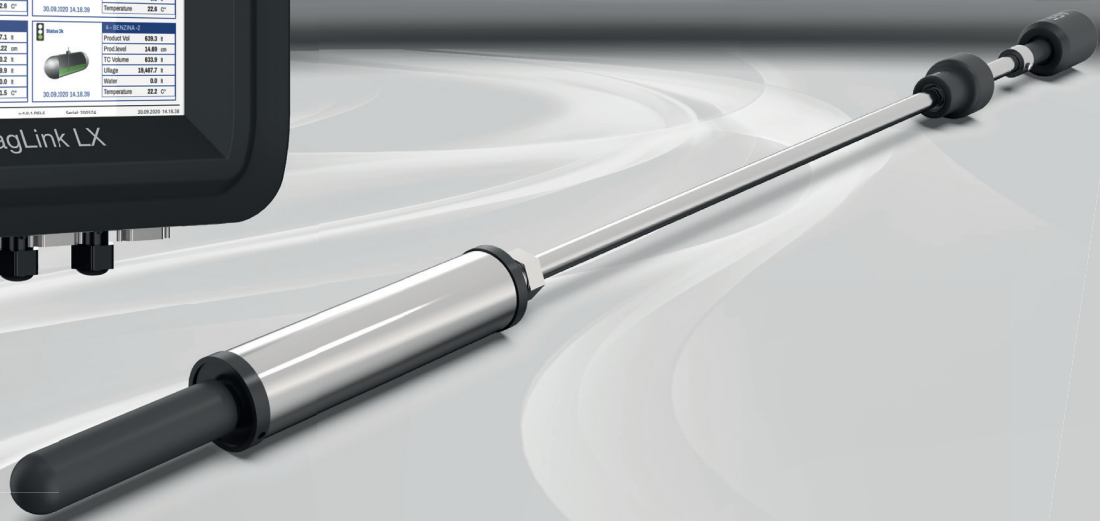


THE RISE IN INTEREST IN WETSTOCK MANAGEMENT SERVICES IN THE ASIA-PACIFIC REGION



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Fuel retail markets across the globe have recognized the advantages of efficient, third-party fuel management services for many years, ever since the first statistical inventory reconciliation (SIR) service was launched over 20 years ago, replacing traditional, manual processes such as the use of dipsticks to measure fuel. Since then, the fuel retail industry has become far more technologically advanced. Retailers now have access to a vast array of wetstock management and tank gauging products and services that can not only show if they are losing fuel (and subsequently pinpoint the source and exact location of the loss), but can also provide valuable insight into many other aspects of running a fuel business, such as the accuracy of fuel deliveries, the best way to optimise a fuel station to increase sales and throughput, logistics and financial reconciliation.

Over the past decade, the popularity of adopting such services to help effectively manage a fuel businesses on a day-to-day basis has really taken off, but some markets are still catching up. For example, we've seen a sharp rise in the number of businesses in Asia looking to invest in fuel management services and upgrade their on-site equipment in order to increase profitability and improve efficiencies across their site or network. Many independent retailers and national oil companies

in these markets – unlike the major oil companies in these territories – are still relying heavily on manual processes to complete wetstock analysis and reconciliation. As a result, there is great opportunity for third-party companies, such as Dover Fueling Solutions (DFS), to provide industry-proven wetstock management and tank gauging services.

Fergus Heading and Andy Fawcett, Business Development Senior Managers at DFS within the ATG and Wetstock Business Units, recently attended a virtual PetroForum event for the Asia-Pacific region, hosted by OpenRoom Events, to discover more about the fuel management needs of the market. The event brought together experts in the downstream fuel industry and fuel retailers to discuss how they could work together to maximise the opportunities available to them.

"It was clear from the PetroForum event that there are hundreds of retailers looking to invest in smarter wetstock management services," Fawcett said. "Many retailers are aware of the automated data services that major oil companies in the region are using, but do not yet have access to such services themselves. The event provided the ideal platform to showcase not only how DFS can help protect their



Fergus Heading, Business Development Senior Manager, DFS ATG

businesses against fuel loss, but also to demonstrate just how far advanced data services can help.”

Heading said they saw a huge surge of interest in wireless probe solutions. “It became clear from the many discussions we had with these retailers that they believed their site infrastructure simply wasn’t set-up to readily implement the equipment needed to deploy an integrated wetstock management service. We explained retailers could avoid the expensive re-wiring and digging costs associated with installing wired probes to measure fuel. Our wireless option means there is no need to invest in a new cable network – therefore it can instantly integrate with unmodernised fuel sites, providing a method of upgrading the site without making any physical structural changes or any large financial implications.”

The cost aspect was an influential decision factor for the retailers Heading and Fawcett spoke with. The duo was able to prove to attendees that they didn’t have to invest in new cabling, which was very appealing, and demonstrated how because there was no need to install underground duct work to manage the cables, our wireless solution means there is little to no disruption to site. Therefore, retailers can continue trading and not miss out on valuable sales, which was a positive high point during discussions.

“Further to this, our consoles are configured to support both wired and wireless probe options, adding an extra level of flexibility to fuel sites depending on their existing site set up,” Heading said. “They’re also already enabled with wetstock ‘onboarding’ capabilities, meaning from the day of installation, they

are already set up to provide the retailer with wetstock management through integration with the probe and the Fairbanks expert monitoring service. It also means our equipment is future-proofed, ultimately giving the retailer access to many other services DFS provides, such as the DFS DX™ Connected Solutions Platform. From speaking to the many attendees, the possibilities that were available to them from just installing a few pieces of equipment on site were clearly very exciting.”

Fawcett added there’s been a rise in HSSE initiatives in the region in relation to the environment. Companies are becoming more and more concerned with the impact their fuel business might have on the environment. “They’re comparing themselves to the major oil companies and asking why they can’t have the same capabilities, as well as the environmental protection that comes with third-party wetstock management,” he said.

Finally, participants learned installing one of DFS’ Automatic Tank Gauge (ATG) systems on site means retailers no longer need to dip their fuel tanks to get fuel level readings. “This obviously reduces the risks of accidents or spillages on the forecourt, which is especially problematic at busy sites,” Heading said. “Our ATGs mean site staff are not required to enter the forecourt and put themselves at risk whilst opening fuel tanks to take the readings – another positive from an HSSE perspective.”

For more information on DFS’ Wetstock monitoring products and services, or to speak to a sales representative, please visit www.doverfuelingsolutions.com.



Andy Fawcett, Business Development Senior Manager, DFS Wetstock