



**Fuelsoft**  
Powering your success

# The **Fuelsoft** **Solution**

Industry leading fuel distribution software



# The Big Picture

- £6 billion combined turnover reliant on Fuelsoft.
- 38 years of fuel distribution experience.
- 16.4 million litres of fuel administered by Fuelsoft every 24 hours.
- 600,000 fuel cards in circulation.
- 26 years of fuel card experience.



# The Fuelsoft Solution

## Industry leading software forming the backbone of the fuel distribution industry

Fuelsoft is a leading software vendor specialising in applications for the fuel distribution and fuel card industries. Established for over 38 years and proudly independent, our tried and trusted systems have evolved with the times and are integral to the success of some of the industry's pre-eminent operations.

At the core of our offering is the latest Microsoft software - geared specifically to the needs of the industry. Our aim is simple; to enable you to operate efficiently and cost effectively.

We pride ourselves on the loyalty of our customer base, many of whom have been with us from the outset. At the heart of

our long term relationships lies a superior service, a track record of innovation and efficient technical support.

However, what our customers also love are our great products that are both user friendly and interface with other essential industry platforms.

The Fuelsoft team has accrued a vast pool of knowledge over the years meaning we will most probably have a solution for your requirements. All this means that entrusting Fuelsoft with your software needs will allow you to free up more time to address what matters most... enabling your business to flourish.

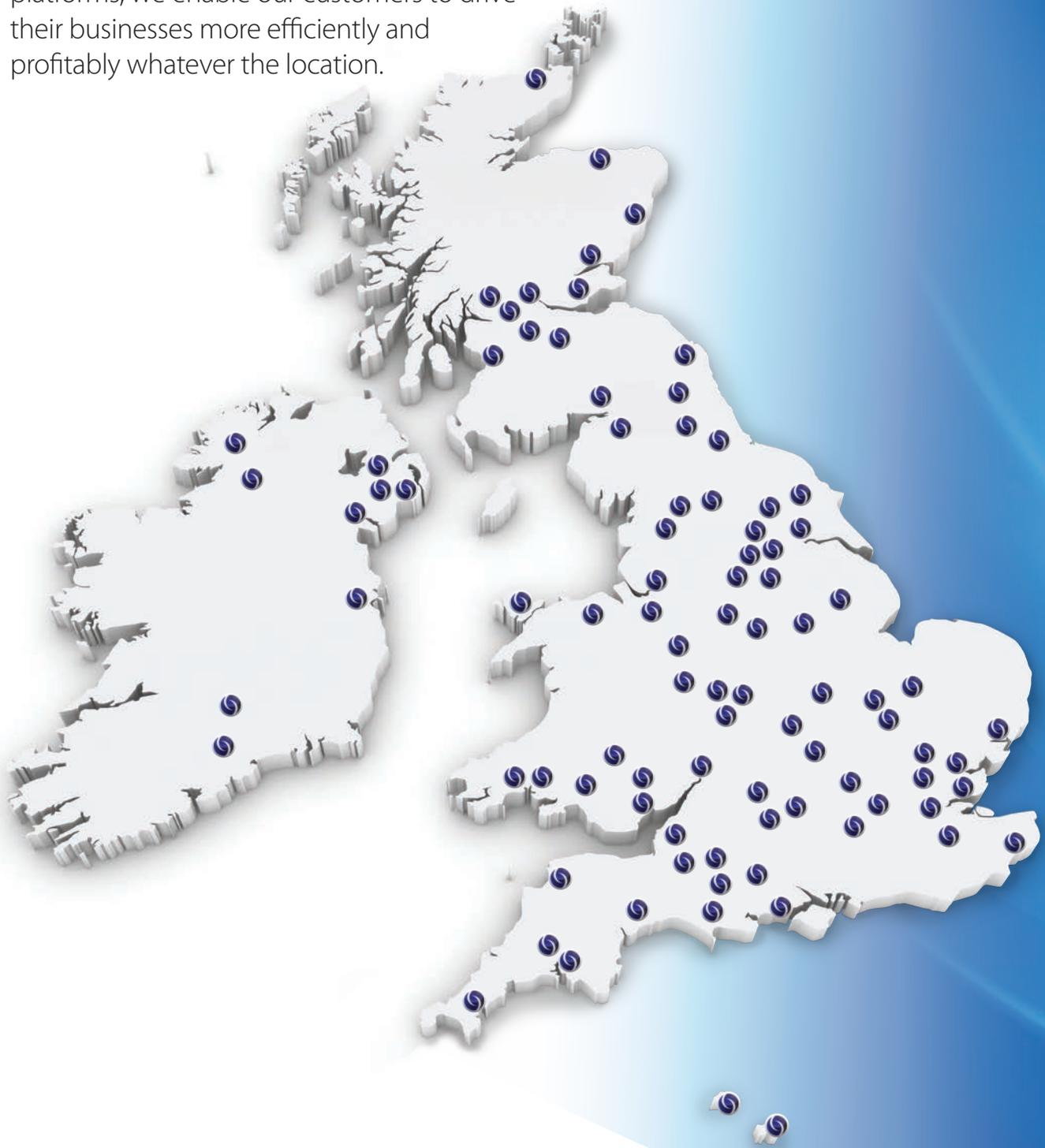


**David Kingsman**  
Managing Director

# Customer satisfaction

Exceptional levels of service have enabled us to build long-term relationships with customers throughout the UK and Ireland.

By constantly improving our range of user-friendly products that interface with the essential industry platforms, we enable our customers to drive their businesses more efficiently and profitably whatever the location.



**Fuelsoft**  
Powering your success



“ We’ve used Fuelsoft software applications since 1994. They’re a good company to work with and have an excellent product that is getting more and more recognition within the industry ”

**Ian Richards, Director, AID Fuel Oils Group**

“ I believe it’s important to drive the Fuelsoft application along, getting improvements to it as and when needed, so that our business can continue to grow ”

**John Ford, Managing Director, Ford Fuels**



“ Fuelsoft has made some significant enhancements to its application over the years and as a result I would have no hesitation recommending them to other fuel distributors ”

**David Hatherell, Managing Director, Silvey**

“ Fuelsoft and its integrated Microsoft Dynamics CRM integration has allowed us to take our Sales and Marketing effort to the next level and provide a much better service ”

**Ben Duckworth, Marketing Director, Craggs Energy**



“ The Cardmaster application has been at the heart of our fuel card business since 2003. It’s essential to have good, well-supported software to run any business ”

**Mark Wayne, Managing Director, BWO.C**



# Fuelsoft for fuel distributors

The Fuelsoft application is a fully integrated software solution for small and large distributors based in the UK and Eire. The software handles all aspects of a fuel business and significant levels of functionality are added to the application every year, providing the distributor with more cost savings and benefits.

- **Fast & efficient sales order processing of bulk, lubes, lpg, coal and wood pellets**
- **Telephone screen popping integration**
- **Scheduling - build schedules from orders displayed on a map**
- **Bulk stock control at vehicle and depot levels**
- **Warehouse management system for lubes**
- **Financials - Integrated purchase, sales, cash and nominal ledgers**
- **Automated routing - Interfaces to Visit+**
- **In-cab computers - Touchstar and Dreamtec interfaces**
- **Repeat orders and top-ups generated automatically**
- **Signalman, Boilerjuice, and Buying Group interfaces**
- **RDCO data management returns**
- **Purchase ordering and purchase invoice reconciliation**
- **3rd party orders handled back to back with sales orders**
- **Mobile friendly web ordering and online account management**
- **GDPR Compliant** ■ **PCI Compliant**
- **Cold weather priority scheme ready**
- **Voucher redemption via telephone order entry and web ordering**

All our applications are based solely on Microsoft platforms meaning ease of integration to all Microsoft desktop products including Outlook and Office.

**Fuelsoft Document Maintenance (A01 - Fuelsoft Ltd)**

Header | Delivery Add | Invoice Address | Tax | Settlement/Terms | Card Payment | Final

Ledger: Accounts Rec | Doc. Type: Fuel Invoice | Doc No: 8056 | Order Date: 23/03/2018

Account: 11985 | Invoice: Fuelsoft Test Account

Delivery: FUEL SOFT LTD  
UNIT 6  
TOPAZ BUSINESS PARK  
TOPAZ WAY  
BROMSGROVE  
Worcestershire

Cust Ref: (Not Supplied) | Commercial

Pay By: Direct Debit | Print At: Bromsgrove

Print Options:  Unpriced,  Priced,  Collection,  Third Party

Goods: 273.60, Carriage: 0.00, Tax: 13.68, CC Admin: 0.00, Total: 287.28

Product Details | Document Summary | Price Breakdown | Price History | RDCD | Routing

Product Code: DPG1 | Description: Kerosene UN1223.3.PG111

Quantity: 500 | Sale Price: 0.5472 | Unit: LTR | Delivery Between: 23/03/2018

Line Value: 273.60 | Profit: 103.60

Rep (Order): GS | Account Group: [Account Group 1] | Customer Type: Commercial | Credit Status: Normal

## Sales order processing

Manual Schedule 1560

Date: 13 Nov 2017 Vehicle: 001 Driver: 102 Status: SCHEDULEDLOCKED

Select	DocNo	Account	Name	Product	Instructions	Product Description	Postcode	Earliest	Volume	Region	Area	Area Desc	Latest	Tanker	CWP	Depot	Adc
<input type="checkbox"/>	5672972	2300414	Test Account One	HS79		HS PIPEWORK UPRG	B61 0GD	13/01/15	1	UK	BE		13/01/15	0	C	01	1 PI
<input type="checkbox"/>	5678631	2300390	Test Account Two	1000		MISC EQUIPMENT	B61 0GD	15/01/15	1	UK	BE		15/01/15	0		01	RIV
<input type="checkbox"/>	5680166	2049581	Test Account Three	815		UN1978 BULK PROP	B61 0GD	28/01/15	0	UK	BE		28/01/15	0		01	CAS
<input type="checkbox"/>	5680242	2070717	Test Account Four	815		UN1978 BULK PROP	B61 0GD	28/01/15	0	UK	BE		28/01/15	0		01	CAN
<input type="checkbox"/>	5681164	2028453	Test Account Five	815		UN1978 BULK PROP	B61 0GD	05/02/15	0	UK	BE		05/02/15	0		01	WE
<input type="checkbox"/>	5681290	2047694	Test Account Six	815		UN1978 BULK PROP	B61 0GD	05/02/15	0	UK	BE		05/02/15	0		01	COL
<input type="checkbox"/>	5681317	2070344	Test Account Seven	815		UN1978 BULK PROP	B61 0GD	05/02/15	0	UK	BE		05/02/15	0		01	CAF
<input type="checkbox"/>	5681394	2071915	Test Account Eight	815		UN1978 BULK PROP	B61 0GD	05/02/15	0	UK	BE		05/02/15	0		01	MIL
<input type="checkbox"/>	5682379	2075364	Test Account Nine	815		UN1978 BULK PROP	B61 0GD	12/02/15	0	UK	BE		12/02/15	0		01	GRV
<input type="checkbox"/>	5685752	2072287	Test Account Ten	815		UN1978 BULK PROP	B61 0GD	05/03/15	0	UK	BE		05/03/15	0		01	LINI
<input type="checkbox"/>	5686431	2035440	Test Account Eleven	815		UN1978 BULK PROP	B61 0GD	16/03/15	0	UK	BE		16/03/15	0		01	ROI
<input type="checkbox"/>	5686578	2071122	Test Account Twelve	815		UN1978 BULK PROP	B61 0GD	16/03/15	0	UK	BE		16/03/15	0		01	HA
<input type="checkbox"/>	5687610	2029394	Test Account Thirteen	815		UN1978 BULK PROP	B61 0GD	23/03/15	0	UK	BE		23/03/15	0		01	BRI
<input type="checkbox"/>	5687610	2029394	Test Account Fourteen	DC1		DAILY STANDING CHA	B61 0GD	23/03/15	33	UK	BE		23/03/15	0		01	BRI
<input type="checkbox"/>	5687709	2070107	Test Account Fifteen	815		UN1978 BULK PROP	B61 0GD	23/03/15	0	UK	BE		23/03/15	0		01	THE
<input type="checkbox"/>	5687732	2070460	Test Account Sixteen	815		UN1978 BULK PROP	B61 0GD	23/03/15	0	UK	BE		23/03/15	0		01	MD

Order	Product	Volume	Estimate	ETA	Price	Account	Confirm	Hold	Notify	PostCode	CWP
Remove	5699879/20	1251	1	00:00:01	8.3300	2071677: Test Account A	<input type="checkbox"/>	<input type="checkbox"/>			
Remove	5694582/10	815	334	00:00:03	0.0000	2071896: Test Account B	<input type="checkbox"/>	<input type="checkbox"/>			CS
Remove	5767471/10	815	1000	00:00:04	0.3054	2470965: Test Account C	<input type="checkbox"/>	<input type="checkbox"/>			
Remove	5677538/10	815	1790	00:00:05	0.0000	2071758: Test Account D	<input type="checkbox"/>	<input type="checkbox"/>			C
Remove	5677900/10	815	4000	00:00:06	0.0000	2075454: Test Account E	<input type="checkbox"/>	<input type="checkbox"/>			

Product	Volume	Desc
1251	1	REGULATOR
815	7124	BULK

Size	Product	Volume
1	20000	0
2		0
3		0
4		0
5		0
6		0
7		0
8		0

## Scheduling



# Cardmaster

## Excellence in fuel card management

Cardmaster - our fuel card management software - is used by some of the industry's leading suppliers of fuel cards. Billions of litres are transacted via Cardmaster every year.

Cardmaster runs on a modern Windows platform and handles the file formats of all the major fuel companies in the UK, Eire and Europe.

If you are a fuel card agent, a bunkered stockist, network operator with your own retail sites, or even an internal fuel card department, you'll find Cardmaster an excellent way of processing fuel card transactions with integration in to financial ledgers.

- **Data imports from Keyfuels, UK Fuels, Esso, BP, Shell, Fast Fuels and various polling bureaux**
- **Database of drawings, fuel cards, sites, products and pricing**
- **Email and SMS price notification**
- **Automatic email invoicing**
- **Prices set by network, group of sites or by single site**
- **Cost centre invoicing for national accounts**
- **Multi-lingual invoicing**
- **Integration to Microsoft Office software**
- **Mobile friendly online account management allowing round the clock access to critical accounting, drawing and fuel card data**
- **Future pricing strategy automated based on drawing patterns**

Card Maintenance For Fuelsoft Test Account (A01 - Fuelsoft)

Card Type: All

Card Number	Card Type	Last Used	Status	Pin Number	Additional
70640500000000000001	Esso Com	25/03/2018	Active	1234	GARY
70640500000000000002	Esso Com	12/01/2018	Stopped	5678	SIMON
70640500000000000003	Esso Com		Active	1598	DONNA
70640500000000000004	Esso Com	05/02/2018	Active	2567	DAVID
70640500000000000005	Esso Com	25/03/2018	Active	3333	TOM
70640500000000000006	Esso Com	14/11/2017	Stopped	4578	EDWIN
70640500000000000007	Esso Com	25/03/2018	Active	7979	MARK
70640500000000000008	Esso Com	21/12/2016	Stopped	0236	MARTIN
70640500000000000009	Esso Com	25/06/2017	Stopped	8770	TOM
70640500000000000010	Esso Com	06/11/2017	Stopped	8794	SIMON
70640500000000000011	Esso Com	15/03/2018	Active	0211	ALAN
7078212222222222201	Keyfuels	15/03/2017	Expired	8899	GARY
7078212222222222202	Keyfuels	03/02/2017	Stopped	5536	SIMON

### Card Maintenance

Customer Profile for Fuelsoft Test Account (A01 - Fuelsoft)

ACCOUNT NAME & ADDRESS

Esso	Card Limit	1000.00
Fuelsoft Test Account	Credit Terms	Invoice Date + 14 Days
Unit 5	Invoice	1995.29
Traffic Services Centre	Card Status	Normal
Tracey Way	Payment Method	Direct Debit
Wolverhampton Road	Drawings	0.00
Wolverhampton	Exp	1995.29
WV6 0JQ	Card Owner	MARCO MARINI
United Kingdom	Resolving Card	1995.29

Volume to be set 12 weeks

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12	6 WEEKS
100	100	100	100	100	100	100	100	100	100	100	100	100

Previous week's daily volumes

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
100	100	100	100	100	100	100

Top 5 sites by volume in last 12 weeks

Fuelsoft	04580	Wolverhampton	04580	04580	04580	04580	04580	04580	04580	04580	04580
100	100	100	100	100	100	100	100	100	100	100	100

Accepted group history

Date	Group	Volume	Site
15/03/2017	Esso Com	1000.00	04580
15/03/2017	Esso Com	1000.00	04580
15/03/2017	Esso Com	1000.00	04580
15/03/2017	Esso Com	1000.00	04580

Account group history

Date	Group	Volume	Site
15/03/2017	Esso Com	1000.00	04580
15/03/2017	Esso Com	1000.00	04580
15/03/2017	Esso Com	1000.00	04580
15/03/2017	Esso Com	1000.00	04580

Carding

Card Type	Product Description	Valid From	Price Class	Contract Type	Contract	Non Contract Type	Non Contract	Price
Fuelsoft	Standard	01/01/2018	Normal	Contract	0.0000	0.0000	0.0000	0.0000
Fuelsoft	Standard	01/01/2018	Normal	Contract	0.0000	0.0000	0.0000	0.0000
Fuelsoft	Super Standard	01/01/2018	Normal	Contract	0.0000	0.0000	0.0000	0.0000
Contract	None	01/01/2018	Normal	Contract	0.0000	0.0000	0.0000	0.0000

### Customer Drawing Profile

Edit Letter: Esso New Account Letter (Esso) (A01 - Fuelsoft)

Letter Name: Esso New Account Letter

Address: M:\Fuelsoft\Card Order Letters\Esso New Account Letter.doc

Letter Field Selection

Letter Fields	Selected Letter Fields
Accounts Receivable	Account_Code
Card Customer	Account_Name
Customer_Invoice_Frequency	Customer_Address_Line_1
Customer_Card_Order_Expiry_Date	Customer_Address_Line_2
Customer_Address_Line_1	Customer_Address_Line_3
Customer_Address_Line_2	Customer_Address_Line_4
Customer_Address_Line_3	Customer_Address_Line_5
Customer_Address_Line_4	Customer_Address_Line_6
Customer_Address_Line_5	Customer_PostCode
Customer_Address_Line_6	
Customer_PostCode	
Customer_Phone_Number	
Card Order	
Contacts	

Card Order Table

Card Number	Card Driver Name	Card Registration Num	Card End Date

### Edit Letter

Drawings Enquiry For Fuelsoft Test Account (A01 - Fuelsoft)

Selection: Card Account: 44454, Card Number: , Card Type: , Document Number: , Drawing Date: Between 28/02/2018 and 29/03/2018, Drawing Period: February 2018, Quantity: Between 20 20 21 1 2 3 4, Extracted Date: Between 19 20 21 22 23 24 25, Display Drawings: All Selected Group, Currency: Today: 31/03/2018

Group By: Card Number, Drawing Date, Drawing Period, Document Number, Card Type, Site, Registration Number, Product, Card Account, None

Card Number	Date	Quantity	Unit Price	Goods Value	Product	Site
707821444454010003	06/02/2018	54.22	1.8027	54.37	Deriv	(00307) MORRIS
707821444454010003	14/02/2018	47.95	0.9952	47.72	Deriv	(00260) MORRIS
707821444454010003	25/02/2018	32.75	0.9742	31.91	Deriv	(00260) MORRIS
707821444454010003	21/02/2018	42.11	0.9742	40.95	Deriv	(00260) MORRIS
707821444454010003	19/03/2018	22.56	0.9541	22.43	Deriv	(00260) MORRIS
707821444454010003	05/03/2018	54.99	0.9541	54.67	Deriv	(00318) NEEDW
707821444454010003	14/03/2018	51.73	0.9670	51.06	Deriv	(00260) MORRIS
707821444454010003	18/03/2018	42.34	0.9670	41.89	Deriv	(00318) NEEDW
707821444454010003	25/03/2018	26.00	0.9684	26.10	Deriv	(00260) MORRIS
707821444454010003	20/03/2018	27.77	0.9684	27.89	Deriv	(00318) NEEDW

### Drawing Enquiry

Easy to manage fuel card application holding data on fuel cards, drawings, sites, products, customers and pricing files.

The new pricing module allows you to carefully manage the customer usage, and maximises margins based on their drawing profiles.

PIN and non PIN letter and email production are part of the application enabling you to streamline your processes. Ordering and distributing cards to invoicing and updating financials are all handled by Cardmaster.



# Customer Relationship Management

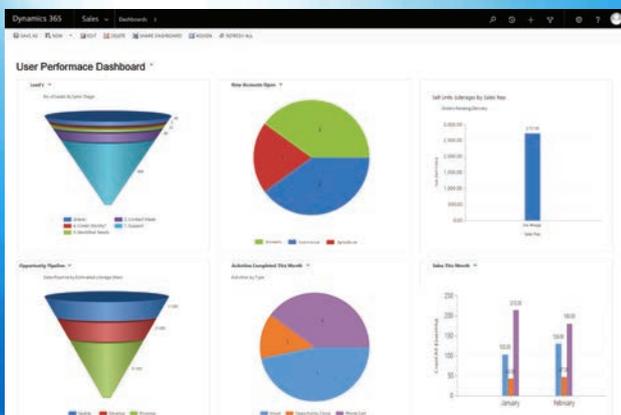
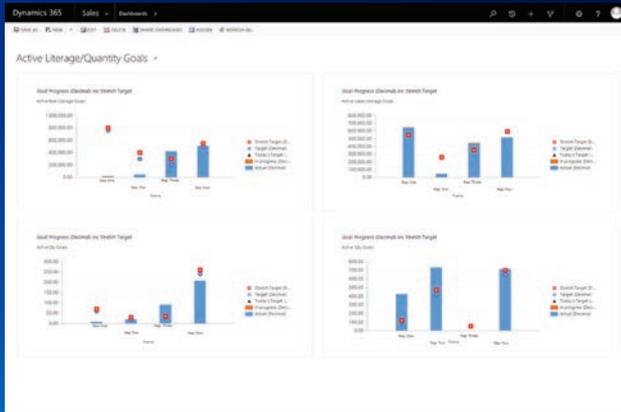
## The Fuelsoft Difference

One of the key differentiators between Fuelsoft and other software developers is that Fuelsoft is fully integrated into Microsoft Dynamics Customer Relationship Management (CRM). The CRM application will provide a list of activities for sales operators to follow up on non-buyers and buyers. This enables a Sales Team to use an activity based, pro-active telesales software application that runs on laptops, desktops as well as mobile devices such as tablets and smart phones.

It is the best way to manage the effectiveness of a sales team, monitoring activity and sales pipelines. David Kingsman, Managing Director at

Fuelsoft says: "All new customers buying Fuelsoft are buying the software because of the power and flexibility of the CRM application. This is integrated into Fuelsoft and they can see that effective use of the software will increase sales. New customers are leaving other software providers and switching to Fuelsoft. It is good to know that the time and money we have spent developing the interface over the past five years is paying dividends. We have now set up our own dedicated CRM support division and use the product internally for handling all our own support calls. It is the way forward, it's the Fuelsoft Difference"

# The benefits of Fuelsoft CRM



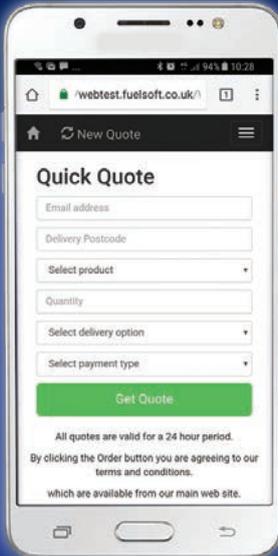
- 1 Increased sales**
- 2 More effective management of your sales team and sales processes**
- 3 Providing reps in the field with a browser based access to historical sales data via CRM**
- 4 Take a copy of the data with you when no internet connection is going to be available and resync changes when reconnected**
- 5 Fuel Industry specific customisations**
- 6 Streamline business processes through automated workflows**
- 7 Marketing campaigns of buyers and non-buyers generating call lists, letters or emails**
- 8 Vouchers can be e-mailed which can be redeemed through order entry or web ordering**

# Web ordering The user-friendly solution

Everything your Customers want...  
...everything the Distributor needs

Customer Step 1

Get a Quote



Customer Step 2

Choose Delivery Window



Customer Step 3

Confirm Order



Customer Step 4

Make Payment



## The Fuelsoft App will seamlessly carry out the following tasks:

Postcode check  
Define Product & Quantity Availability  
Specify Vehicle Types

Define Delivery Windows  
Prices Calculated in Real Time based on current Costs & Margins  
Upsell Opportunities

Customers Details / Quote Emailed & Stored for Quote/Order Stats  
Voucher Redemption  
Customer Details used to Auto create Account

Order Confirmation Sent  
Order Added to Fuelsoft  
Payment Authorised for Future Settlement

## Step 5 the Fuelsoft Order Processing

Review Web Order • Schedule Delivery • Confirm Delivery  
Auto Update Financial Ledgers & Stock Levels



# The Fuelsoft API

## Develop your own competitive advantage using the Fuelsoft API

An Application Programming Interface (API) allows one piece of software to make use of the functionality of, or data available to, another. APIs are essential tools for high quality system architectures, and the concept of APIs can be applied for numerous advantages. Each time you use our mobile friendly web ordering system, online account management system or an app like Facebook, on your phone, you're using an API.

Successful implementation of APIs across your digital footprint results in greater flexibility and an improved ability to efficiently present information and services to your customers, creating an opportunity to enhance your businesses reputation or brand within and beyond the fuel distribution, fuel card and lubricants industry. In effect, a good API can be used to create an advertisement for the finest examples of your businesses wares.

### Fuelsoft Web Solutions:

Our mobile friendly web ordering and online account management solutions both use our Fuelsoft API. This means that we can be 100% confident that the platform delivers what you would expect from a modern day REST based API.

## The Fuelsoft API

# Application Programming Interface

*All the tools you need for the ultimate bespoke solution*



### Security:

When you use an API to integrate with your database it introduces an extra level of security. Rather than just hitting your database directly your solution is never fully exposed to the server, and likewise the server is never fully exposed to your solution. Instead, each communicates with small packets of data, sharing only that which is necessary.

### Bespoke third party applications

Do you want to offer your customers something that nobody else in the industry is doing? Then why not utilise the power of the Fuelsoft API to develop a solution that leverages the data and functionality of Fuelsoft in your own web interface or mobile app. By using the functionality available within the Fuelsoft API you can dramatically cut the time required to develop your unique solution and take advantage of the automated nature of our API, allowing you to deal with large numbers of transactions without the need for comparable increases in administrative costs.

# The **Cloud** Solution

All the advantages of Fuelsoft, the industry leading fuel distribution software, including:

#### Fuel Distribution

Sales Order Processing  
Integrated On-Line Ordering  
Credit/Debit Card Facility  
Credit Control  
Scheduling

#### RDCO/ROM1

Repeat Orders & Top Ups  
Lubricants & Warehouse Stock  
Integrated Financials  
Optional Routing  
& In-Cab Computers

#### Fuel Card Management

Integration into KF, UK  
Esso, BP, Shell, Fast Fuels  
Facility for own ISO  
Card Manufacturing  
Self Billing, Financials &  
Stock Control

#### Microsoft Dynamics CRM

**Integration**  
Marketing  
Sales  
Customer Care  
Custom Dashboards

## But in the Cloud...

**CompuServe**  
*Live*

The additional benefits include:

Private Hosting Centre  
Resilient and secure  
Latest technology

Disaster Recovery  
Scalable  
Built in backup and  
recovery

Access from anywhere  
Monthly billing  
ISO 27001 certified

Plus the option of:

Phone systems  
Email

Telephone integration  
and screen popping

Online storage  
Virtual desktop



**Fuelsoft**  
Powering your success

# How does your current system compare?

	Fuelsoft	Mandev	CDS	IMS
Microsoft Dynamics CRM interface	✓	✗	✗	✗
Microsoft Development tools	✓	✗	✗	✗
Microsoft SQL Databases	✓	✗	✗	✗
API for integrating and creating bespoke solutions	✓	✗	✗	✗
Proven scalable Hosting Centre with 1000 + users	✓	✗	✗	✗

Only Fuelsoft Enterprise Edition offers the compatibility across Microsoft platforms that most businesses demand.



Call us now for more information about how  
The Fuelsoft Solution can transform your business.

**Tel: 03300 583 900**



**Fuelsoft**  
Powering your success

Fuelsoft Limited, Pinewood, Bell Heath Way,  
Woodgate Business Park, Birmingham, West Midlands, B32 3BZ

Tel: +44 (0)3300 583 900

Email: [enquiries@fuelsoft.co.uk](mailto:enquiries@fuelsoft.co.uk)

**[www.fuelsoft.co.uk](http://www.fuelsoft.co.uk)**