

Behind the Scenes

This column provides our customers with a glimpse at our valued employees who are working behind the scenes to provide you with the best products and services in the industry. This month's spotlight is on Denny Rue.

Denny is a Senior Product Developer for AXXIS, where he is responsible for CaptureRite and Price Management development projects. He has extensive software development experience since joining the industry in 1979 working in a variety of development roles for General Mills, and Duracell. Prior to joining AXXIS in the fall of 2002, Denny was a consultant with supply chain optimization, manufacturing and e-commerce firms where he was focused on the Microsoft architectural platform, including: SQL Server, Visual Basic and Microsoft .Net technology.

Denny's wealth of development knowledge made him an ideal fit to lead the Microsoft .Net technology platform launch at AXXIS. Denny's first major project was the DispatchRite module which was designed to work in conjunction with Price Management to automate the daily workflow for determining the best price, on a truckload-by-truckload basis, for fuel products scheduled to be purchased on a specified day. He then lead the Price Management 4.6 rewrite which upgraded the technology, rewrote the screens and enhanced the features and functions of AXXIS' hub application. Denny's latest efforts include the design and lead development for the release of CaptureRite, an electronic scheduler that can automate the process of capturing supplier prices from their websites.

On a personal note, Denny resides in the St. Paul area. He is married with two children and is active in the community where he coaches youth hockey.

If you would like more information on this article, Price Management, DispatchRite, and CaptureRite please contact Rich Lisauskas at 603-216-5353 or via email at rlisauskas@axxispetro.com.

Industry Trends – *Market Volatility*

As we all know the petroleum market has been very volatile. Every where you turn local and international events are occurring to further fuel the volatility. Prices are rising, Mother Nature and international conflicts are causing shortages, and regulations are being passed that require alternative fuels. Since this volatility appears to be here to stay, the question is how can you best deal with it? Many organizations are turning to software automation to help manage the chaos while streamlining operations.

Product Spotlight – NotifyRite

In the last few issues of the Customer News we have discussed the trend where many suppliers are changing the pricing notification process and moving away from traditional satellite based delivery to Internet based services. We are also seeing a similar trend as more and more marketers are seeking ways to bring customers directly to them to increase revenues and customer loyalty. The AXXIS NotifyRite application is the ideal solution to address both of those trends.

NotifyRite allows both suppliers and marketers to market directly to their customers and prospective customers with a reliable and affordable daily messaging and notification system. NotifyRite is a web-based information service that allows you to deliver daily prices, invoices, electronic-funds-transfer (EFT) notifications, credit card memos, electronic bills of lading (eBOL), and other transactional documents over the Internet and by email or fax to your customers. NotifyRite can also be setup as a self service website hosted by AXXIS.

Alexander, wpl - Effective Date 10/22/03 12:01:00 AM			
Type	Price	Change	Time
L5/DYED	0.9670	0.0000	12:01:00 AM
L5D/X1	0.9665	0.0000	12:01:00 AM
NO1 L5D	1.0335	0.0000	12:01:00 AM
NO1/DYED	1.0370	0.0000	12:01:00 AM
NO2HSD	0.9585	0.0000	12:01:00 AM
NO2LS	0.9635	0.0000	12:01:00 AM
PW191	1.1896	0.0000	12:01:00 AM
UNLB7	1.0288	0.0000	12:01:00 AM

Alexandria, wpl - Effective Date 10/22/03 12:01:00 AM			
Type	Price	Change	Time
L5/DYED	0.9642	0.0000	12:01:00 AM
L5D/X1	0.9672	0.0000	12:01:00 AM
NO1 L5D	1.0507	0.0000	12:01:00 AM
NO1/DYED	1.0542	0.0000	12:01:00 AM

NotifyRite provides you with a competitive edge and strengthens the relationship you have with your customers. If you would like more information on NotifyRite please contact Art King at 617-678-1277 or via email at aking@axxispetro.com.

They are reviewing labor-intensive operations including those based on spreadsheets to see how packaged software applications can reduce these efforts and eliminate errors caused during manual processes. Recent customers who have upgraded to the latest AXXIS applications are finding efficiency gains and significant reduction in manual processes.

If you would like more information on how AXXIS software applications can help you deal with market volatility, please contact Art King at 617-678-1277 or via email at aking@axxispetro.com.