

Competitive Pricing Optimization

Automate fuel price recommendations with decision intelligence. Eliminate manual price analysis to improve competitiveness and maximize revenue capture across the customer portfolio.

The Business Challenges

Oil and gas companies often rely on manual processes for fuel price analysis. Shifting market dynamics, competitor pricing changes, and supply-demand fluctuations create bottlenecks that lead to missed opportunities.

Common challenges organizations face:

Manual competitor analysis

Daily pricing decisions depend on manual review of competitor prices, market conditions, and customer preferences.

Complex pricing calculations

Price builds require multiple inputs such as MOPS, ocean freight, exchange rates, and competitor adjustments.

Market timing delays

Manual workflows limit responsiveness to market changes and competitor price shifts, resulting in lost revenue opportunities.

Inconsistent pricing strategy

Without standardized logic, pricing decisions vary across account managers, weakening competitiveness and margin performance.



The Aera Solution

The Competitive Pricing Optimization Skill automates the generation of price recommendations using near real-time market intelligence. It eliminates manual analysis and increases pricing accuracy, speed, and consistency.

How Aera addresses them:

Automates price build calculations

It calculates daily price builds using near real-time market data, exchange rates, ocean freight, and capture periods aligned to customer schedules.

Analyzes competitor positioning

It compares baseline prices against competitors and applies strategic pricing logic based on market positioning.

Generates intelligent recommendations

It recommends optimal price changes at the Product-Terminal-Customer level, factoring in market conditions, supply adequacy, and projected impact.

Enables rapid decision execution

It provides account managers with actionable recommendations and supporting analytics for immediate price decisions and system updates.

Analytic Techniques

Aera applies a combination of analytic techniques to deliver fast, accurate, and strategic pricing recommendations:

Price Forecasting

-  Time Series Analysis
-  Rolling Average Calculations

Market Analysis

-  Competitor Price Comparison
-  Market Trend Analysis

Decision Logic

-  Rule-based Pricing
-  Volume Impact Modeling

Real Business Impact

A leading oil & gas company needed to optimize Terminal Gate Pricing across wholesale and transport customers in Australia. Manual pricing processes created delays in responding to market shifts and competitor actions, reducing competitiveness and revenue capture.

After implementing Aera's Competitive Pricing Optimization Skill, the company automated daily and weekly pricing workflows across 10+ price elements. The solution enabled real-time competitor analysis and faster price updates, generating recommendations at the Product-Terminal-Customer level with supporting market insights.

15%
increase in fuel sales

>10,000
pricing recommendations
generated

>80%
reduction in manual effort

The Aera Difference

Aera transforms competitive pricing from a manual, time-intensive, and inconsistent process into a streamlined, intelligent one powered by decision intelligence. It delivers a smarter, more scalable approach through:



Unified decision intelligence

It integrates market data, competitor pricing, supply-demand analytics, and pricing strategy in one platform.



AI-augmented workflows

It improves productivity with automated price calculations and intelligent recommendations across daily and weekly schedules.



Closed-loop execution

It drives end-to-end automation from market data ingestion to JDE writeback reports for immediate price implementation.

Ready to transform your pricing strategy?

Discover how Aera delivers real-time pricing optimization and eliminates manual analysis bottlenecks.

Schedule a demo