

# Petroleum Distribution

ENTERPRISE SOFTWARE FOR PETROLEUM  
DISTRIBUTION ORGANIZATIONS



# Thank You for Your Interest

## IN IRELY'S SOLUTION FOR PETROLEUM DISTRIBUTION.

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**Act Instantly on Key  
Performance Indicators**

**Streamline Fuel Delivery**

**Automate Cardlock  
Transactions**

**Control Your Lubricants  
Inventory**

**Consolidate Your Data  
in One Solution**

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We welcome you to learn more about the most complete, flexible, and feature-rich software solution in the market to simplify your most complex business processes.

For decades, iRely has been leading the industry in providing a comprehensive solution to managing petroleum distribution operations. We are privately owned with a long-term ownership plan that is held in a family trust, so we're guaranteed to be here for decades to come.

How have we been able to do this? Simple, we have implemented a customer-centric model where your needs come first. Your growth, your profitability, and your return on investment matter to us.

Beyond our own expertise, our product is infused with the expertise and industry foresight gleaned from years of helping customers solve their organizational pain points. As the industry and you continue to evolve, iRely will remain committed to being in step with you and your needs.

We believe we can drive profitability, improve efficiencies, streamline processes, and eliminate errors and waste in your organization. We also believe your business is unique to your organization. Therefore, before any solution can be proposed, we need to understand you, your organization, and your vision for the future.

So, we invite you to take a look, explore a little further, and then give us a call at 800.433.5724 to get a clearer picture of how an enterprise software solution can benefit your organization.

Sincerely,  
iRely Team



# What You Can Expect with iRely

<b>iRely Framework</b> 4 <ul style="list-style-type: none"> <li>• See your entire day in a glance.</li> <li>• Be notified when issues need your attention.</li> <li>• Manage by exception.</li> <li>• Centralize and organize your entire organizational data.</li> <li>• See your business data the way YOU want to see it.</li> <li>• Quickly and easily create reports.</li> <li>• Integrate all operational systems.</li> </ul>	<b>Wholesale Transports</b> 7 <ul style="list-style-type: none"> <li>• Save time by receiving and distributing fuel loads in a single function.</li> <li>• Import rack pricing directly from the vendor, saving time and guarding your margins.</li> <li>• Quickly calculate freight costs.</li> <li>• Track inventory properly by splitting loads and transferring product in iRely.</li> <li>• Track and file both inter- and intrastate excise taxes.</li> <li>• Generate an accurate COGS.</li> </ul>	<b>Propane/Fuel Delivery</b> 10 <ul style="list-style-type: none"> <li>• Track activity and history by consumption site, tank, and device.</li> <li>• Limit risk by managing device and appliance checks.</li> <li>• Gain control of your deliveries; avoid making deliveries at odd hours due to run-outs.</li> <li>• Achieve optimal delivery with Least-Cost-Routing and Logistics/Dispatching.</li> <li>• Track in-truck inventory.</li> <li>• Automate tax reporting.</li> </ul>	<b>Mobile Billing</b> 13 <ul style="list-style-type: none"> <li>• Eliminate re-entry of tickets in main office saving one hour per driver with in-truck billing.</li> <li>• Eliminate errors and missing tickets by eliminating duplicate ticket entry.</li> <li>• Deliver more fuel with the same number of trucks.</li> <li>• Force daily fuel reconciliation avoiding costly mistakes; tight audit trails.</li> <li>• Force DOT safety and BOL compliance avoiding fines.</li> </ul>
<b>Card Fueling</b> 16 <ul style="list-style-type: none"> <li>• Track your card, billing, and credit management information within a single system.</li> <li>• Lock out cards either by card or en masse to prevent giving fuel away for free.</li> <li>• Unlock new fixed bid opportunities with contracts.</li> <li>• Give your customers the fleet reports they demand.</li> <li>• Track and file tax exemptions by account, card, or vehicle.</li> </ul>	<b>Lubricants Distribution</b> 19 <ul style="list-style-type: none"> <li>• Know instantly what's on-hand, committed, and on order.</li> <li>• Quickly lookup substitute items, in case of stock outs.</li> <li>• Accurately account for cost and margins of blended products.</li> <li>• Take control of your pricing.</li> <li>• Save time and improve accuracy by electronically filing for Vendor rebates and/or buybacks.</li> </ul>	<b>iRely Difference</b> 22 <ul style="list-style-type: none"> <li>• Solutions that take advantage of the latest in web-based mobile technology.</li> <li>• Unparalleled commitment to our customers through our long-term ownership plan.</li> <li>• Systems tailored to your needs with our Business Process Review program.</li> <li>• Protect your investment with UAP, iRely's customer specific test program.</li> <li>• Modular solution approach.</li> </ul>	<b>One Solution</b> 25 <ul style="list-style-type: none"> <li>• Consolidate and leverage data from all your lines of business.</li> <li>• Get all the financial reports you need without jumping through hoops.</li> <li>• Track both dollars and units in your GL.</li> <li>• Ensure control over AP and cash.</li> <li>• Save time and money with Positive Pay and EFT/ACH.</li> <li>• Allow your customers to access their accounts online 24/7.</li> </ul>



In today’s fast-paced environment, your success is dependent on your ability to quickly see, analyze, and respond to the issues your business faces day-to-day. iRely allows you to do exactly that. iRely puts all your business information at your fingertips. See more. Do more. Achieve more.



Do you spend hours in the day flipping in and out of screens? Do you constantly run a multitude of reports to analyze daily performance? iRely lets you see all this information up front, on one screen! Everything you need to make decisions, root out issues, and monitor performance is available in one place, in real-time.

### Be Notified When Issues Need Your Attention

Don’t let issues get out of hand. Be notified immediately when your numbers go above or below acceptable levels. iRely allows you to set up conditional formatting and email alerts. That way you can immediately see where action is needed. Manage by exception. Rest easy knowing you’ll know when problems occur.

### Focus Your Time on Your Most Pressing Issues

Not only does iRely alert you to issues, it alerts you to all issues. This means you can better prioritize what you want to tackle and when. Don’t get distracted by minor problems and miss a major issue hiding under the covers. iRely effectively allows you to make the most use out of your time.

### Centralize Your Business Data

Do you oversee multiple departments or areas of business? Do you struggle deciding which areas need your focus or getting the ‘big picture’? iRely allows managers to quickly gauge the health of each department as well as the entire organization.

### Connect to Other Programs

Do you use other software solutions to run your business? iRely allows you to import and export data using industry standard formats such as MS Excel, PDF, Text and CSV.

Figure A: Pre-Defined Metrics	
Monthly Revenue & Profit	✓
Top 100 Customers/Products	✓
Sales/Profit by Item	✓
On-Hand Inventory	✓
Rack Prices	✓
Slow Moving Inventory	✓
Average Costs by Item	✓
Fuel Taxes	✓
A/R Summary	✓
And More....	✓

Continued...

## Make Reports the Way You Want

Don't like the standard iRely reports? Want to change the fields, fonts, or design? Don't have a degree in computer science? That's fine! iRely was built with you in mind.

Creating custom report grids has never been easier! Simply drag and drop fields and apply desired filters. The result? You can view reports and filter data on the fly! Want to export a report to PDF? Need to further analyze a report in Excel? Want to quickly email a report to a customer or manager? iRely offers all these options and more with a click of a button!

## See Your Business the Way You Want to See it

Your profitability and competitive advantage rests on your people's ability to see and analyze your data. The analytics that drive your success may or may not be the same as others in the industry. While iRely comes with 100+ pre-defined metrics, it doesn't stop there. iRely puts the user in control of what they want to see and how they want to see it. iRely's simple report grid and navigation allows the average computer user to create additional reports. Give your employees the tools they need to work smarter.

[illegible]



Do you spend hours each month digging through mounds of paperwork, combing through spreadsheets and tables, and think, “There’s got to be a better way?” There is. With iRely you can streamline your processes from the moment you get an order from a customer to the moment you file taxes, saving you days’ worth of time and eliminating errors. No longer do you need to take multiple steps to generate an invoice, track customer pricing in separate spreadsheets, or spend days each month filing taxes. iRely really makes it just that easy.



iRely is set up to handle the hard work behind the scenes allowing you to focus on what really drives your business—your customers. With its tight integration, iRely can accomplish in one step, what takes traditional accounting systems five to six steps or more. In a single function, you can receive a transport load, splash-blend it (if necessary), generate an invoice, create a supplier and optional freight pending payable, relate COGS to both customer and supplier invoices, and store both inbound and outbound tax information to be sent to the state, local, and/or federal governments.

Behind this simple process is an array of tools that give you the power and flexibility to make more money with less.

## Pricing

Calculating customer pricing has never been easier. iRely gives you the ability to offer your customers the pricing options they demand, while ensuring the margins you desire. Once a customer has been set up, pricing is automatically calculated at the time invoices and/or orders are created. This pricing can be overridden when required.

Pricing can be a wide variety of factors depending on the complexity of your pricing scheme:

### ■ Special Pricing

Special pricing is designed to give you flexibility in establishing customer pricing while ensuring your costs are in line with your prices. Pricing can be established by customer, by product, or class of product. Say goodbye to spreadsheets and other manual price-tracking methods thanks to iRely’s automation. To see a list of Special Pricing calculation methods, see Figure B on next page.

### ■ Rack Pricing

iRely gives you the ability to import rack pricing directly from the vendor, saving you time and guarding your margins. iRely interfaces directly with Axxis, DTN, Chevron, BP, Marathon, and more. Rack Pricing feeds directly into Special Pricing so you can

*Continued...*

quickly calculate customer price based on rack.

## ■ Freight Calculations

Whether you own your own trucks or contract haulers, iRely makes sure you can recoup your freight costs while remaining competitive. Calculate freight based on amount, miles, or rate and establish minimum gallon requirements. iRely allows you to create separate freight bills as well as pending payables.

## Tax Reporting

For those filing taxes outside of their accounting and inventory management system, iRely's incorporated tax reporting system offers the most significant labor savings. iRely can literally do in minutes what now takes days to do by hand. Federal, state, local, sales, and excise taxes are all handled in a simplified process.

Tax schedules are stored in the system

and exemptions can be noted by customer,

by product or class. Whenever

relevant transactions are

made, tax information is

stored and tracked through the system in real-time.

Inbound taxes, outbound

taxes, splash-blending,

multi-state taxes, and tax

exemptions are all accounted

for. If you pick up fuel in one

state, splash-blend it, and sell

it in another state, iRely can

quickly sort out how much tax

is owed each state and if any

exemptions can be applied.

When it comes time to submit

your taxes, iRely prints out all

**Figure B: Special Pricing**

Fixed	✓
Cost* + Percent	✓
Cost* + Amount	✓
Sell - Percent	✓
Sell - Amount	✓
Maximum	✓
Price Level(s) + Amount	✓
Rack + Amount	✓

*\*Cost can be based on Last, Standard, or Average Cost*

the necessary tax documents, and, if your state requires, submits them electronically. That information is then stored so that when audits occur, they can be quickly and easily resolved.

## Inventory

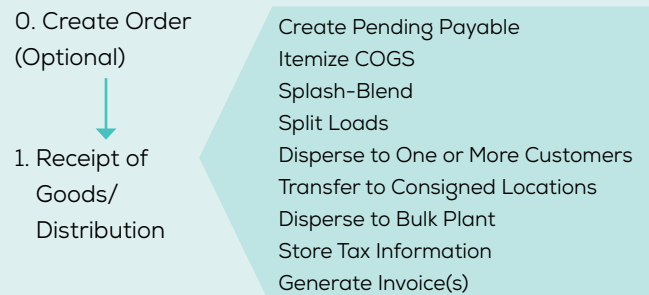
While most transport models keep little or no inventory on-hand, iRely is hard at work on the back end ensuring proper in-truck inventory valuation and making the proper AP and GL entries.

iRely allows you to split loads, disperse to one or more customers, transfer inventory to consigned locations, and disperse remaining fuel to bulk plants. Splash-blends and additives are also easily accounted for.

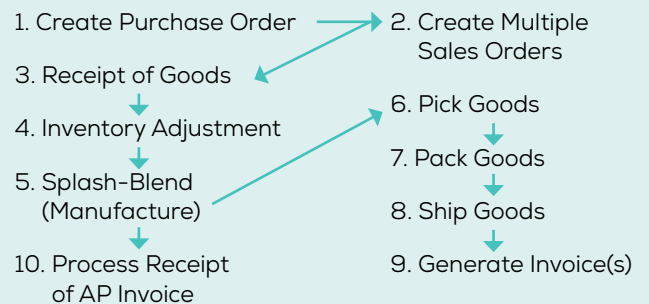
No matter how you decide to distribute your fuel, iRely remains in-step beside you ensuring that you can account for every gallon and every cent.

**Figure C: iRely Outdoes Traditional ERP Software**

### iRely:



### Traditional Enterprise Resource Planning (ERP):



### Benefits of iRely Over Traditional ERP

	iRely	Traditional
Efficient, labor-saving process.	Yes	No
Checks & balances to ensure full distribution of load.	Yes	No
Transactions are tied together for quick look-up.	Yes	No
Relate COGS to both customer and supplier Invoices.	Yes	No



# Retail Propane & Fuel Delivery

For petroleum jobbers and LP distributors, iRely makes it easy to stay on top of your business! Quickly and easily account for how many gallons you have on-hand, in the bulk plant, and in the trucks. Know where all your tanks are, when they need maintenance, and if you're generating a profit on them. Collect and file all your tax information in a matter of minutes. iRely consolidates and tracks all your business information in one place, allowing you to focus less on tracking and more on servicing your customers and making money.



## Tank/Device Management

Take control of your tanks with iRely. Are you losing tanks? Are you generating a profit on each tank? Have you done the appropriate device checks for each tank? With iRely, you no longer have to wonder.

iRely tracks equipment history down to the device/appliance level! This allows you to easily track events such as tank painted, gas checks, and leak checks that are required by insurance and government agencies.

iRely groups and tracks tanks based on the consumption site. A consumption site is a collection of all the tanks, regulators, appliances, event history, fill information at a location. This improved tracking methodology simplifies route planning, customer billing, and inventory management. Easily reassign equipment with or without impacting billing. Quickly locate equipment and see if it's deployed. Run profitability analysis to ensure you're earning profit on every tank. Perform services more efficiently while limiting risk by knowing every event to be performed on a site. Never before have petroleum and LP distributors had the ability to stay on top of their businesses with such ease!

## Fill/Delivery Management

Not only does iRely help you keep track of your tanks, devices, and customers, it allows you to gain control over your deliveries. Avoid making deliveries at odd hours due to run-outs. Make sure you have the correct amount of fuel in the trucks to service your routes.

iRely gives you the ability to optimize your routes, drivers, inventory, and deliveries based on actual customer usage rates. Deliver based on will call, keep full, degree day, scheduled intervals, and tank monitors. Track information on tank capacity, reserve, days between deliveries, last gallons in tank, YTD gallons this season and last season, burn rates, and delivery dates. Adjust burn rates based on actual consumption and place date-sensitive holds for customers on vacation and/or winterized properties.

Assign consumption sites to fill groups, and each day, print a Fill Report that details which customers to visit and how much fuel to

deliver by route. Tracking information is set up in iRely with each new customer, but usage history is populated through sales ticket entry, saving you time and effort.

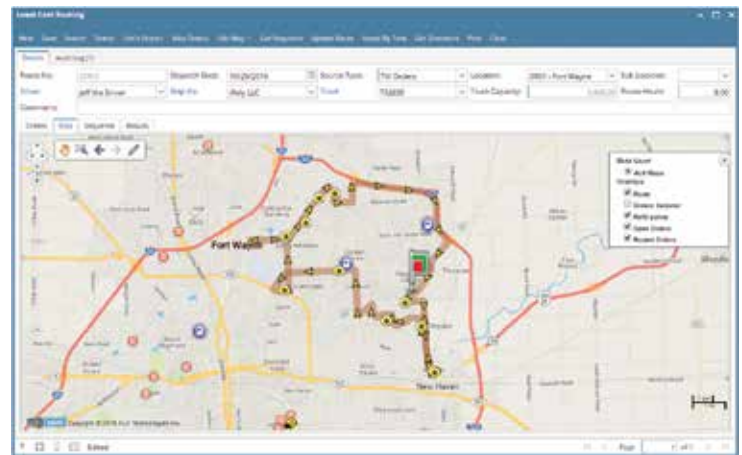
## Pricing

For customers that shop on price, your ability to out-price your competition through lower prices and/or more pricing options, can make all the difference. iRely gives you that ability through its automation and flexibility. Pricing can be established by customer, by product, by tank or by class of product. Once a customer has been set up, pricing is automatically calculated at the time invoices and/or orders are created, ensuring the margins you desire. This pricing can be overridden when required. To see a list of Special Pricing calculation methods, see Figure B on page 8.

## Sales Contracts

Offering sales contracts opens the door to new sales opportunities in both new and existing markets. Making deliveries to home-heating and farm accounts is largely a seasonal business. By offering customers contract pricing you unlock year-round opportunities through industrial and commercial accounts that require contract pricing for budget purposes. For existing markets, some use introductory contracts to gain opportunities.

Contracts offer internal benefits as well. Customers find they can better hedge their risk and forecast cash flow. iRely makes all of that possible. iRely tracks prepaid, dollar,



*iRely Least-Cost-Routing delivers on the promise of optimized routing for tank wagon and transport deliveries. Powered by seamless integration of industry leading street-level mapping and routing tools, Least-Cost-Routing enables marketers to take their fuel delivery business to the next level. Realize considerable cost savings and operational gains while out-servicing your competition!*

## Figure D: iRely Integrated Tax Reporting ROI

### Labor

- Quicker calculation of taxes on invoices.
- Eliminate duplicate entry of tax calculations.
- Save hours on each tax filing.

### Accuracy

- Don't miss discounts due to late filing.
- Eliminate calculation errors.
- Receive tax refunds sooner.

### Audits

- Reduce the time auditors spend at your office.
- Lower the frequency of audits.
- Reduce compliance risk and avoid penalties.

*Continued...*

fixed price, max. price and regular contracts. As sales tickets come in, pricing is calculated based on contract price. Dollar or gallon limits are automatically tracked and applied to ensure you never lose a dime.

### Tax Reporting

For those calculating taxes outside of their accounting and inventory management system, iRely's incorporated tax reporting system offers the most significant labor savings. iRely can literally do in minutes what takes days to do by hand.

Tax schedules are stored in the system and exemptions, such as off-road diesel, can be noted by customer by product or class. Whenever relevant transactions are made, tax information is stored and tracked through the system in real-time. Inbound taxes, outbound taxes, blending, multi-state taxes, and tax exemptions are all accounted for. If you pick up fuel in one state, blend it with another fuel, store it, and sell it in another state, iRely can quickly sort out how much tax is owed each state and if any exemptions can be applied.

When it comes time to submit your taxes, iRely prints out all the necessary tax documents, and, if your state allows, submits them electronically. That information is then stored so that when audits occur, they can be quickly and easily resolved.

### Inventory

With iRely, accounting for your inventory has never been easier or more accurate!

- iRely tracks what inventory you have on-hand, committed, and on-order, as well as, reorder points and minimum order quantities, allowing you to make more informed purchasing decisions.
- iRely allows you to conduct physical inventories at any time during the month. Save time at month-end and identify and resolve problems sooner.
- Create and store blending formulas in iRely. Lessen your need for storage tanks and simplify your inventory by blending products at the truck instead of storing them in individual tanks.
- Transfer inventory from one site to another or to a retail location electronically, improving inventory tracking and eliminating paper trails. Reallocate purchases for improved profitability tracking per location.
- Transfer and track inventory in your trucks with iRely. Simplify inventory at month-end and identify intentional and/or unintentional shrinkage quickly and objectively.

# Mobile Billing

At the end of the day, are you sure every customer has been invoiced correctly and that every gallon has been accounted for? iRely Mobile Billing provides that assurance. iRely takes your fuel deliveries to the next level. It is designed to dramatically improve your accuracy and efficiency while elevating your level of customer service. With iRely, all remaining manual steps involved in fuel delivery have been tied together in one neat system of automation, giving you the ability to sell more with less.



iRely's weights & measures certified Mobile Billing solution with real-time dispatching, signature capture and meter reconciliation help ensure all your contracts, prepaids, special pricing, and tax exemptions are properly applied and ensures you avoid dispensing fuel to overdue accounts. You can be certain every gallon and every dollar was safely accounted for. Imagine doing all that, without re-entering a single piece of information once you get back to the home office.

## In-Truck Gains

iRely Mobile Billing gives the flexibility to allow your organization to make better delivery decisions and to sell more fuel. How does Mobile Billing work?

On a daily basis, customer, tank, contract, pricing, tax, and other relevant information are downloaded from the home office into a laptop or tablet in the truck to be used to generate invoices. Along with this information, routes, fill reports, bills of lading, MSDS sheets, vehicle and LP inspection reports and other data to keep drivers compliant and efficient, are downloaded. When a driver makes a stop at a customer location, he pulls up customer information and checks their AR position to make sure he isn't giving away fuel. If the invoice will be split or the products applied against a contract, that information is applied here. He then either presets the number of gallons to be fueled or simply begins fueling. (Drivers can fill more than one tank at a time, if desired.) After fueling, the driver turns off the meter, flips the switch to print (if electronic) or enters the number of gallons pumped (if manual), and begins finalizing the invoice. The gallons are applied to the tank and any additional items can be applied.



Continued...

Invoices can be handled in the same way that they would be in the home office. Split invoices among various parties and/or hand out an invoice for tanks at multiple addresses. Drivers can also collect payments.

The advantages to this process are clear. Customers are handed actual printed invoices rather than hand-written tickets, eliminate expensive metered tickets and improving customer service. Less time is spent going back to customers to correct pricing or tax calculations. Drivers become more efficient and can spend more time selling more fuel. Vehicles are better maintained and risks are averted thanks to inspection reports. Electronic copies of MSDS sheets, BOL, and DOT inspection reports that can be printed on demand, not only save paper, but ensure compliance if ever needed. Finally, with customer and route information, drivers can easily fill in for other drivers.

But, is there a return on investment?

### Real-World Case Studies

One driver, Chuck, is a distributor of petroleum to home heating and farm accounts for a large Indiana cooperative. When he began distributing fuel, he was distributing 0.7 million gallons. Thanks to the efficiencies gained through iRely, Chuck now distributes over 1.7 million gallons a year!

Chuck's story is not uncommon. One Midwest US refinery determined that 90 percent of its Million Gallon Club drivers were iRely Mobile Billing users. Several iRely Mobile Billing drivers have achieved sales in excess of 2 million gallons a year!

IRELY, LLC

1-800-433-3724

INVOICE

Customer:

0023456

JAMES BAKER

1234 WEST MAIN ST

SAINT CROIX FALLS, WI 54024

Invoice # :

185102949

Date:

1/24/2017 Shift# : 01

Time:

15:47

Driver:

185 BRADLEY F

Delivery Address:

1234 WEST MAIN ST

ST CROIX FALLS, WI 54024

Trms	Terms Description	Item #	Description	Legend	Quantity	Unit Price	Item Total	Tank #	End %/Gal
05	10 DAY DISCOUNT	1130	PROPANE - HOME USE	E	273.9000	1.54900	424.27	1	80%
Legend									
E=Metered, T=Taxable, *="Entered by Hand									
						Sub Total :	424.27		
						Invoice Total :	424.27		

\*\*\*\*\* If paid by 02/03/2017 deduct \$27.39 and pay \$396.88 \*\*\*\*\*

\*\*\*\*\* After 02/03/2017 pay the total amount of \$424.27 \*\*\*\*\*

We appreciate your business - Thank You!

Open an E-Commerce Account today and pay your bill on-line at [www.irely.com](http://www.irely.com) This is your invoice - Please pay from this.

Gallons corrected to 60 degrees Fahrenheit.

iRely Mobile Billing prints actual invoices, not just receipts.

### Figure E: Why iRely Mobile Billing?

#### GM/CEO/CFO

- Provides for greater revenue and profit. (High ROI).
- Improves operational efficiency.
- Higher data accuracy.
- Better customer service.
- Eliminate re-entry of tickets in the main office (1 hour per driver/day).
- Improved cash flow and credit management.

#### Petroleum Manager

- Deliver more fuel with the same number of trucks.
- Improve accuracy.
- Increase daily sales volume 10 to 20 percent.
- Force daily fuel reconciliation avoiding costly mistakes, tight audit trails.
- Force daily truck inspections, DOT inspections, BOL, MSDS Sheets.

#### Petroleum Sales Rep/Driver

- Save time extending tickets and calculating taxes.
- Eliminate errors associated with handwriting and hand calculations.
- Save time with end-of-day reconciliation.
- Allow for more time to sell fuel and service accounts.
- Full-Screen devices in-truck makes application easier to use than handheld devices.





## Home Office Gains

iRely Mobile Billing's benefits really hit home at the home office. By electronically importing invoice information instead of manually entering tickets, real-world experience has shown a home office labor savings of one hour per driver per day. For organizations with 5 trucks or more, this has proven to amount to a 90 percent increase in efficiency. What could you do with an extra 5 hours per day?

However, labor savings are not the only benefits at the home office level. Accuracy is another key gain. iRely is built around the principle that there should only be one version of the truth. By not manually re-entering ticket information, errors such as typing in wrong amounts, applying tickets to the wrong accounts, and losing tickets in shuffling paperwork are eliminated. Because pricing, contract, credit limits, and tax information are automatically taken into account when generating invoices in the truck, the number of driver pricing errors is greatly reduced.

iRely also makes it easy to reconcile end-of-day inventory and methods of payments. Ensure that you've accounted for all your gallons sold and identify problems and take action before they get out of hand.

Finally, iRely Mobile Billing allows the home office to better extend their reach to the drivers. Petroleum Managers can configure routes through Mobile Billing or through iRely's Least-Cost-Routing program to make your drivers' routes more efficient, including temporary routes for when drivers fill-in for one another. Managers can force daily truck inspections, DOT inspections, BOL, and MSDS Sheets to ensure legal compliance. And, with daily fuel reconciliation, managers can quickly spot and remedy driver errors.

## Integration

The key to iRely Mobile Billing is in its tight integration to the home accounting system and electronic meter registers. All the function of the customer, tank, contract, pricing, and tax information tracked at the home office can be assigned to the truck to ensure you don't have to manage that information a second time. By interfacing with electronic meter registers, you can be certain of fuel counts; therefore, customer bills will be accurate. iRely Mobile Billing interfaces with all major electronic registers including Mid:COM and Liquid Controls. iRely can be deployed on MS Windows laptops and tablets, creating a complete fleet management solution.

# Card Fueling

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**Why worry about multiple vendors when you can get all the functionality you need in a single, cohesive system? Are you running multiple A/R packages? The goal of iRely is to simplify all of your day-to-day transactions. Whether cardlock comprises a large or small portion of your business, iRely brings all your transactions under one umbrella, making your job easier while saving you time and money.**

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## Daily Processing

iRely integrates with all major card fueling networks and proprietary card solutions allowing you to track your card, billing, and credit management information within a single system.

Depending on the cardlock method you choose, iRely imports your transactions from online, through your POS, and/or per manual entry. iRely employs a review-edit-post methodology to ensure that any transactional errors and omissions are caught at import, rather than at month-end where they are much more difficult to track down.

iRely tracks and consolidates your accounts receivables and allows for fast identification and review of margin and tax exemptions, making billing and credit management a breeze. Mail, fax, or email invoices on your timeline: weekly, semi-monthly, monthly, or quarterly. Invoices consolidate card transactions so you can send out one invoice, when you want to send it, without having to re-enter any information into the system. iRely also allows businesses to employ EFT, which has proven to increase cash flow and decrease bad debts.

As for credit management, printing credit letters directly from the system will save time and streamline processes. Print aged receivable reports and resolve customer payment issues before they spin out of control. Lock out cards (either by card or en masse) to prevent delinquent accounts from accessing more fuel.

## House Charges/Proprietary Cards

In addition to integrating with national card fueling networks, iRely allows you to automate your house charges/proprietary cards. Save considerable time and improve accuracy over hand-writing and reentering sales transactions. From embossing cards to consolidating transactions to managing individual and account cards, iRely's got you covered.

## Price

iRely incorporates into cardlock all the power behind its Special Pricing component as well as additional discount options for cardlock. In addition to the Special Pricing methods listed in Figure B on page 8, iRely offers volume discounts, prompt payment discounts, and OPIS based pricing. Discounts can be applied automatically across an unlimited number of pricing tiers.

With iRely's automatic pricing abilities, you save time over manual calculations, eliminate calculation errors, and improve your customer service. As card transactions are brought into the system, you can be certain that your customers are being billed for the correct amounts. And for those who are members of card fueling networks, you can ensure proper amounts are being exchanged in foreign transactions.

## Contracts

iRely's intrinsic integration also allows cardlock operations to take advantage of its contract functions. Contracts give you the ability to lock in business, forecast cash flow, and unlock new opportunities in markets that demand fixed bids.

iRely tracks prepaid, dollar, fixed price, max. price and regular contracts. As sales tickets come in, pricing is calculated based on contract price. Dollar or gallon limits are automatically tracked and applied to ensure margins.

## Reporting

iRely understands that your customers are critical to the success of your organization. That's why iRely reporting keeps both you and your customers in mind.

### Figure F: iRely Credit Management

One-click access to customer inquiry from anywhere in the system	✓
Print credit letters directly from the system.	✓
Consolidate card transactions.	✓
Mail, fax, or email invoices and statements.	✓
Offer online account access to customers with iRely eCommerce.	✓
Lock-out cards either by card or en masse.	✓
Print aged receivable reports and resolve late payment issues quickly.	✓
Receive payments through EFT.	✓
Setup budget accounts.	✓
Implement past due controls to limit bad debts.	✓
And more...	✓

### Figure G: iRely Card Fueling Networks

Proprietary/House	✓
Pacific Pride	✓
CFN (Commercial Fueling Network)	✓
Voyager (US Bank)	✓
NBS (National Bankcard Services)	✓



The screenshot displays a software interface with a table containing columns for Customer, Account, Card Number, Cardholder Name, Card Type, Card Status, Card Expiration, Card Balance, Card Limit, Card Type, Card Status, Card Expiration, Card Balance, Card Limit, Card Type, Card Status, Card Expiration, Card Balance, Card Limit. The table lists several cards with their respective details and status indicators.

Continued...

### ■ Customer Reports

Give your customers the reports they demand. Along with customer invoices, print mileage reports; vehicle service reports; and fuels reports by card or vehicle including cost per mile, miles per gallon, or total miles driven. Reports can then be emailed or faxed electronically to the customer. Reports can also be downloaded into a spreadsheet and emailed to customers that want additional flexibility in managing their fleet fueling data. With iRely Collaboration Portal, all this information is made available online to your customers 24/7, in real-time.

### ■ Internal Reports

iRely offers a wide array of reports designed to help you keep tabs on your sales staff, customers, products, sales, taxes, and network fees. Quickly calculate sales staff commissions. Estimate network fees to forecast upcoming payments, and ensure you're paying the correct amount. Evaluate customer sales and uncover trends. Discover if you're losing business to competitors. Evaluate the effectiveness of belonging to a network based on how many customers are making remote/foreign purchases and foreign sales. Additionally, any data tracked within iRely can be used to formulate display queries, making your reporting abilities limitless.

## Tax Reporting

iRely's tax reporting offers a tremendous amount of labor savings to cardlock operators. iRely can literally do in minutes what takes days to do by hand.

iRely handles the setup and maintenance of tax codes and rates for states where fuel is sold and purchased, including excise tax reporting. Generate a tax-exempt remote purchases report to request refunds. Tax exemptions can be tracked by account, card or vehicle. Whenever relevant transactions are made, tax information is stored and tracked through the system in real-time.

When it comes time to submit your taxes, iRely prints out all the necessary tax documents, and, if your state allows, submits them electronically. That information is then stored so that when audits occur, they can be quickly and easily resolved.

Are you confident your margins are staying in line with your costs including packaging and labor costs? Do you have a good handle on your inventory including committed and on-order inventory? iRely provides you with the means to quickly and accurately account for costs and inventory items in real-time. Be confident you have what it takes to meet your customers' needs at margins you can afford. Streamline your daily tasks, know your costs, and quickly calculate customer pricing. iRely allows you to stay on top of your business.



## Inventory Maintenance

How much do I have on hand and where is it? How much do I need? How much do I have on order? With the ability to enter orders directly into the system, iRely offers clear, concise, and easy-to-use answers to these and similar questions in real-time. Properly tracking and accounting for inventory items has never been simpler.

iRely offers an extensive library of built-in reports as well as a set of tools for custom reporting. Among the most heavily used reports are the following:

### ■ Stock Status Report

At a glance, learn the current value of the inventory items such as on-hand, cost, and pending sales or purchases. Exclude items that you do not wish to be counted from appearing on this report. The Stock Status report provides an accurate snapshot of your current inventory. Additionally, this report is a good tool for inventory auditing and valuation at month-end.

### ■ Inventory Inquiry

With Inventory Inquiry you can gather information about item quantity, price and/or cost. The quantity options allow you to see by location how much of an item you have on-hand, on-order, and committed. The price option shows by location the price for all sales levels as well as the last sale date. The cost option displays by location, the last sale date, the last purchase date, and the standard, average, and last cost of the item.

### ■ Inventory Audit Report

This report is used to track and audit your daily process to ensure accurate inventory counts and no missed tickets. This report allows you to do a full inventory count or narrow it down if a problem seems to be occurring in a particular warehouse or with a particular product or class of product. Quickly identify problems before they grow into larger problems.

*Continued...*



### ■ Cross References

Have you ever lost business because you didn't have an item in stock, only to realize later that you carried an ample supply of a compatible substitute? With iRely, you can make sure this never happens. Rather than tracking products by their product name only, iRely includes an additional searchable lookup field. This field allows you to group like-items together making it easier to create sales orders and quickly identify substitutes in case a particular item is not readily available.

### Blending

At the heart of iRely's inventory solution for lubricant repackaging and distribution is its ability to properly account for and value item blends. iRely allows you to create and store blending formulas within the system. These formulas not only include raw materials but labor and packaging as well, allowing for accurate cost and margin tracking.

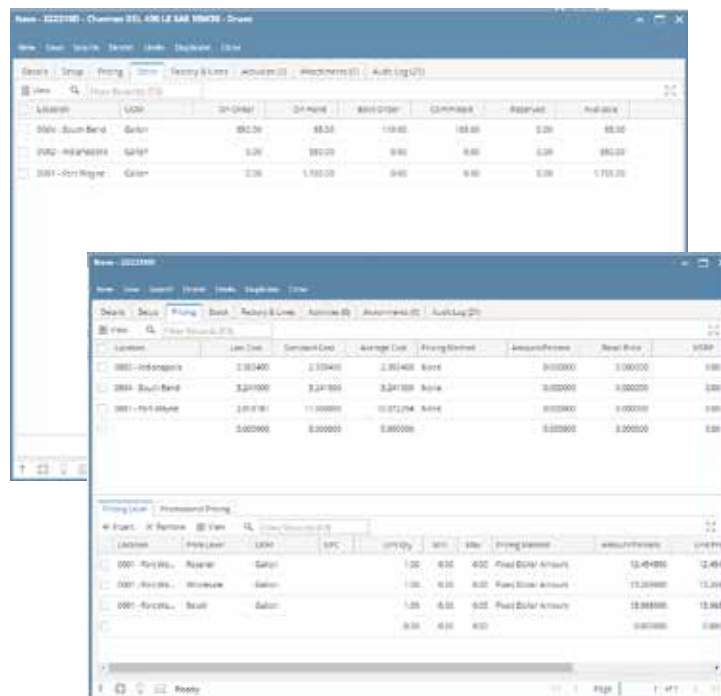
Combined with iRely's robust reporting, the blending formulas ensure that you know what you have on-hand and what you need to purchase to complete an order. iRely's Order Inquiry report (in addition to operating as an electronic pick ticket detailing what needs to be blended) identifies what shortages exist among raw materials. iRely's Order Inquiry (query) sorts by item, how much of each item needs made. These reports are key to streamlining your blending processes as well as tracking inventory as it moves from raw materials to finished goods.

After a product is blended, raw material inventory is relieved and added to finished goods waiting to be shipped and invoiced.

### Pricing

#### ■ Pricing Imports


Do you receive electronic pricing from your oil supplier? iRely offers an electronic price import so you can receive vendor pricing, make mass price changes, and import them into iRely. Pricing then flows into the system through both raw materials and finished goods to orders and invoices, saving time and



The top screenshot displays the 'Order Inquiry' report. It features a table with columns: Item, Qty, Price, and Total. The data is organized by item, showing quantities and prices for various lubricant items.

The bottom screenshot displays the 'Blending' report. It features a table with columns: Item, Qty, Price, and Total. The data is organized by item, showing quantities and prices for various lubricant items. Below the table, there is a 'Blending Formula' section with a table showing the breakdown of costs for each item, including raw materials, labor, and packaging.

*Order Inquiry describes inventory levels, as well as drills down into individual orders.*



providing for accurate pricing and guaranteed margins. Pricing imports also include an effective date to allow you to import pricing on your schedule and to ensure margins aren't lost for even a day. This also allows you to communicate cost and price changes to your customers in advance.

Quotes created in the system can utilize current or future pricing (pre or post effective date). These prices are then stored and can be turned into an order.

### ■ **Special Pricing**

For customers that shop on price, your ability to out-price your competition through lower prices and/or more pricing options, can make all the difference. iRely gives you that ability, both through pricing automation and through guarding your margins. Pricing can be established by customer, by product, or class of product. Prices can be fixed or float with the cost or current selling price. You may set an entire class at a fixed or floating price and then set specific items within the class to a different type of pricing criteria. The system will first search for special pricing for an individual item. If no special pricing is set for the item, the system will use the special price set for the class. To see a list of Special Pricing calculation methods, see Figure B on page 8.

### ■ **Contracts**

Do you sell to fixed bid accounts? Or, would you like the potential to do so? With iRely, create and automate contract pricing. iRely tracks prepaid, dollar, fixed price, max. price and regular contracts. As sales tickets come in, pricing is calculated based on contract price. Dollar or gallon limits are automatically tracked and applied to ensure pricing and margins are calculated correctly. With iRely contracts, achieve better risk hedging and cash flow forecasting.

### **Rebates/Buybacks**

Do you sell to accounts that make you eligible for vendor rebates and/or buybacks? Eliminate spreadsheets and other methods of manually tracking qualified transactions. Avoid having to re-key the sales into your vendors' websites to request the rebate or buyback.

With iRely, you simply need to enter sales transactions as you normally do. iRely then identifies the eligible transactions and creates the appropriate file to upload to the vendor's site. The vendor's site then processes the file and credits/pays you the rebates, speeding up the time and accuracy involved in data entry and receipt of your rebate funds. Additionally, iRely's sales analysis reports include the vendor rebates in the gross margin calculations, ensuring an accurate COGS.

# iRely Difference

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At iRely, we see ourselves as more than a software company. We bring innovative solutions to our customers' day-to-day operations. But, we don't just do it once. We believe it's our role to do it year after year. That's why when you partner with iRely, we continually bring technology and services together to increase your return on investment and drive profit to your bottom line.

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## Technology

iRely views technology as a tool—a means to an end, but not the end itself. Although we employ the most powerful tools available today (.Net/HTML5, C#, JavaScript, MSSQL), we know today's technology will one day be obsolete. That's why we have deployed three-tier technology and created what we call our 100-year plan.

**Three-Tier Technology** means that we have separated our presentation layer (the screens you interact with) from our business logic (the program code) and from our database (where the information is stored). What this means for you is that when new technology emerges, we can quickly change out one layer without having to rewrite the entire program. The bottom line is that you get newer technology, quicker, and with fewer errors.

**Do Business Electronically:** In a world of cell phones, tablets, and constant access to the Internet, doing business electronically is expected. That's why iRely products do just that. We let you capture a customer's signature, attach it to an invoice, and let that same customer pull it up as PDF online, 24/7. At a later date you can EFT/ACH that customer for payment. On the vendor side, we allow for features such as vendor imports, rebate exports, and positive pay. And, with our web-based dashboard product you can keep tabs on all these transactions and more.

**iRely's 100 Year Plan** is a unique approach that iRely has taken in the software industry. We plan to be around 100 years from now, so how we proactively approach technology change is different from our peers.

Since iRely understands technology change is inevitable, we build the cost of those changes into our user membership program. We also allow customers to make those changes at their pace, so they can plan software upgrades around planned hardware upgrades or pressing business needs. And, we don't force entire new versions that require retraining. We bring programs live in a deliberate, gradual manner that meets the pace of the industry.

## Software Deployment

iRely offers three deployment methods: SaaS, Hosted Server, and

On Premise Server. Due to the flexibility our technology offers, we let you decide what best fits your organization.

**SaaS or the Cloud** allows you to lower your up-front costs and access your software from anywhere with an Internet access. There are many advantages of SaaS including predictable costs, rapid configuration and deployment, vastly reduced IT management, improved security, and scalability. The SaaS model allows the iRely team to quickly and easily deliver software upgrades to our customers and is the preferred model for customers just looking to get started with ERP.

**Hosted Server** is nearly identical to SaaS with two key differences—ownership and up-front cost. With iRely's managed services model, you can purchase the software up-front, or apply part of your monthly fee towards ownership. By owning the software license, you pay a lower monthly fee than you would with SaaS. Also, if you decide at a later date that you'd like to move the software in-house, you can do that without having to purchase the software. Otherwise, you still have the advantages of outsourcing the hardware and security management.

**On Premise Server** is the traditional model of owning the software license and deploying it on a server. This continues to be a popular option due to the advantages of software ownership, no hosting fees, maximum hardware/networking control, and reduced risk from Internet outages. Additionally, iRely uses industry-standard hardware, which makes this a cost-effective option, especially long-term.

### Business Process Review

*iRely's Business Process Review is a unique way that iRely ensures a successful transition to becoming an iRely customer.*

*We open our doors, enlist all our resources, and discuss how you define success. It is then that we map out a step-by-step plan to meet those goals.*

*We work with your team to really understand your business and design a solution that ensures maximum return on your investment.*

## Implementation

Converting from one software package to another is a challenging process for any business. That's why iRely has created an implementation process that is custom tailored to the exact needs of your organization. With our modular solution approach, our implementation team can rapidly tailor an optimized implementation for your business.

### ■ Business Process Review

The first step in a successful implementation at iRely is our Business Process Review. Our experts work hand-in-hand with your team to evaluate and then map your business processes, compare them to industry best practices, and then design an implementation solution that will work best for you. We discuss goals, resources, expectations, and bring key people from both our teams around the table to ensure everyone is focused on the same success factors. We then generate a document that describes

*Continued...*

your “to be processes”, clearly defines key system configuration parameters, and identifies any changes required for your desired flow. The BPR process enables us to prepare a solid implementation plan, ensures proper costing of the project, and greatly reduces project risk.

### ■ Data Conversion

Want to bring data from your old system into iRely? iRely offers data conversion services that allow you to save time and reduce data entry errors. If you can print your information in a report, we can import it into iRely.

### ■ Project Management

iRely has an entire team dedicated to project management. This team will help you every step of the way through your implementation beginning at the Business Process Review, through installation, training, Go Live, and Month End. It's their job to ensure your journey to becoming a full iRely customer is as smooth as possible.

### ■ Training

iRely offers training services in a wide variety of formats: online, phone, and in-person. During the implementation process a custom training program will be created for your organization. After implementation, iRely continues to provide training services as needed.

## Quality

iRely is setting the standard in assuring software quality through its User Acceptance Program (UAP). We have developed a systematic approach to ensuring a quality product that begins with the customer defined processes identified during the BPR. Our QA engineers then take those processes and develop customer-specific tests using the latest in software testing technology. Prior to each new product release, our QA team automatically runs these tests on the new system using the customer's own data—thereby guaranteeing the highest possible confidence that the new release will work as intended in the customer environment.

UAP is proven to reduce the number of post go-live issues and dramatically reduces the amount of testing your users need to do which in turn saves you both time and money. There is simply no better approach to delivering the highest quality Enterprise software possible.

## On-Going Support

When you go live with iRely's system, it does not mark the end of a relationship, but rather the beginning. We do this through our User Group Membership (UGM) program. This program includes phone support during office hours, an online web portal, software upgrades, online training videos, and more. In addition, as part of this program we keep you informed with software and technology changes that impact your business as well as tips on getting more from your investment. We do this through monthly webinars, an annual conference, regular emails, and quarterly newsletters.



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At any point in time, can you gauge the success of your entire organization? iRely allows you to wrap your arms around every aspect of your business in a single, unified system. Whether you operate convenience stores or distribute petroleum products, or both, iRely offers a complete and comprehensive solution to manage your entire organization.

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## Credit Management

iRely's built-in A/R and Credit Management tools are essential to improving cash flow and reducing bad debt in a fraction of the time it takes with traditional methods. By infusing A/R into our product, all inventory, blending, cost, price, and sales transaction information interact to form a solid defense against losing dollars to delinquent accounts. iRely allows you to flag overdue accounts, limit the amount of credit offered to a customer, and to employ tools such as EFT and budget accounts to improve collections. To see a list of iRely Credit Management features, see Figure F on page 17.

## iRely ERP

iRely offers a powerful, complete set of financials with the power of stand-alone systems, but at a level of integration only products created by a single developer can achieve. From General Ledger to Accounts Payable, from Payroll to eCommerce, iRely has you covered.

iRely ERP offers such features as unit accounting, budgeting, and full drill-down. Additionally, iRely ERP leverages the latest electronic business applications including EFT/ACH, electronic signatures, electronic distribution, and online account look-up.

## iRely C-Store

Do you operate convenience stores in addition to distributing petroleum products, operating cardlock, managing unattended fueling sites, or repackaging oil products? For petroleum wholesalers with retail operations, iRely C-Store is a must.

iRely C-Store manages every aspect of the petroleum retail business effectively and efficiently. It centralizes your pricebook and streamlines your daily operations. iRely C-Store allows you to maximize your inventory, merchandising, and pricing to ensure you make more money. Both iRely C-Store and Petroleum are proven stand-alone solutions for even the largest organizations, but together they create an unrivaled complete solution for the petroleum wholesaler and retailer.

# One Solution for Petroleum Distribution Organizations



iRely interfaces with pricing services to automatically import rack prices. Ensure pricing and margin calculations.



Freight calculations in pricing to ensure adequate margins.



Easily account for splash blends, split loads, consigned fuel, and bulk plant dispersal in a single step.



Optimize your inventory for your production demands.



iRely tracks total inventory including on-hand, in-truck, and in bulk plant.



Give dispatchers the tools they need to manage route, will calls, and more!



In-Truck Billing significantly reduces errors and time hand-entering tickets in the home office.



Centralize your A/R including that of Card Fueling Networks and proprietary cards.



Electronically file paperwork for rebate and buyback programs with major oil/lube suppliers.



Tracks product substitutes improving customer response.



Tools to cater to the commercial and farming community including split billing and a Farm Plan interface.



Easily account for splash blends, split loads, consigned fuel, and bulk plant dispersal in a single step



Tank Management tracks fuel distribution down to the consumption site and device-level helping to mitigate risk and ensure compliance.



In-Truck Billing makes fleet fueling management a breeze.



Improve customer service and win more business with more complex pricing strategies.



iRely eases the burden of tracking prepaid, dollar, and regular contracts, unlocking the potential for markets that demand fixed bids.



Eliminate the burden of manually tracking and filing taxes.



iRely offers a complete set of customizable financial reporting tools such as G/L, A/P, Bank Account, Payroll, Fixed Assets, and more.

# iRely Helps Solve Your Complex Business Processes.

## About iRely

iRely's commitment to customer success has made the company a global leader in digital transformation, providing best-in-class software for commodity management, petroleum distribution, retail, grain operations, and agribusinesses. Headquartered in Fort Wayne, Indiana, with offices in Chicago, New Jersey, Texas, California, London, Bangalore (India) and Makati City (Philippines), iRely has nearly 40 years of experience delivering end-to-end enterprise resource planning (ERP) and commodity trading and risk management (CTRM) solutions to simplify complex business processes through a single point of truth. iRely has leveraged its deep industry experience and expertise to build genuine, lasting partnerships with over 500 customers in more than 25 countries.

For more information, visit [iRely.com](http://iRely.com).

## See All Our Industry Solutions:

### PETROLEUM DISTRIBUTION

Wholesale Transports      Retail Propane & Fuel Delivery  
Unattended Card Fueling      Lubricants Distribution  
Convenience Stores

### COMMODITY MANAGEMENT

Procurement, Trading & Risk Management  
Food & Beverage Manufacturing

### AGRICULTURE

Grain Origination      Feed Management  
Crop Inputs & Agronomy      Ag Retail



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