



GLOBAL FUEL RETAILER GAINS EFFICIENCIES,

IMPROVES COMPLIANCE WITH ADVANCED WETSTOCK ANALYTICS

For fuel retailers with a national or multinational footprint, interpreting huge volumes of wetstock data is crucial to derive valuable business insights and enable strategic improvement. Standardization of wetstock management is also important to achieve operational efficiencies, reduce compliance risk, and instill best practices at scale.

CHALLENGE

A global fuel retailer with operations in North America was seeking to “challenge the status quo” of its incumbent wetstock solution as part of a continuous improvement initiative, particularly in terms of environmental compliance, inventory management, and ATG alarm response capabilities.

In addition to exploring standardization worldwide as a strategic business priority, the company was interested in improving transparency and achieving better ROI in the U.S. market. The company was also concerned about meeting specific regulatory requirements in key markets such as California, which might require additional solution capabilities and vendor expertise.

SOLUTION

Seeking a solution that could offer real-time visibility enterprise-wide, round-the-clock alarm response management, and advanced trend analysis, the company quickly identified Leighton O’Brien as a promising potential partner.

For an initiative of this scope, the company hoped to establish proof of concept with a pilot project before proceeding to a full rollout. Focusing initially on a group of 15 locations, the company implemented an integrated suite of iHUB fuel management tools and defined key performance metrics to monitor over the course of three months.

The pilot included these iHUB capabilities:



iComply: Compliance management solution with automated release detection, reporting aligned to U.S. EPA UST regulations, configurable workflows, event tracking (tests, permits, inspections), and document storage.



iAlert: Alarm management solution, including 24/7 monitoring by ATG and ICC certified professionals, in-station diagnostic (ISD) alarm response and resolution, AI-powered false alarm filtering, and ATG configuration and change management.



iReplenish: Inventory management solution providing real-time visibility of current wetstock levels, proactive avoidance of runouts and retains, integration of alarm data, and optimization of delivery scheduling.

BUSINESS SNAPSHOT

Locations: 15 (Pilot)
780 (Full Rollout)

Focus: Network of retail fuel stations and convenience stores

Region: North America

Based on the pilot results, the company decided to move forward with a **full rollout to nearly 800 North American locations**—and encourage other regions to reassess their current wetstock management solutions in hopes of achieving a similar impact.

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IMPACT

As the pilot got underway, the company quickly realized many of the key benefits they had hoped to achieve by implementing more advanced technology with superior data analytics. With a unified, real-time view of compliance status across all sites, managers could consistently meet regulatory requirements and quickly identify and address any potential concerns.

Having a holistic view of compliance at a site level, as well as individual fuel components, also drove efficiency and increased confidence.

Superior alarm management also soon paid off, when the system detected multiple alarms at a site and quickly identified the situation as a significant incident (line leak and dispenser damage), enabling a swift resolution with minimal disruption for the site.

In addition, the solution automatically assessed and prioritized alarms to allow for more targeted response. This resulted in many dozens of duplicate, false, or low-priority alarms being resolved automatically or remotely, with only **14% of Priority 1 alarms** requiring technician dispatch.

The solution also detected numerous non-compliant ATG settings and was able to correct them without incident, potentially avoiding a violation or fuel runout.

CONCLUSION

Based on the pilot results, the company decided to move forward with a full rollout as quickly as possible.

In addition to bringing the benefits of iHUB to nearly 800 North American locations, the company has encouraged other regions to reassess their current wetstock management solutions and consider diversifying and/or upgrading in hopes of achieving a similar impact.



ARE YOU FACING CHALLENGES LIKE THESE OR LOOKING FOR THIS KIND OF IMPACT?

COULD YOUR COMPANY BENEFIT FROM AN INTUITIVE, COMPREHENSIVE SOLUTION FOR REAL-TIME FORECOURT MANAGEMENT ACROSS YOUR ENTIRE FOOTPRINT?

If so, learn more about [iHUB by Leighton O'Brien](#) today!

