

Revolutionizes Fuel Retail Analytics

With Platform
Modernization

>70

countries where Kalibrate solutions are deployed

Creating a World without Guesswork

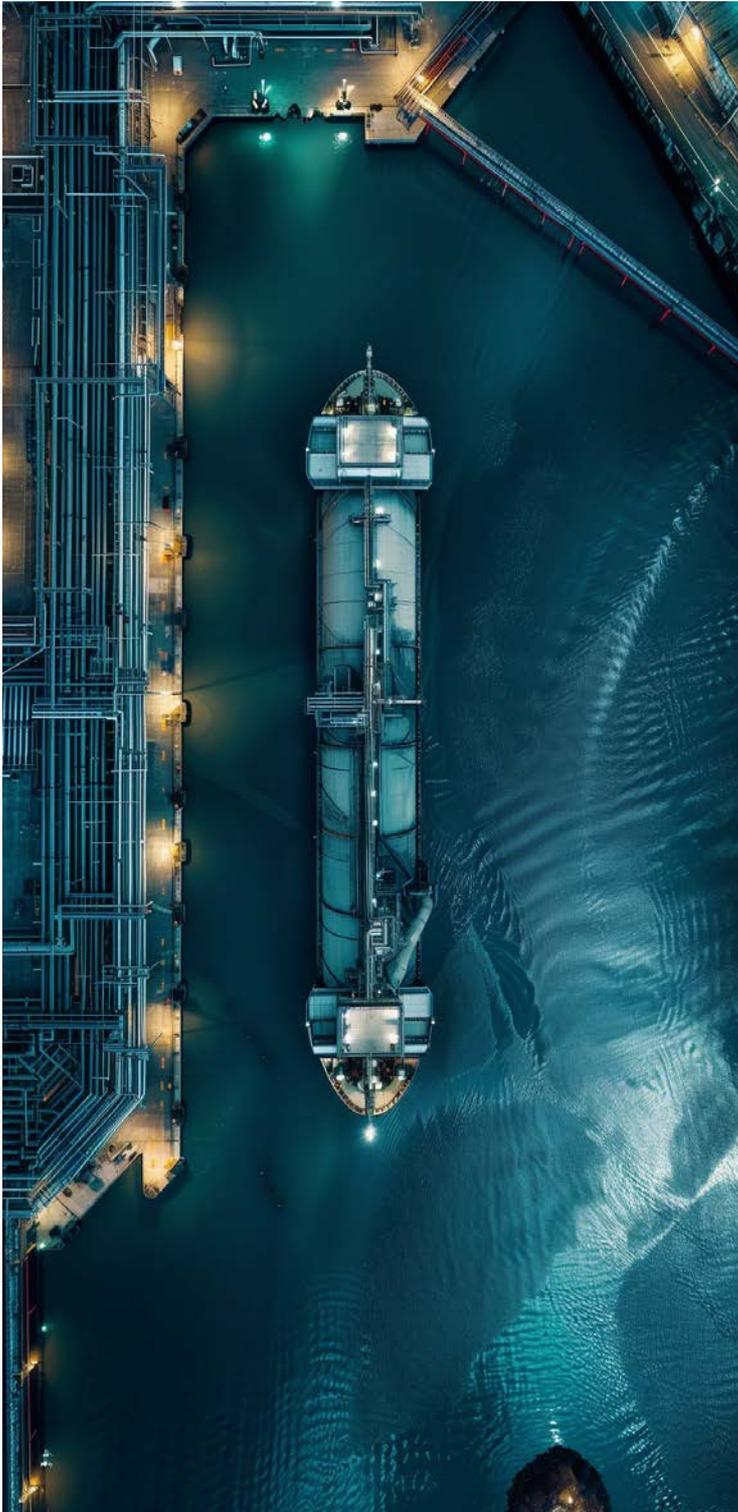
Kalibrate's solutions are instrumental in helping brands secure a competitive edge in location and pricing decision-making across multiple industries. Their clients include many household name brands, from high-growth restaurant chains to international fuel retailers. Kalibrate's comprehensive offerings includes strategic expertise and advanced technology solutions in location intelligence and fuel pricing.

The Need for Change

Pricing in the petrol industry is a dynamic process influenced by the volatility of crude oil prices, government taxes and regulations, fierce competition in the market, sensitivity of consumer demand, operational expenses, fluctuations in pricing elasticity, and global events. These elements pose a significant challenge for fuel retailers, who must balance the need to maintain consistent, customer-friendly pricing with ensuring their own profitability and protecting their brand image.

As a part of its key offering, Kalibrate developed a fuel pricing software tool to help retailers address these complex issues and enable them to set competitive growth strategies while meeting the market's evolving needs.

Kalibrate Pricing, the software tool used by fuel retailers in over 40 countries, helps manage agile price strategies by leveraging industry-leading AI and business logic, offering comprehensive operational functionality and analytics. The Kalibrate team sought to improve the responsiveness of the user interface, boost efficiency, and increase user satisfaction to help improve the daily operational efficiency of its diverse clientele, ranging from small retailers to global fuel companies.



Business Objectives

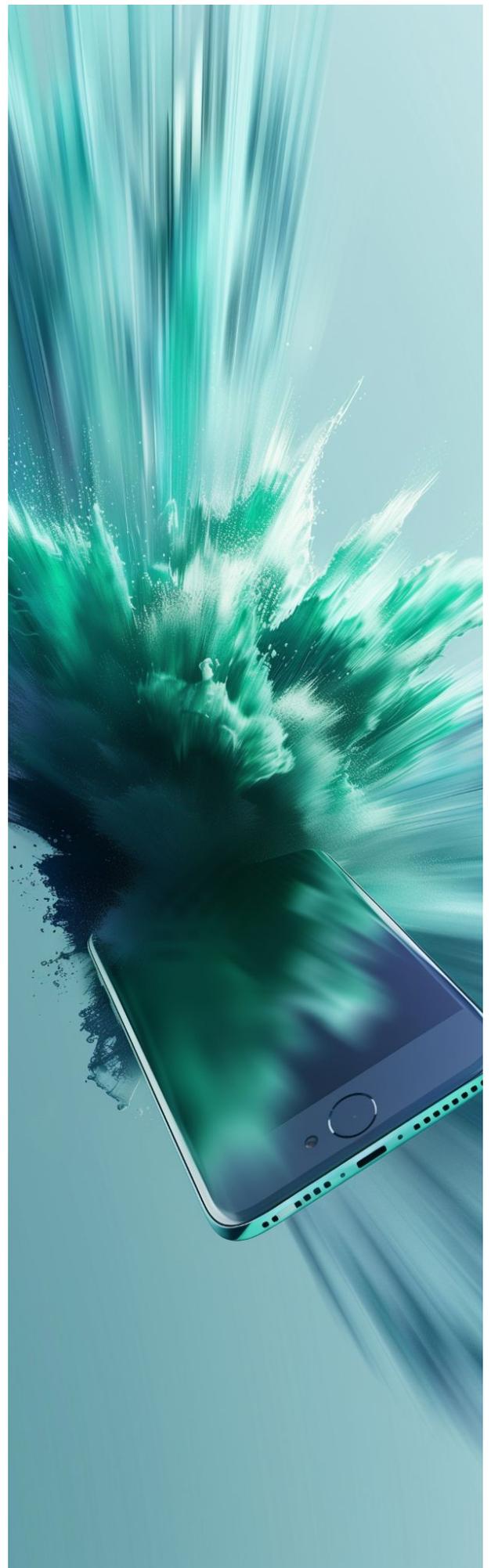
- **Speed Up Decision-Making:**
Enable users to make faster and more efficient decisions, critical for their time-sensitive pricing strategies.
- **Boost Operational Efficiencies:**
Reduce task completion time to increase users' overall productivity and lower operational costs.
- **Improve Customer Satisfaction:**
Enhance user engagement and ease of use to improve client experience and support Kalibrate's solid reputation as an efficient and user-friendly software solution provider.

To achieve these goals, Kalibrate partnered with Exadel to modernize the application, with a clear mandate to meet contemporary performance benchmarks while avoiding any disruption to ongoing operations for end users.



We decided to partner with Exadel because of their broad range of expertise and responsiveness at initiating projects. They were able to seamlessly integrate with our software engineering team, processes and architecture

**Dave McKerral,
Vice President Software
Engineering, Kalibrate.**





Transformation Guided by Customer Needs

During this engagement, Exadel's team worked closely with Kalibrate to execute a multifaceted modernization strategy in just 4 months.

This resulted in tangible and measurable improvements:

- **Improved User Experience:**

Reducing average page load times and data processing response times allowed for faster and more efficient decision-making, resulting in more streamlined user interactions.

- **Optimized Performance:**

More effective resource consumption boosted cost efficiency and enhanced system stability.

- **Seamless Implementation:**

The Exadel team achieved these improvements within a strict timeline and without app service interruption.

- **Digital Change Management:**

In order to ensure a smooth transition, the team employed a phased implementation approach. By integrating the team into Kalibrate's core workflows, the client's comprehensive quality control and release processes were successfully applied.

Key Outcomes:

50%

reduction in page load times (significantly improving the UX)

40%

decrease in server load (lower operational costs and improved system stability)

>70%

improvement in operational performance



Overwhelmingly positive feedback from users



Working with Exadel enables us to increase our capacity to deliver more. In this case their team was able to reduce the average page load time by 50% in just a few months. Needless to say, our customers were thrilled by this massive improvement in performance

Tom Hatton,
Senior Vice President – Pricing, Kalibrate

Foundation for Future Success

The project focused on both technical enhancements and resolving fundamental business challenges – empowering Kalibrate's clients to operate more effectively in the dynamic fuel retail market.

In terms of scalability, these strategic enhancements ensured that the system's newfound speed was matched by its ability to scale, readying Kalibrate for future increases in data volume and user activity without sacrificing performance. This not only addressed immediate system requirements but also equipped Kalibrate with a robust framework for continued growth and adaptability.

This mutual journey towards finding and implementing ideal solutions has fortified our relationship and resulted in an ongoing partnership, as Kalibrate invited Exadel to collaborate on yet another joint project.

Technical Stack

.NET, SQL, JavaScript, Database Optimization Tools.

Fuel your software journey with Exadel



Kickstart your modernization today

Contact Us