

# Empowering Pricing Teams in Downstream Energy Oil & Gas



## Elevate Pricing from Reactive to Strategic

For fuels, base oils, lubricants, and other downstream manufacturing, pricing drives profitability - but it's too often treated as a back-office function. Your pricing team works to minimize risk, align pricing with market dynamics, and drive margin growth. In today's volatile market, you need to make high-stakes decisions with speed and agility. Yet, outdated processes, limited visibility, and disconnected tools hinder progress, relegating pricing to a support role rather than a strategic driver.

Pricefx transforms the game. Now your pricing team can become a Center of Excellence, empowering you to lead with innovation, deliver value to sales, and meet financial forecasts. You gain real-time control, speed, and flexibility across your entire pricing process - positioning yourself as a margin leader, integral to corporate strategy and success.

## Overcome Challenges with Confidence

Externally, market volatility, aggressive competition, and evolving customer demands challenge downstream Energy O&G industry pricing teams on a daily basis. Internally, frequent strategy updates, siloed data, and manual processes suffer from a lack of visibility and insights and slow response times. Corporate mandates for AI usage add even more pressure.

### External Challenges

- Volatile crude oil and refined product prices
- Competitive pressures amid market fluctuations
- Increasingly complex regulatory demands
- Supply chain disruptions and uncertainties

### Internal Challenges

- Disconnected value chain pricing strategies
- Manual, frequent repricing, and fragmented data
- Uncertain rebate and incentive effectiveness
- Limited visibility into profitability drivers

## Expert Pricing: Engineered for Downstream Energy O&G

Pricefx was built by pricing experts who understand the need for speed, scale, and control in downstream Energy O&G.

Trusted by integrated energy &  
specialty products leaders



Most trusted partner network in B2B  
Price Optimization & Management



### Why Pricefx?

**Best-Practices:** Rack Fuels, lubricants, base oils, and specialty O&G-specific workflows, best practices, and downstream use-case accelerators, guided by expert industry advisors

**Innovation:** Pioneering SaaS pricing, our cutting-edge capabilities keep you ahead of competitors

**Flexibility:** "Clean-Core" platform adapts quickly to market shifts with advanced user-driven workflows

**Speed:** Increased agility and fast time to value. Customers achieve up to 15X ROI within 12 months and 8.4% average margin improvement

# The Downstream O&G Pricing Value Playbook

Pricefx aligns your pricing strategy with market demands through a flexible, best-practice solution:

- 1 Price Management**  
Market-Spot-Rack real-time pricing - stay competitive & protect margins
- 2 Formula Agreements**  
Streamline long-term index-based contract pricing with dynamic models
- 3 Strategy Management**  
Centralize complex pricing formula libraries for consistency
- 4 Quoting**  
Accelerate guided selling and boost win rates
- 5 AI Optimization**  
Leverage Pricing-AI for more intelligent pricing and margin capture
- 6 Actionable Insights + Copilot**  
Improve decision speed and quality with contextual support
- 7 Rebates & Incentives**  
Increase effectiveness, minimize errors, and strengthen relationships



## Your Fastest Path to Pricing Impact Starts with Agents

**Pricefx Agents** reimagine how pricing teams deliver impact. These AI-powered always-on digital assistants integrate seamlessly with your business systems to expose the real drivers of profit, uncover untapped opportunities, and recommend precise actions. The result: faster, smarter decisions that strengthen margins and deliver value in weeks.

## Transform Pricing into a Strategic Powerhouse

With Pricefx, you achieve:

**15x ROI**  
in 12 months

**8.4%**  
Average Margin Improvement

Visit [www.pricefx.com](https://www.pricefx.com) to empower your pricing strategy and drive business success.

**pricefx**

Pricefx is the global leader in cloud-native pricing software with unmatched flexibility and expertise in downstream energy, oil and gas, fuels, base oils, lubricants, specialty products, chemicals, and process manufacturing pricing.