

Thinking Outside the Tank: When Less Means More



Ron Bowling
President, Robertshaw Industrial Products

"Many industries have found that forecasting future production from past demand is a leading cause of operational inefficiencies. The most successful companies employ technology that helps streamline operations, reduce cost and cut delivery lead times."

Challenge Conventional Wisdom

We all know that "emergency fills" and "run outs" are dirty words in the propane retailing industry. So, we provide our customers with better customer service by filling their tanks more often, just to be sure. We fill and fill and fill and fill their tanks, until eventually, we have made twice the number of stops that are actually required. Ever ask yourself why? Could it be your confidence in your old forecasting models? What if you could base your delivery information on up-to-date fact instead of unreliable forecasting? What if you could acquire tools that let you know your customer's inventory before the first bobtail pulls off the lot?

Fewer stops, more money... where do I sign up?

Propane marketers must take their cue from other industries and begin to invest in technology that takes the guesswork out of the distribution process. There's no need to waste time and money by constantly stopping to check up on tanks or topping them off. Once the guesswork is gone, fill rates of 80% or more are easily achieved, because scheduling deliveries is based on facts, not forecasts. As higher levels

of efficiency are reached, fewer stops per customer are required. Fewer stops mean lower delivery costs, higher profits and the capacity to take on new customers without adding new bobtails or drivers.



Centeron, the world's number one wireless tank monitoring system, uses state-of-the-art technology to take the guesswork out of scheduling deliveries. Centeron

provides accurate, up-to-date tank level data directly to you, when you need it and where you need it, long before your first bobtail ever starts its engine. With the Centeron system, you know what's in your tanks, so you can prioritize deliveries, optimize truck loading and eliminate emergency fills. Centeron is the key to optimizing your productivity and doing more with less.

See how much Centeron can save you. Visit www.centeron.net to run the numbers for yourself on our propane calculator.