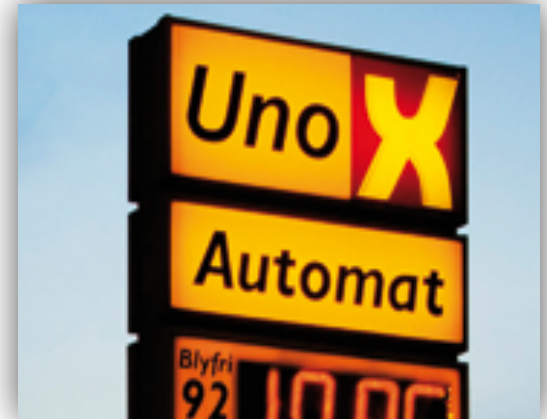


# PUBLIC CASE: UNO-X

## ABOUT

Uno-X Gruppen is one of four business areas in Reitangruppen, beside REMA 1000, Reitan Convenience and Reitan Eiendom.

Uno-X is a chain of unmanned fuel stations throughout Norway and Denmark. It is operated as the low-cost section of YX Energi. Today Uno-X Automat have a leading position in Denmark with 279 self-service stations



## QUOTES -

“.. the company has achieved a strong nancial result through cost reductions and a focused price policy, which together with a **new price system** will support the strategy of keeping a leading position on location-based pricing and operation ”

Uno-X Gruppen Annual Report 2013

## ABOUT CDM

-CDM's business focuses on IT and business development. We help our customers to identify the potential for improvement and to realize it.

We collaborate closely with customers, frequently at their own workplace. Creating value for our customers from day one is the essence of our business.

Therefore, we are pleased to offer various pilot project options and gradual implementation of our solutions.



# PUBLIC CASE: UNO-X

## THE CHALLENGE

- Equipment failures
- Fuel prices are adjusted several times daily

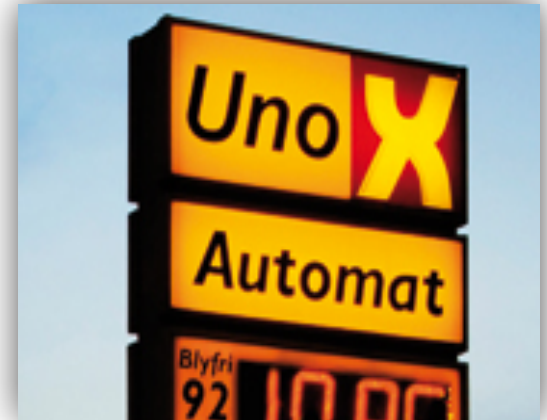
## METHODS

A price management solution that offers :

- to handle each station as a micro market.
- to set up pricing ceilings for how much prices may be adjusted

An equipment monitoring system enabling you:

- to create alarms when pumps/equipment are down



## SUCCESS CRITERIA

To establish a system that adjusts petrol pump prices and monitors central parameters at local petrol stations by means of:

- A strategic price policy
- Price war monitoring
- Online monitoring of defects in petrol station on equipment

## OUTCOMES

CDM Fuel Retail solution, obtain a tool to work with dynamic pricing on petrol stations, and monitor down time on equipment at the same time

## RESULTS

CDM Fuel Retail solution enables to avoid losing sales due to competitive pricing actions and equipment failure.

**The Return of Investment is attractive due to significant increased revenue**