Case Study: Industry-First AI-Enabled Commercial Fuels Pricing Platform

Background
A leading fuels organization faced increasing complexity in managing daily wholesale pricing across tens of thousands of customer locations. Pricing data was fragmented across multiple systems, requiring significant manual effort to consolidate market indexes, sales volumes, and invoice history. Pricing analysts relied heavily on experience and institutional knowledge, making the process time-consuming, difficult to scale, and prone to inconsistency as pricing volumes continued to grow.

Challenge
The organization needed a scalable, real-time pricing solution capable of handling more than 90,000 daily price points while improving speed, accuracy, and consistency. Existing manual workflows required analysts to review every price, limiting their ability to focus on true risk and opportunity. The challenge was to automate routine pricing decisions without sacrificing control, transparency, or analytical rigor.

Solution
The development team built an industry-first commercial fuels pricing system powered by artificial intelligence. A centralized data lake was established to consolidate real-time market data, customer volume sales, and invoice history into a single source of truth. This data was fully integrated into the pricing platform, enabling pricing analysts to define pricing strategies within the system. A built-in AI agent continuously evaluated these strategies against live and historical data, automatically executing prices when all parameters were met. Only exceptions outside predefined thresholds were flagged for analyst review. Integrated step-down analytical tools allowed analysts to quickly investigate exceptions, understand underlying drivers, and make informed price adjustments before distribution to customers.

Results
The AI-enabled pricing platform dramatically accelerated the daily pricing process while improving decision quality. By automating routine pricing execution, analysts shifted their focus from reviewing every price to managing only meaningful outliers. The system's ability to process over 90,000 prices per day delivered significant efficiency gains, reduced operational risk, and improved pricing consistency. Over time, the AI agent leveraged historical data to continuously improve pricing decisions, reducing dependence on individual analyst memory and establishing a scalable, data-driven foundation for long-term commercial advantage.