

Axxis Software Automates Sourcing and Customer Pricing for Coleman Oil



Leading provider of fuels and lubricants in the Pacific Northwest replaces in-house workaround with the timesaving Axxis platform

Coleman Oil provides fuel price quotes to trucking fleets across the Pacific Northwest. A few years ago, the company realized their cumbersome data collection and quoting process was inhibiting the best possible customer service.

A Failing Internal System Prompts A Search For A Better Alternative

Coleman's price collection system exemplified the phrase "all over the place." Data was manually gathered and entered from several sources and disseminated via multiple platforms, including an in-house tool that constantly crashed.

Coleman's overall business suffered as a result. Individual customer needs started taking a back seat to data emergencies.

Coleman considered in-house replacements such as a from-scratch rebuild and using their ERP to deliver quotes. Neither option proved viable, so they also reviewed outside vendors. Among several systems vetted, only Axxis Software fit the bill.

Axxis Brings it All Together

Axxis Software provided Coleman with a single source for price collection and put an end to manual entry for price quoting and notification.

"Axxis Software allows us to capture pricing from emails, websites and other sources and manage best-buy source pricing in one central location," says Missy Sarbacher of Coleman's Price Supply & Analysis team.

Coleman implemented several Axxis Software modules including **Price Management**, **ContractRite**, **CaptureRite**, **PriceRite/NotifyRite**, and the **Private Markets** web portal. These solutions transformed Coleman's sourcing and pricing processes from "all over the place" into "a well-oiled machine" with centralized management.



HEADQUARTERS: Lewiston, ID

URL: www.colemanoil.com

"Axxis Software has allowed us to automate our sourcing and pricing system, from price gathering to sending out quotes. This enables us to focus on more analytical issues that really grow our business."

— Missy Sarbacher, Price & Supply Analysis, Coleman Oil

Axxis Brings it All Together *(cont.)*

- **Price Management** allows Coleman to check all postings for specific regions and racks to determine the best supply price options to quote to their customers.
- **ContractRite** allows Coleman to build specific contracts within Price Management, saving time and improving accuracy.
- **Capture Rite** automates the collection of pricing from Coleman's many sources.
- **PriceRite** allows for tailored customer and prospect price quoting, and integrates data with Coleman's ERP back office system, so customers are billed for what they were quoted.
- **NotifyRite** automatically sends customer and prospect quotes.

The ability to use Price Management and PriceRite on an SQL platform is a bonus because it enables custom reporting and analysis per Coleman customer.

In addition to automated quotes, Coleman leverages the **Axxis Private Markets** web portal to help customers, dispatchers and sales teams find prices and quote history.

Less Time Focused On The Back Office Creates More Time For Strategy And Customer Delight

Coleman now uses the time they save in gathering and distributing pricing for analysis and strategic planning.

Axxis Software lends a hand there, too. The system makes it easy for Coleman to look at all prices from any region and spot potential trends that would better serve customers. Prior to Axxis implementation, Coleman's price comparisons were made supplier-by-supplier, which didn't offer the same insight and made Coleman less competitive in the market.

Coleman's Axxis system easily lets them review all options for customer rack pricing, freight and margin levels. If they identify a more attractive pricing scenario, they can easily re-position to offer customers better deals, improving their market competitiveness and increasing sales.

Finally, Axxis has helped Coleman Oil increase profits by ensuring loads are sourced correctly by the dispatch department. Axxis provides a detailed quote report to confirm that loads are pulled from optimal sources. This improves margin and ensures the dispatch team knows the best price sources for each customer and site. ■

5 GOALS, 5 AXXIS SOLUTIONS



CAPTURE

Collect real-time price data from all your suppliers based on a schedule you set and in a format you choose for accurate comparisons.



BEST BUY

Eliminate costly errors while improving margin by identifying the best fuel source. Incorporate contract & rack prices as well as laid-in delivered costs.



CONTRACTS

Automate contract-pricing calculations and integrate them with rack pricing data to maximize best-buy sourcing. Keep track of where you stand in an agreement and know when to buy on- or off-contract.



QUOTE & NOTIFY

Streamline and tailor customer and prospect fuel price build-up and quotes and provide instant communication of price and messaging notifications.



PUBLISHING

Use web portals to share mobile price and inventory alerts, enable customers to place web orders, and provide online data such as credit card memos, invoices and EFTs.