



The Tank Utility **SOLUTION**

Tank monitoring shouldn't be another headache. Conquer your challenges and take control of your business with a solution that delivers real results.

**Tank**utility

IS DELIVERING PROPANE HARDER THAN IT'S EVER BEEN?

We think so. Today's propane marketers face real challenges -- a massive shortage of qualified truck drivers, alternative energy retailers eating up market share, and will-call customers throwing a wrench into operations -- just to name a few.

You can't control these situations. Does that mean you should just sit back and watch as they slowly cripple your profitability? No. What you can control is your business, and ***tank monitoring is an opportunity to take more control.***

While most monitoring "solutions" can offer you a remote tank level view that might help you avoid a few run-outs here or there, they won't help you increase delivery size, expand your team's capacity, or win more customers. Tank Utility measures against those metrics, helping you achieve more profitability with less work from your team.

IT'S TIME TO TAKE CONTROL OF YOUR PROFIT MARGINS.

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CONNECT ANYWHERE WITH RUGGED, EASY-TO-INSTALL MONITORS

Are your drivers and technicians' days jam-packed with deliveries and service appointments? We're guessing they are, and installing monitors shouldn't be another hassle. That's why our monitors install in under 5 minutes, connect from all tank locations - even ones in areas with low cellular coverage, and operate with inexpensive, field replaceable batteries.

MORE FEATURES:

- Dual-carrier 4G LTE Cellular, WiFi, and Satellite connectivity options
- Free adjustable reporting frequency
- The industry's only lifetime warranty
- Zero dollar device cost for rental

“*Other devices can take over a day to set up. Your devices are easier - one magnet press, wait for three blue lights, then you're good to go.*

*-Mark McLaughlin
McLaughlin's Energy
Services*



DROP MORE GALLONS IN FEWER DELIVERIES WITH STATE-OF-THE-ART SOFTWARE

Between gas, payroll, and wear and tear on the equipment, how much does it really cost every time you roll a truck? For the average propane marketer it costs \$60 per delivery. What does this mean? It pays to be efficient. Literally.

While real-time tank level data is important, the real savings come from the changes you make to your operation. Your monitoring solution should show you **exactly** which accounts need more attention and how they affect your business. Our software automatically detects deliveries and provides the data you need to take control of profitability.



“Our drivers love the software. It helps them get time back in their day.”

-Sandy Barber, Northdale Oil



Our customers make deliveries 39% larger than industry average.

REALIZE RESULTS FASTER WITH DEPLOYMENT + FIELD SERVICES

Does the thought of taking on a tank monitoring project seem impossible with your team's busy schedule? ***Do you know that the hidden cost of self-installation could add \$0.50 to \$1.50 per tank per month?*** Even if you want to take it on, the personnel cost, the opportunity cost, and the elapsed time have significant consequences for your business.

With Deployment and Field Services you reap all the profitability of monitoring, without the long timelines and costs of getting tank monitors up and running. Our trained field technicians deploy your monitors immediately, so you achieve efficient deliveries, savings, and peace of mind right away. After installation we manage your monitor inventory, ensuring batteries are fully charged and hardware is always connected. You and your team are free to focus on using monitors to increase efficiency, and earn higher margins for your business.



“*Tank Utility's Deployment Services are cheaper than having my guys do it. It gets done quickly, and it gets done right.*”

-Tony Buck
Lakes Gas

ENHANCE CUSTOMER EXPERIENCE + IMPROVE RETENTION WITH A BRANDED MOBILE APP

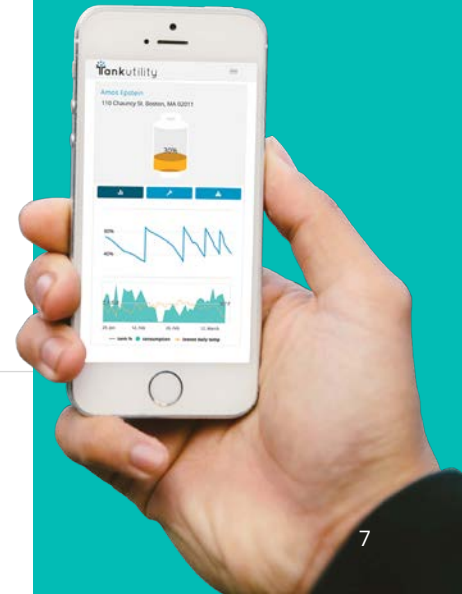
Is competition from other energy retailers cutting into your sales? Successful propane marketers are combating this problem with customer retention programs focused on communicating with customers and providing transparency. One of the easiest ways to do this is by offering the Tank Utility mobile app to customers so they can see their tank levels in real time.

With your branding in the app, we help you design value-added service options for your customers that can generate revenue, offset the cost of monitoring, and win customers on more than just price.

“*A great product and a great way to avoid running out of propane. Now my smart home is really smart.*”

*-App User
Google Play Store*

#1 most downloaded tank monitoring mobile app on Apple and Google



Customers are 51% more likely to recommend a fuel supplier who offers the Tank Utility mobile app than one who does not.

TARGET GROWTH, RETENTION + PROFITABILITY WITH PROVEN MARKETING PROGRAMS

Wouldn't it be great if Tank Utility monitoring was a revenue generator instead of a cost-center? Whether you are looking to sell tank monitoring services to customers, convert will-calls to a we-call arrangement, or grow your business through referrals, we can help. As your marketing partner, we execute programs that help you achieve measurable results from day 1. As part of that, we build:

- Web pages with a sign-up form
- Branded videos
- Brochures
- Email promotions
- Door hangers, bill stuffers, and postcards
- And much more!



“We just received the door hangers. They are really nice. I am so impressed with the marketing support you offer!”

*-Chrissy Horner
Moore Propane*



61% of delivered fuel customers are willing to pay \$5 a month or more for tank monitoring services.

EARN MORE FROM EACH ACCOUNT WITH A CUSTOMER SUCCESS MANAGER

Are your bobtails coming back full too often? While tank monitoring promises to increase drop sizes, it's hard to know where to deploy to achieve the best bang for your buck - most monitoring vendors leave it up to you to figure this out. You're also going to need to set aside time to train your team, navigate a deluge of tank level data, and troubleshoot any issues along the way. ***Translation? A typical tank monitoring system takes months, or even years to produce a return on your investment.***

At Tank Utility, we use your return on investment to measure our success. ***Your dedicated Tank Utility Customer Success Manager functions as an extension of your team, continuously working with you to outline next steps and ensure you achieve immediate results.***

We even go so far as to regularly review your delivery history and your goals to ensure you are enjoying the full extent of our platform's benefits.



Since switching to Tank Utility we've seen a big cost savings from our previous provider. Their entire Customer Success staff have done a great job working through any issues and questions we've had since partnering with them.

***-Steve Villegas
Northern Partners
Cooperative***

SAVE TIME AND MONEY WITH FREE BACK OFFICE INTEGRATIONS

Does your office staff have extra time to devote to data entry projects? We're guessing the answer is "no." That's why our tank monitoring software is the only one that features **bi-directional integration capabilities**. This ensures the customer data from your back office (i.e. tank size, address, usage type, etc.) is pulled into the software correctly, and it prevents future headaches by guaranteeing that the data from your tank monitors is accurately and continuously received into your back office.

WE INTEGRATE WITH THESE SYSTEMS AND MORE:



“While other tank monitoring vendors leave you to figure out how to program the API yourself, Tank Utility provides the software support to seamlessly bring your monitoring data into your back office.

-Donny Galt
Inter-Island Propane

| TANK UTILITY | ARE THEY WITH YOU EVERY STEP OF THE WAY? | TYPICAL MONITORING |
|--------------|---|--------------------|
| ✓ | Try monitor, software, and mobile app before you buy | ✓ |
| ✓ | Rental and purchase plans to fit your business growth | ✗ |
| ✓ | Personalized business analysis to improve profitability | ✗ |
| ✓ | Ships monitors to your location | ✓ |
| ✓ | Dedicated Customer Success Manager to train your team | ✗ |
| ✓ | Deployment Services to quickly get monitors into the field | ✗ |
| ✓ | Marketing programs that help you achieve measurable results | ✗ |
| ✓ | Field Services to ensure devices remain connected | ✗ |
| ✓ | Real-time Delivery Profitability Reports to track progress | ✗ |

WHICH WOULD YOU PREFER:

A **STRATEGIC BUSINESS SOLUTION** that *drives profitability*, or a **RUN-OUT TOOL** that *does little to impact your bottom line*?



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