# How to Integrate Tank Monitors into your Delivery System

March 6, 2017

Tankutility

ADD SYSTEMS
ADVANCED DIGITAL DATA®

# Your Hosts

**Aaron Gress**
Sr. Director of Biz Dev
Tank Utility

**Roger Keyser**
VP of Customer Success
ADD Systems

**Phil Mirabito**
Special Project Coordinator
Mirabito Energy Products

# Tank Utility Story

- 220+ fuel supplier partners; >250% growth 2017
- Total Monitoring Solution = Easy to install + actionable insights + customer engagement
- Many ADD Systems integrations!

**Hardware** + **Software** + **Customer Engagement**

Cellular or Wi-Fi
Remote Tank Monitor

*Propane Marketers*

Supplier
Operations Portal

*Homeowners & End Consumers*

iOS & Android
Apps


Marketing campaigns,
customer sentiment surveys

# ADD Systems Overview

- Proudly in business since 1973
- 18,000+ users, with 6,000+ Raven® mobile delivery devices deployed across North America
- Software solutions for Heating Oil, Propane, HVAC, Wholesale Petroleum, Lubricants Distribution, and Convenience Store industries
- Focused on client relationships & continuous software development

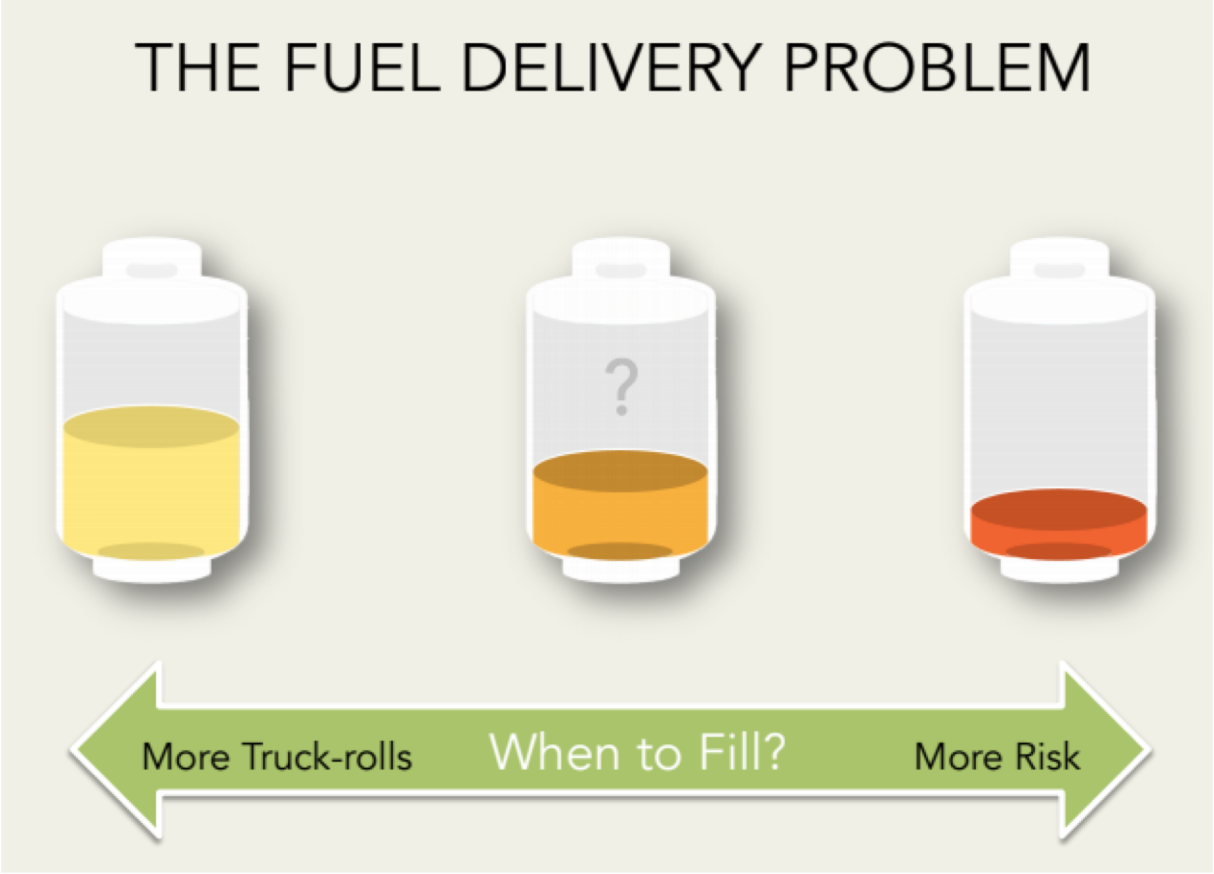
# Roadmap

1. Why add tank monitors to your delivery system?
2. How to find accounts that will achieve +ROI?
3. Integration Options
4. Integration Best Practices
5. Measuring your Return on Tank Monitor Investment
6. User Experience -> Phil Mirabito, Mirabito Energy Products

# Today's Challenge with Fuel Delivery

**Costly Deliveries**

Smaller Drop Size
Increase in Yearly Deliveries
More Labor Hours

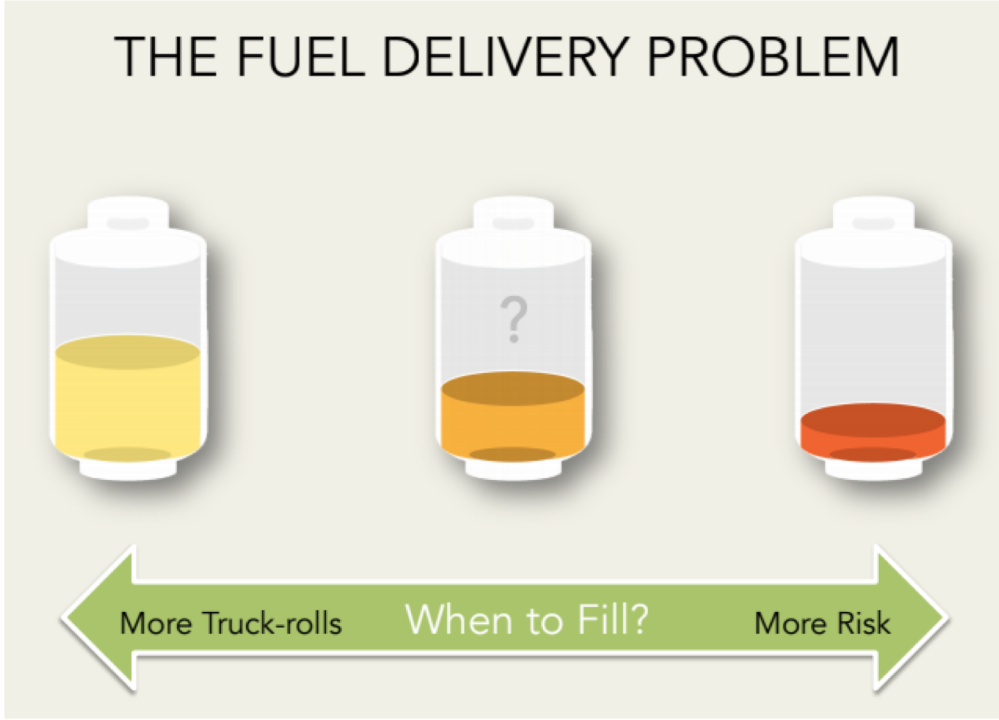



**Customer Run-outs**

Lose Customers
Damaged Brand Reputation
Unhappy Customer Calls

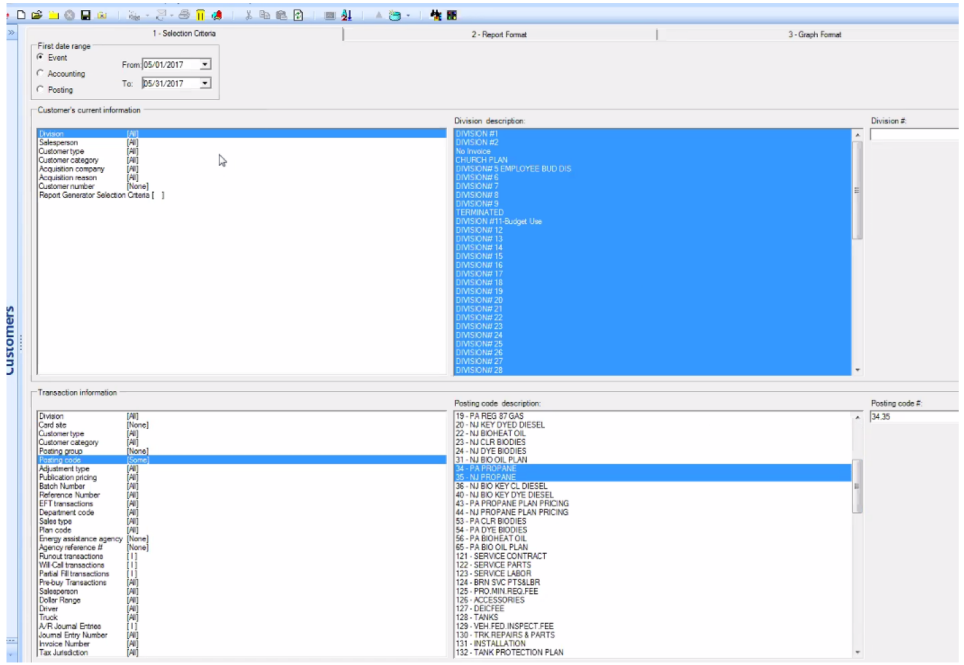
# Why add tank monitors to your delivery system?

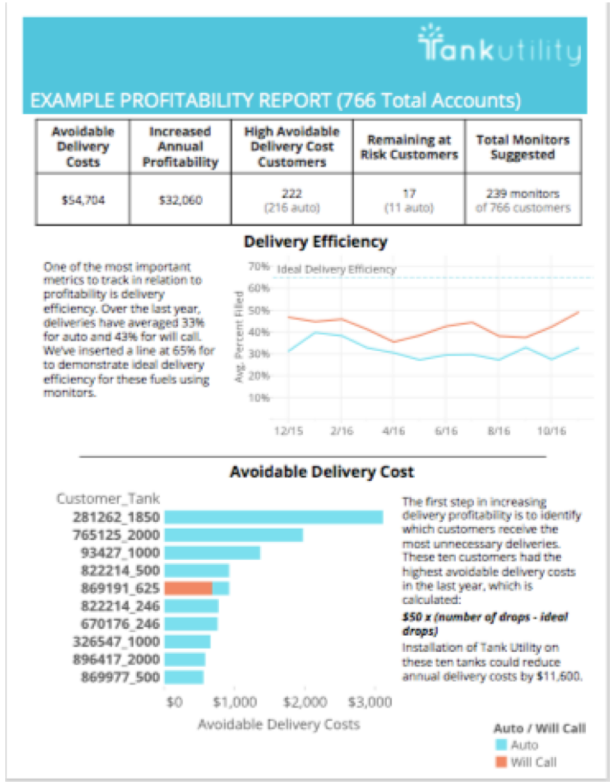
- Not all customers follow predictable usage!
- A monitor on these customers can improve efficiency and avoid run-out
- Suggested accounts for tank monitors
  - Agriculture – greenhouses, chicken and hog houses
  - Restaurants - often seasonal demand,
  - Propane “Luxury Use” – generators, pool heaters, gas log
  - Vacation/Second homes
  - Temp Heat/construction
  - Geographically dispersed accounts
  - New Customers



# How to find accounts that will achieve +ROI?

1. Transaction Analysis in ADDs -> Tank Utility Delivery History Analysis





# Integration Options

- An Electronic Tank Reading = driver going on site to check gauge and reporting reading to office
  - Good: Using that data alone, a phone order can be manually created in ADD Energy E3 to make a delivery on time.
  - Better: manually update the tank level in ADD Energy E3 Delivery Maintenance module and a new Degree Day Next will be calculated to be used by Select Tickets to pull a new ticket as needed
  - **Best: Use Add Systems Smart Connect API integration to automate Tank Monitor Readings directly into ADD Energy E3**

# Integration Best Practices

1. Account IDs mismatch; Capacity mismatch
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5. Delivery – Tank Size % Difference for Potential Delivery - Default = 10%
   - If a Delivery is done today, but not yet posted, tomorrow morning’s tank reading will be higher than today. If the new reading is 10% higher than the day before, an “unposted” delivery is assumed and that new tank reading is ignored for re-forecasting purposes

# Measuring your Return on Investment

- Tank Utility Portal -> Efficiency Dashboard

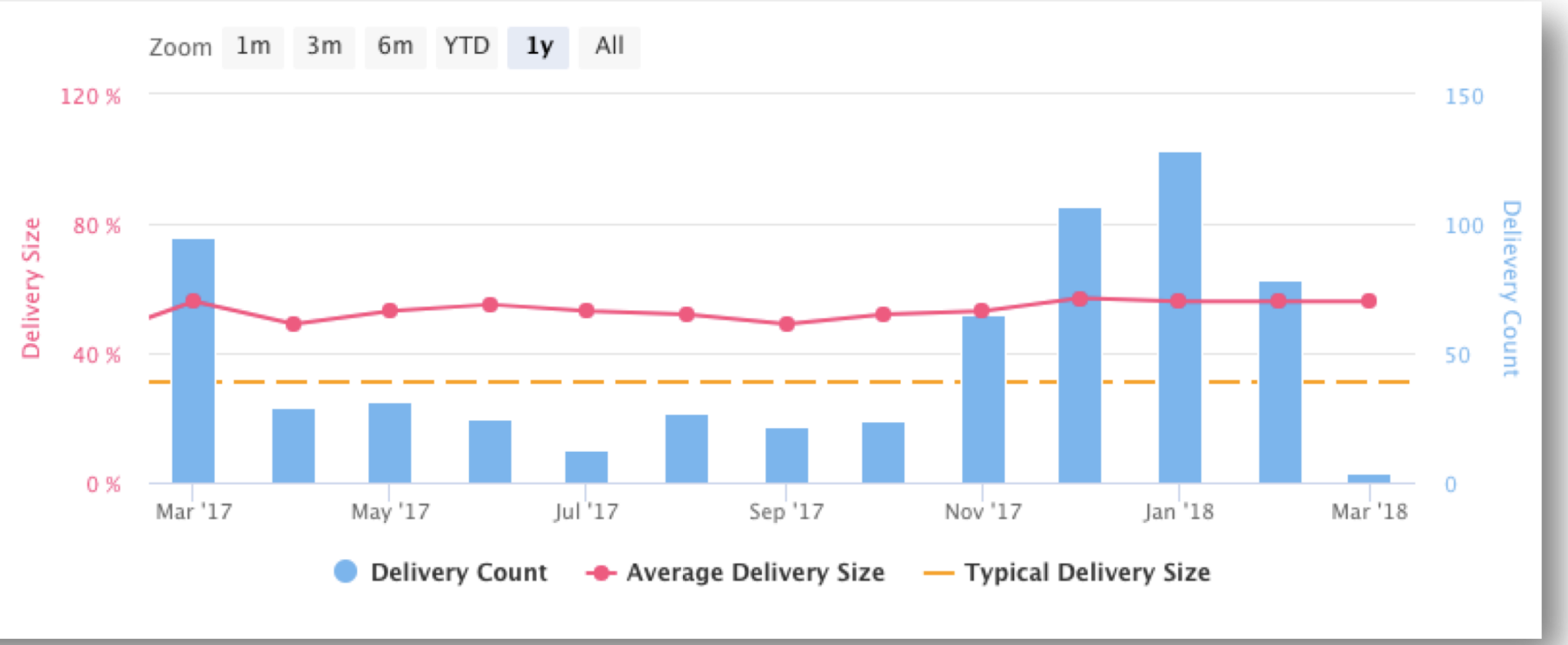
In these 12 months, you made 648 deliveries to 131 tanks

On average, you delivered 55% of a tank's capacity

That means you are earning 76% more revenue per delivery than if you delivered a more typical 31% of tank capacity

Another way to look at it is that you've avoided 492 deliveries

At an operating cost of $60/delivery that means you're saving $2,462 per month or $226 per tank per year



# User Experience

Phil Mirabito, Mirabito Energy Products

# Featured Panelist: Phil Mirabito

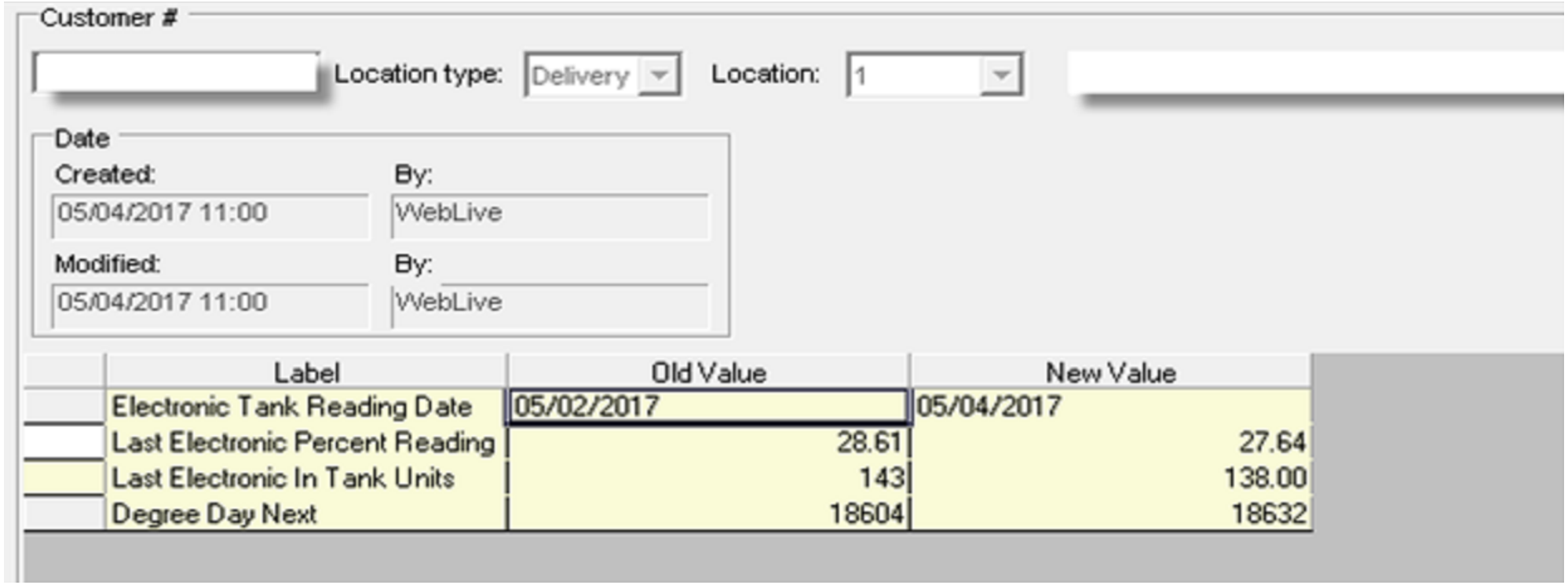
**Phil Mirabito**
Special Project Coordinator at Mirabito Energy

Headquarters: Binghamton, New York
13 Branches
Propane, Fuel Oil, Nat Gas Utility, Commercial Fuel, C-stores

- Why ADDs & Tank Utility?
- What customers are you monitoring?
- Which integration option did you use?

# Viewing Tank Monitor info in ADDs - Customer Log

- Each Tank Monitor Reading that is accepted into ADD Energy E3 will create a Customer Log Entry that shows the reading and the newly calculated Degree Day



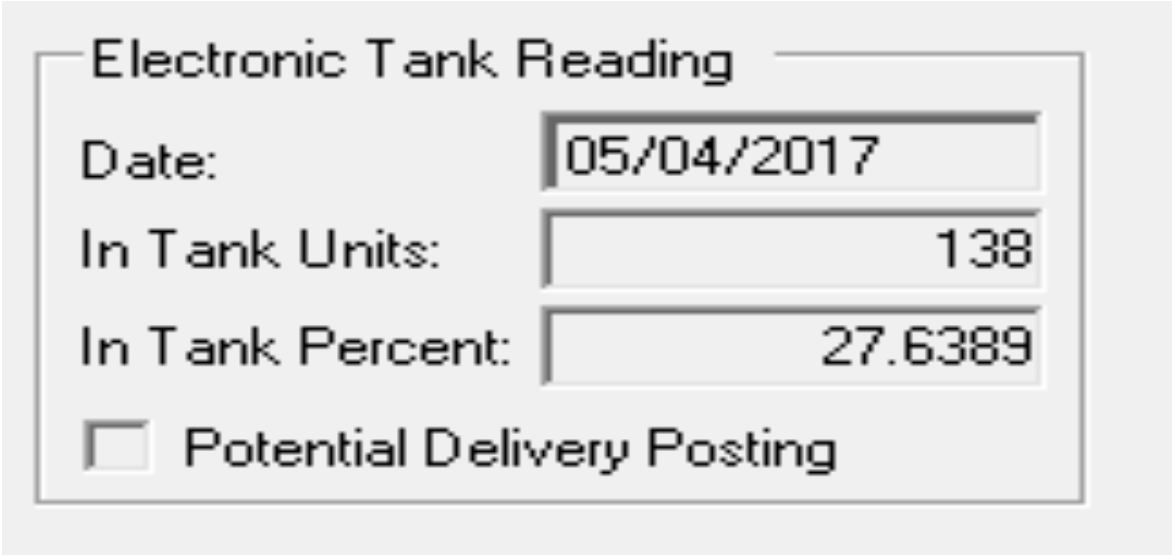

| Label | Old Value | New Value |
|---|---|---|
| Electronic Tank Reading Date | 05/02/2017 | 05/04/2017 |
| Last Electronic Percent Reading | 28.61 | 27.64 |
| Last Electronic In Tank Units | 143 | 138.00 |
| Degree Day Next | 18604 | 18632 |

# Verifying the Tank Monitor is Connected - Lightning Bolt

- Each Tank Monitor Reading that is accepted into ADD Energy E3 will show a Lightning Bolt next to the tank gauge bar graph on the Delivery Screen for that Customer

# Additional Tank Monitor Reading Verification - More Info Tab

- Each Tank Monitor Reading that is accepted into ADD Energy E3 updates the information in the Delivery Display Screen “More Info” Tab for the most recent reading



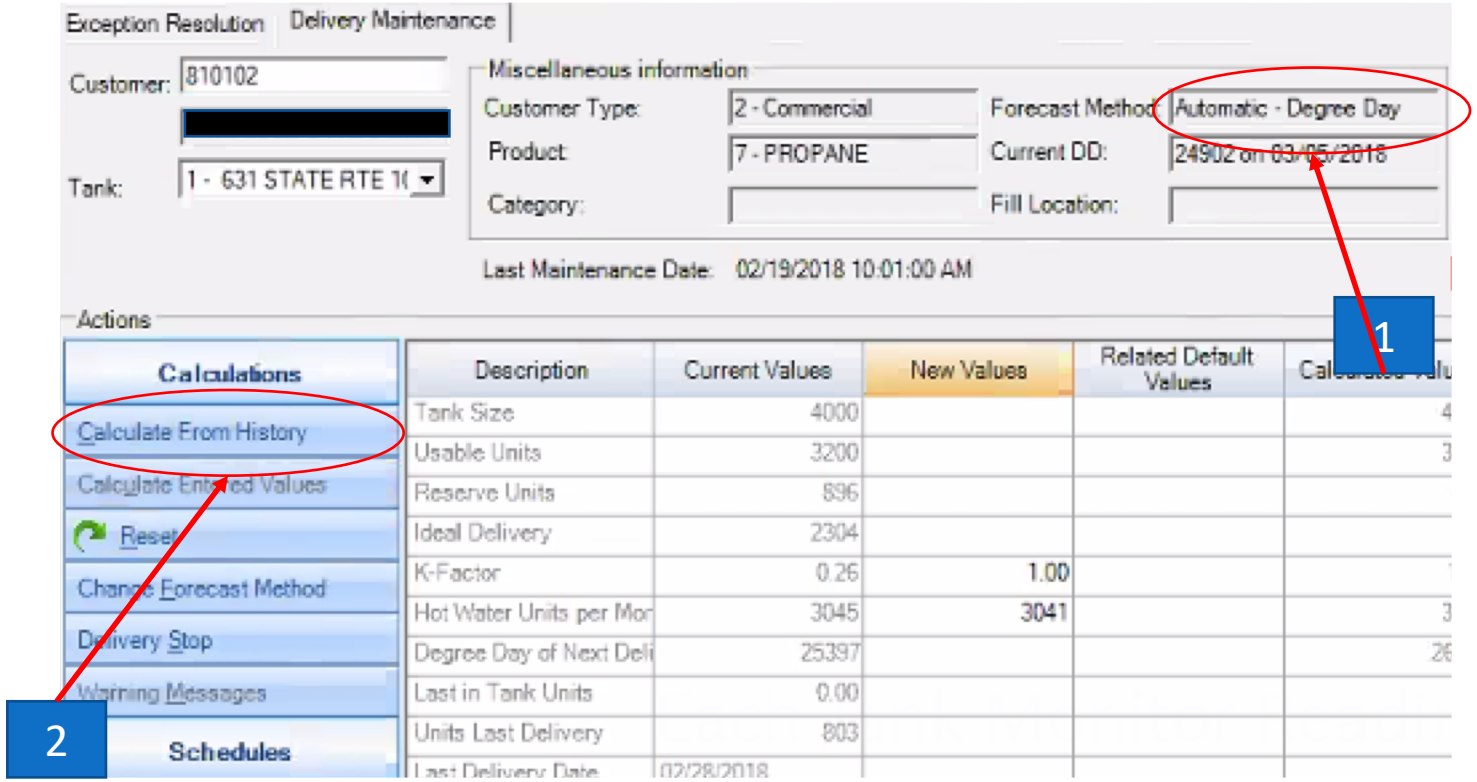
# Using Tank Monitor Readings with Period Accounts

- When adding monitors to period accounts - Utilize “hot water units per month” as the forecast unit

<u>To make this change:</u>

1) Delivery Maintenance -> change forecasting method to Automatic – DD

2) Click “Calculate From History”



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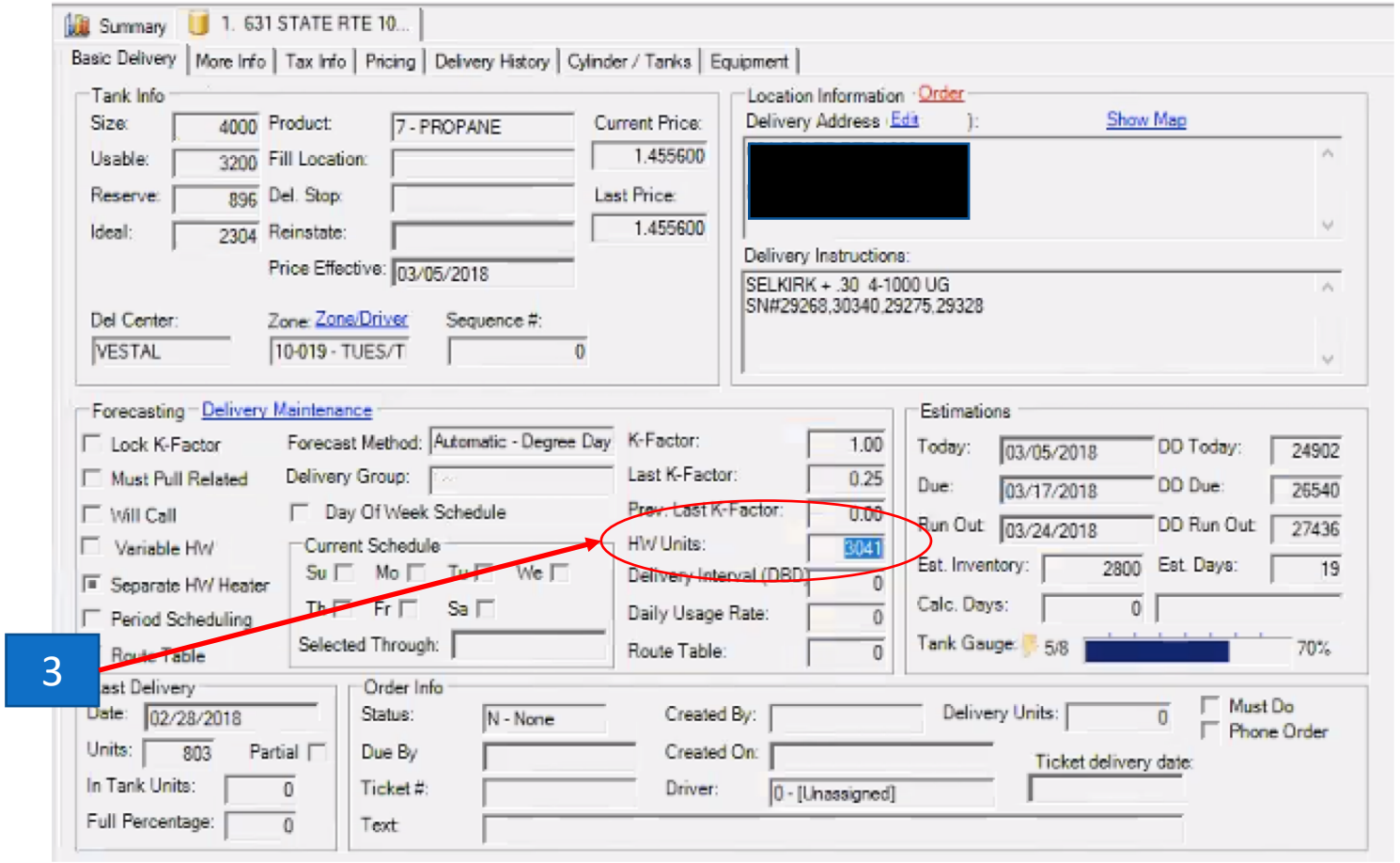
3) Basic Delivery -> check that Hot water units have changed



# Let’s get started!

- Don’t have Tank Utility?
  - Claim your 60 day free-trial tank monitor from Tank Utility
  - email aaron@tankutility.com with subject “send me a trial monitor!”
- Don’t have ADDs?
  - Email Keyser@addsys.com
- Have ADDs and Tank Utility?
  - Reach out to either Aaron or Roger to start working on the integration
  - Use ADD Systems Smart Connect API integration to automate Tank Monitor Readings directly into ADD Energy E3

# Q&A

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