tank monitoring technology is a proven, cost effective process for tank monitoring hardware field deployment and testing. If tools and processes that are designed to efficiently deploy thousands of tank monitors are not made available by the vendor, then the risk of high installation cost due to long installation time, inefficient installation route planning, lost tank monitoring assets and the requirement to return to the installation site to "fix" what was not done correctly the first time can cost the LPG Marketer more than the tank monitoring technology itself!

The *e-Fuel* Delivery Management application and the *e-Fuel* Tank Monitor are tightly integrated in design to minimize the cost and maximize flexibility while deploying thousands of tank monitors.

Within The *e-Fuel* Delivery Management application is an **Install Section** that has been used and refined over the last 5 years to deploy over 25,000 tank monitor installations. The Install Section enables the LPG Marketer to plan tank monitor installations effectively with

easy to use tools to manage and review installation progress and plans. Create, build, review and maintain install logs with flexible customer search tools. An example would be to create a install log for a specific delivery route. From the build install log screen, tank monitoring hardware candidates are selected and various options are set related to tank monitor installation such as tank type, monitor not allowed flag and Mail Gateway/Self Install flag. The install logs are printed with customers listed in installation order and accompany the field personnel during installation. The propane company installer installs the *e-Fuel* Data Module on the tank and either skips delivering the *e-Fuel* Gateway in favor of the Self Install Mailed Gateway or leaves the Gateway Display hung on the door with installation and program details included. During installation the installer removes the provided extra bar code labels from the tank monitor Data and Gateway Module (if left) and places them on the Install Log. After returning to the office the tank monitor unit -id's are bar code scanned from the hard-copy install log labels into the previously created *e-Fuel* Application on screen Install Logs. The system now knows which

tank Data Module transmitter goes with which Gateway Display receiver and can initiate mailing the Gateway directly to the end customer or track for the Gateway to call in after the customer has installed it, and confirm a successful installation.

One feature that this process highlights is the ability to install the tank reader and indoor receiver independently of one another. Not having to associating the two parts of the system together until after the installation is made allows the Propane Companies to install the tank Data Module component as fast as possible while initiating the receiver installation but allowing it to take place differently depending on the flexibility of the customer and preferred install method. This also allows flexibility when changing out tanks that have monitors on them, as well as replacing them if there are problems, without having to go in the residence or business.

At TFW, we think that having a well planned tank monitor deployment process tool in place can make the difference in installation cost of +\$40 to \$60 per monitor. Installation with TFW's system is \$10 to \$25 per monitor versus \$50 to \$85 per monitor without.

Technology Integration—Insuring your technologies supply the most value.

Many business executives are looking to suppliers to provide them with a single integrated solution utilizing modern technology and processes methods to improve business operations revenue and support growth. The challenge business leaders face is selecting technologies that supply the most value and are a good long term investment.

Now consider the technologies that are being promoted to the LPG Marketer for improving retail operating efficiency:

- Accounting Software
- Routing/Mapping Software
- Customer Relationship systems
- Global Positioning Systems
- Wireless Networks
- Logistics Systems

- Tank Monitors
- Office Computers
- In-Vehicle Computers
- Network Servers

All of the mentioned technology pieces can be applied to incrementally improve operations for the LPG Marketer, but individually do they supply the most value?

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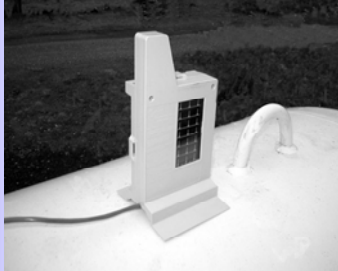
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e-Fuel Data Module on a tank



e-Fuel Gateway in a home



e-Fuel Mobile Bobtail setup



Visit us on the web at:

<http://www.thefuelweb.com/>

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The best way available for a businesses to take full advantage of current and *future* technologies is to select a supplier that provides a scalable business platform that can integrate modern technologies from various sources while maintaining a low lifecycle maintenance cost. This enhances the capabilities and extends the useful life of the system so the system remains valuable to the fullest extent possible.

At The Fuel Web, a new business platform has been developed integrating all of the mentioned technologies into one solution for the delivery management of fuel. This solution is supplied to the LPG Marketer via The Internet using a Web Browser. All of the technology integration is performed and maintained at The Fuel Web, not deployed or maintained at the various LPG Marketer locations.

The result is e-Fuel Delivery Management, one solution where all of the technologies are integrated together as one system with the leading edge integration capabilities of today and the ability to grow to the new requirements of tomorrow.

Company Event Updates

58th Annual Western Propane Trade Show and Convention

May 17th - 19th at the Silver Legacy Hotel / Reno Events Center In Reno Nevada. Visit booth 208 for a demonstration of e-Fuel product that integrates modern technology and business processes into one solution to optimize LPG business operations.

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.