

One of the major issues is refuelling infrastructure is more equipped for traditional petrol and diesel vehicles than for EV recharging or alternative fuels like hydrogen, LNG or CNG. Staggered switching can lift some of the weight of this concern, as businesses can gradually incorporate alternative fuel vehicles depending on the length of the journeys required and locations of refuelling points on the way.

There could also be regional differences that make switching easier in certain parts of the world compared to others. A report by Webfleet Solutions found that 70% of light vehicle fleets, including

business cars, could be switched to EVs. This is a huge contrast to the average within Europe of around 61%. Many business owners and fleet managers are still uncertain about which fuels will be the future of HGVs, but this is where the benefits of staggered switching can be seen.

Not committing to just one alternative fuel leaves breathing room to keep using traditional ICE vehicles while experimenting and exploring several options before investing directly into the solution.

<https://www.doverfuelsolutions.com/>

## Leveraging Tech Integration: A \$1-Billion Opportunity for Fuel Leaders

By Chris Cooper, President of International at Titan Cloud

The fuel industry faces a staggering challenge—fragmented systems and siloed operations contribute to up to \$1 billion in potential annual savings that go unrealized due to inefficiencies. Traditional fuel management systems lack the integration and visibility needed to optimize operations. Moreover, inefficiencies across the supply chain drive up operational costs by up to 30%, further straining profitability.

Traditional fuel management systems often fall short, forcing operators to work in data silos and rely on fragmented tools. This hinders efficiency and collaboration, leading to hidden inefficiencies that inflate costs and frustrate consumers. To stay competitive, fuel operators must gain efficiencies and be agile in their operations—making integrated technology solutions not just an option, but an urgent necessity.

### The High Cost of Inefficiency

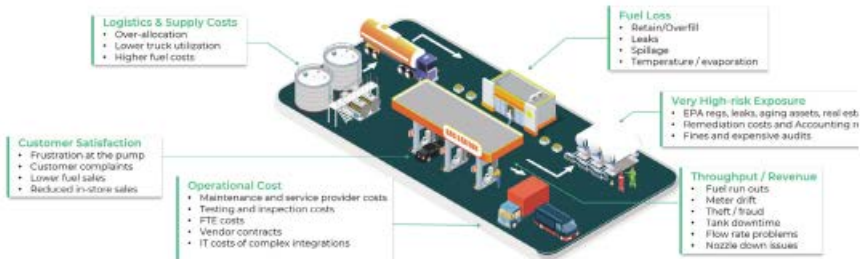
The downstream fuel journey, from terminal to pump, is plagued

by blind spots and information gaps.

These critical disconnects hinder efficiency across the fuel industry.

- **Inefficiencies & Fuel Loss:** Lower truck utilization and leaks contribute to fuel loss, while over-allocation and retain/overflow lead to wasted resources.
- **Hidden Costs:** Temperature and evaporation further exacerbate the problem. Lack of transparency into these issues creates hidden inefficiencies that inflate operational costs.
- **Consumer Impact:** From maintenance and IT expenses to testing and staffing, fragmented systems create a significant financial burden. Consumers also feel the pinch. Fuel runouts and lower sales volumes due to inefficient supply or undetected fuel theft can lead to frustration and potentially higher prices at the pump.

Complex downstream fuel supply chain



### The Power of a Unified Platform

To address these challenges, fuel industry leaders must embrace integrated technology solutions. In a conventional procurement-to-payment workflow, the sheer volume of manual touchpoints—often exceeding a hundred—leads to inefficiencies, slower processes, and increased error rates. These inefficiencies inflate costs and frustrate consumers. A unified platform that spans the entire supply chain, from rack to dispenser, is essential for achieving true efficiency and optimization.

Workflow automation is key to driving these inefficiencies down. With API integrations, manual processes like tank measurements and invoice matching are replaced by smooth data connections, centralizing multiple applications for a streamlined view of all operations. This end-to-end visibility enables operators to act on real-time data, flagging disparities and resolving issues before they impact the bottom line.

Titan Cloud's Fuel Asset Optimization platform is the industry's leading solution for addressing these challenges. By connecting all critical aspects of fuel operations, Titan Cloud empowers businesses with real-time visibility and data-driven decision-making.

With Titan Cloud, fuel operators can:

- **Optimize Wetstock Management:** Gain real-time visibility into inventory levels, track fuel loss, and ensure accurate reconciliation.
- **Real-time Anomaly Detection:** Identify unusual patterns in fuel consumption, such as sudden spikes or drops, that may indicate theft or other irregularities.
- **Improve Inventory Accuracy:** Minimize discrepancies and reduce write-offs.
- **Enhance Compliance:** Ensure adherence to regulatory standards and environmental regulations.

Automation moves orders through the procurement-to-payment workflow efficiently, transforming enterprise-wide operations and adding substantial value to their bottom line.

### Retail Success Story: 500+ Sites, One Platform

After a significant acquisition, a major fuel and convenience retailer operating over 500 sites faced persistent challenges with delivery reconciliation and operational efficiency. Having previously worked with Leighton O'Brien (now part of Titan Cloud) for compliance, they turned to the fuel management leader for a comprehensive solution that automated ATG measurements and enhanced leak detection.

By integrating Titan Cloud's platform, the retailer achieved a 64% reduction in tank gauge calibration variances and improved automatic BOL reconciliation by 5%. This streamlined process reduced investigations by 15%, significantly boosting operational efficiency.

Leveraging Titan Cloud's AI-powered wetstock management, the retailer replaced manual variance tracking with high-frequency data capture, resulting in pinpoint accuracy and fewer fuel losses. This data-driven approach also enabled remote diagnostics, crucial for managing their widespread sites. The results speak for

themselves: a 64% reduction in inventory variances and accepted deliveries boosted to 99%.

Titan Cloud's streamlined implementation and robust technology provided the retailer with a solution that not only saved time and money but also enhanced operational effectiveness across their network.

### Leading the Charge in Fuel Management Innovation

Titan Cloud's platform is at the forefront of fuel management, revolutionizing supply chain operations with smart algorithms and artificial intelligence (AI). Rather than merely anticipating the future, Titan Cloud is actively shaping it with real-time, actionable solutions. With AI-driven insights, fuel operators can:

- **Predict Fuel Demand:** Accurately forecast fuel consumption at individual sites to optimize inventory and prevent stockouts.
- **Optimize Delivery Planning:** Automatically assign loads to trailers and drivers, minimizing travel distance while maximizing capacity.
- **Improve Supply and Contract Management:** Use AI to negotiate better contracts, manage allocations efficiently, and capitalize on spot buys.

### Trevor Long Joins Titan Cloud to Drive European Expansion

Trevor Long, Director of Key Accounts at Titan Cloud



To further expand its reach and expertise across Europe, Titan Cloud Software is excited to announce the appointment of Trevor Long as a key member of its UK team. Trevor's extensive experience in the supply chain industry, coupled with his deep understanding of the UK market, will significantly contribute to Titan's ongoing European expansion.

With over two decades of success in selling AI/Process Mining and Digital Supply Chain Planning solutions, Trevor brings a wealth of knowledge to Titan Cloud customers. His ability to simplify complex systems and streamline operations will be invaluable as

**DRB**  
a TSG UK company

## Delivering **Reliable Business** solutions to the forecourts of the future

DRB has been providing signage solutions, electrical services and hazardous area inspections to the fuel retail market since 1980.

With offices and engineers across the UK, DRB provides a first-class service to its loyal customer base nationwide, all of which benefit from a comprehensive 24-hour service, seven days a week.

Visit our website for more information: [www.drbuk.co.uk](http://www.drbuk.co.uk)



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the company continues to provide innovative Fuel Asset Optimization solutions to businesses across Europe.

### Fuel's New Frontier: Efficiency and Adaptability

The fuel industry's future hinges on its ability to adapt to a rapidly changing landscape. By embracing integrated technology solutions like Titan Cloud, leaders can unlock hidden potential, improve efficiency, and drive profitability. With the expertise of industry leaders like Trevor Long, Titan Cloud is poised to lead the way, helping fuel operators navigate the challenges of the modern fuel industry and achieve sustainable success. Learn more at [titancloud.com](http://titancloud.com).

### About the Author

Chris Cooper, President of International at Titan Cloud.

Chris became President of International in 2023 following Titan Cloud's acquisition of Leighton O'Brien, where he previously served as CEO. A proven business leader, Chris excels in driving profitable growth through strategic insight, market awareness, and business optimization, while fostering a customer-centric culture.

Based in Melbourne, with past stints in Singapore, India, Dubai, and New Zealand, Chris joined Leighton O'Brien after 12+ years in strategic planning, sales, and management roles, including General Manager (Asia) at Dover Fueling Solutions and senior positions at Gilbarco Veeder-Root, OPW, and Liquep International.

