



Fact Sheet

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Description

FuelQuest provides on-demand supply chain management and tax automation software and services for suppliers, distributors, fuel buyers, and traders in global downstream energy.

- ➔ Largest fuel management network in North America
- ➔ **\$65 billion transactions** processed per year
- ➔ **15 billion gallons** of fuel managed annually
- ➔ **500,000 fuel prices** captured and evaluated daily
- ➔ Daily monitoring of **10,000 customer sites**
- ➔ **700+ customers** across multiple industries
- ➔ Private company headquartered in **Houston, TX**

Since its **founding in 1999**, FuelQuest has focused on reducing the cost of procuring and managing fuel for retail, fleet and transportation companies through innovative, technology-based solutions and professional services. Its Zytax subsidiary reduces the cost and improves the accuracy of indirect tax determination and excise motor fuels compliance for the energy industry.

Industries Served

- ➔ High volume retailers, grocery and convenience stores
- ➔ Fleet operators like FedEx, Swift Transportation, and UPS
- ➔ Private and public transportation fleets such as bus, rail, mining, aggregates, waste management, and consumer goods
- ➔ National and regional fuel carriers and suppliers
- ➔ Energy refining and marketing
- ➔ Energy supply and trading
- ➔ Biofuels
- ➔ Government

The FuelQuest Advantage

FuelQuest has consistently led the market by delivering new innovations for optimizing the fuel supply chain. As the market leader, FuelQuest achieves tremendous savings and operational predictability for its customers by:

- ➔ Investing more in people, processes and technology to solve fuel management challenges than any other vendor.
- ➔ Providing a fuel management system that integrates all major suppliers, distributors, terminals, and price feeds in one common fuel supply chain.
- ➔ Automating all aspects of the fuel management process from procurement, inventory management, demand forecasting, strategic sourcing, financial reconciliation, margin analysis and environmental compliance monitoring.
- ➔ Delivering its solutions through a Software as a Service (SaaS) model and scaling with its customers of all sizes who wish to control their bulk fuel costs.
- ➔ Offering outsourced fuel management services for customers that wish to leverage FuelQuest's in-house fuel experts and FMS technology to control and manage their fuel supply.

Products and Services

Fuel Management System (FMS)

FuelQuest's Fuel Management System (FMS) is the largest fuel management network in North America and provides FuelQuest customers with the best, most comprehensive, end-to-end fuel supply chain solution that lowers the cost of procurement and management of fuel. Fuel managers and procurement managers can better capture and minimize true fuel costs by understanding demand patterns, centralizing supply contracts, determining best price on market versus contract, and reconciling invoicing and taxes - all driving out costs from throughout the fuel supply chain.

Fuel Center™

Fuel Center is an outsourced fuel management service for clients who wish to control high motor fuel prices and volatility. The Fuel Center team saves money and improves supply security by better managing the complexity in the fuel supply chain. Outsourcing to the Fuel Center team provides lower administrative costs and allows our customers to focus on their core business. By not owning trucks, fuel or other assets, Fuel Center's interests align perfectly with those of our customers. We act as an extension of your team and manage your fuel in the same manner as many of the world's most successful fleets and retailers.

Fuel Center serves customers who annually purchase over 1 million gallons of bulk motor fuel such as diesel and gasoline. Typically, our customers either consume fuel to run their own fleets or they retail motor fuels to end customers. Fleet industries we serve include LTL, mining, food distribution, bus/transportation, aggregates and waste management/environmental.

ForeSite™

ForeSite™ is a decision support tool that enables fuel retailers, as well as the distributors who manage their inventories, to implement a Just-In-Time (JIT) fuel replenishment strategy. ForeSite provides visibility into fuel inventories, enabling fuel managers to reduce runouts and retains, and optimize purchasing decisions.

With a real-time, map-based view of inventory spanning multiple sites and tanks, users can determine inventory status at a glance, identify problematic conditions, locate convenient supply terminals, and drill-down into detailed site, tank, and fuel inventory information. ForeSite's innovative presentation transforms raw data into actionable information, avoiding over- and under-supply conditions, lowering working capital requirements, and freeing cash flow.

Alarm Management Services

FuelQuest Alarm Management Services (AMS) is an alarm triage and management compliance reporting service run by a FuelQuest team of certified technicians. These technicians leverage FuelQuest's industry leading technology to eliminate many manual processes and continuously monitor the safety and proper function of underground storage tanks using a centralized systematic methodology. AMS enables FuelQuest customers to create an environment in which problems are accurately identified in a timely manner. This strategic approach mitigates risk and reduces overall maintenance costs.

Professional Services

With the FuelQuest team's expertise in fuel markets, fuel supply chain and automation technologies, FuelQuest customers gain advantage in every aspect of the supply chain. FuelQuest understands that every deployment's success depends on understanding the business processes and business drivers of the client. Built into every implementation is an integrated process lead by the FuelQuest professional services staff. The Professional Services team has experience in the energy and tax industry and broad consulting experience covering areas such as system implementation, outsourcing, and management. The team has broad energy industry experience with a variety of supplier, distributor and carrier companies.

Zytax

Zytax, a wholly owned subsidiary of FuelQuest, Inc., supplies strategic software automation solutions for indirect tax determination and excise motor fuels compliance, minimizing the effort required to maintain tax compliance and ensure determination accuracy, resulting in cost savings and generating cash flow benefits while mitigating risk. Zytax is a proven solution providing visibility and flexibility across an organization and is capable of addressing an organization's needs across multiple jurisdictions, domestic and international, and for multiple commodities.

FuelQuest Executive Team

FuelQuest's senior management team combines extensive experience in supply chain, taxation and compliance across the energy and commodity sectors, with proven technology expertise and exceptional operational performance. This unique combination of skill and experience ensures we consistently build and deliver customer, employee and stakeholder value. [Follow our leaders on the Fueling Business blog!](#)

Matt Tormollen, President & Chief Executive Officer

Matt Tormollen brings a broad scope of experience in technology, operations and market development to his role as chief executive officer of FuelQuest. He has more than 24 years software industry experience, which includes more than a decade of executive level management within successful venture-funded businesses. Matt has a proven track record for delivering highly valuable, customer and market driven solutions in the energy and transportation industries. Prior to FuelQuest, he led market and solution strategy at Pavilion Technologies, now a Rockwell Software company. Matt received a bachelor of science in information systems management from the University of Maryland.

Ted Pardee, Vice President, Sales

Ted Pardee brings more than 19 years of sales and marketing experience to his role as vice president of sales at FuelQuest. His demonstrable strengths in developing and executing his process-based methodology for the strategic sale of Software as a Service (SaaS) applications is perfectly aligned with his responsibilities within FuelQuest and are central to the company's growth initiatives. Pardee began his software career in 1991 with Telescan Inc. where he organized the company's first on-line and internet sales force, increasing client acquisition by more than 200 percent. Following Telescan, Pardee became one of the youngest vice presidents at Jupiter Media Metrix, where he was responsible for leading the company's western region sales organization. In 2004, Pardee joined Merrill Corporation, where his successes included securing three of the largest software deals in company history. Pardee holds a BA in economics from the University of Houston.

David Zahn, Vice President, Marketing

David Zahn brings marketing, operations and technology experience to his role as vice president of marketing for FuelQuest. He has over 18 years of enterprise software, SaaS, and supply chain experience across multiple industries including banking, IT, oil & gas, retail, and telecommunications. David began his career at Electronic Data Systems (EDS) where he was an implementation consultant for leading finance and accounting software solutions including Oracle. David then held product leadership positions building leading-edge supply chain solutions at garden.com and Motive. After spearheading marketing for high-performance computing and virtualization software at United Devices, David was COO at Consero Global Solutions providing outsourced finance and accounting services to small- and mid-sized businesses (SMBs). Prior to joining FuelQuest, David was Managing Principal for The Akash Group offering strategy, marketing, and outsourcing expertise to small to medium sized businesses. David received a bachelor of art degree from Rice University and an MBA from the McCombs School of Business.

Fuel Management

Scott Cilento, Senior Vice President Operations

Scott has 20 years of experience directing operations in a technology-based business or government enterprise. As vice president of operations, he is responsible for the FMS product line life- cycle ranging from requirements definition through customer support. Prior to joining FuelQuest in May of 2000, he worked for NASA at the Kennedy Space Center where he directed the preparations of space shuttles for launch. Scott earned his BS degree in electrical engineering from Southern Illinois University and his MS in engineering management from the University of Central Florida. His education and work experience includes organizational design, ISO 9000 certification and continuous process improvement program management.

Srini Achukola, Vice President & Chief Technology Officer

Srini Achukola, chief technology officer for FuelQuest, manages product development for Software as a Service (SaaS) operations and managed services and is responsible for all day-to-day systems operations for the FuelQuest hosted applications. With 20 years of experience, Srini brings a unique combination of experience in retail, supply chain management and logistics, global ERP deployments, high volume transaction processing (stock exchanges) and SaaS offerings. His customer service driven perspective, derived from years of solving business challenges through technology-enabled solutions, has benefitted companies in millions of dollars in cost effectiveness, productivity and efficiency and growth in the global market. Prior to joining FuelQuest, Srini was a vice president of IT at KLC and was responsible for developing and executing strategy for global solution delivery management; IT shared services, as well as, SaaS product strategy and development, operations and services. Born and raised in India, Srini holds a bachelors degree in electrical and electronics engineering with honors from National Institute of Technology, Trichy, and an MBA from the Ravi Shankar University.

Ryan Mossman, Vice President and General Manager - Fuel Services

Mr. Mossman leverages his years of experience applying technology and business process improvements to help energy, retail, commercial and industrial clients. He leads both of FuelQuest's outsourced fuel services divisions, Fuel Center and Alarm Management Systems (AMS). Ryan's FuelQuest experience includes leading large-scale supply chain optimization, technology and business process implementations at large fleet and energy companies including UPS, US Freightways, and Chevron. Prior to FuelQuest, Ryan was a vice president of Spur Digital and founder of McKinley Powell, an IT consulting and strategic marketing firm for the oil and gas industry with an international client base, as well as a consultant for Accenture. He has been published or quoted in many industry publications including *National Petroleum News*, *Transport Topics*, *Fleet Owner*, *Convenience Store Decisions*, *Aggregates Manager* and *International Fleet World*. He has presented at leading conferences such as Distribution and LTL Carriers Association Management Conference, OPIS Fleet Fueling and NACS. Ryan has an MBA from the University of Texas and an economics degree from Columbia University.

Zytax, A FuelQuest Company

Robert "Bubba" Lange , Senior Vice President Operations - Zytax

With more than 27 years of business experience, 12 spent implementing various ERP systems. He brings a wide range of knowledge in project management, sales and distribution, business development, finance, and transportation. Prior to joining FuelQuest, Bubba spent 8 years working for SAP as a platinum consultant and project manager in the downstream IS-OIL group focusing on pricing and taxes. He spent 9 years working for Coca-Cola as a sales and distribution manager, division materials manager, project manager and systems analyst. Bubba also brings experience from the upstream oil business working with FMC's Wellhead Equipment Division for 8 years. Bubba holds an MBA and BBA from Sam Houston State University in Huntsville, Texas.

Tim Blaney, Vice President Engineering – Zytax

Tim is vice president of technology for FuelQuest's global tax solutions business offerings. He oversees all aspects of engineering including software development, quality assurance, and technical operations. Tim has worked in application development and operations in the oil, natural gas, telecommunications and insurance sectors for 20 years. Prior to joining FuelQuest, Tim spent 8 years working at Global Crossing as a manager for applications development and manager of operations. He focused on development and support of the company's customer portal located in multiple data centers throughout the USA and Europe. He spent 3 years working for Humana leading development projects with IBM's Software Factory. He also has experience in the natural gas utilities and printing industries. Mr. Blaney is a graduate of the University of Wisconsin - Eau Claire, where he earned a BBA degree in management information systems with an emphasis in accounting.

Fueling Business 2010

The Mission

At FuelQuest, we believe that businesses that employ fuel to drive their business have a powerful opportunity to create competitive advantage in the changing global economy. Realizing this opportunity will require innovative thinking, fundamental changes and greater operational and supply chain efficiencies. The Fueling Business mission is to challenge old assumptions, surface new ideas and become a catalyst of change leveraging best practices in strategic fuel management, taxation, and compliance.

In 2010, FuelQuest will be publishing white papers and articles on hot industry topics, gathering important insights through pulse surveys throughout the different industries that we serve, and engaging in conversations on our new blog, *Fueling Business*, that brings together our FuelQuest and Zytax global users, industry thought leaders, and media for industry discussions and sharing of new ideas.

Please join us for ongoing discussions regarding the business of fuel taxation, compliance, and management. We will be continually writing about and conversing with other leaders on industry challenges and forward-thinking initiatives and their impact on business and government organizations.

Discussion Topics Include:

- ➔ Fuel Management
- ➔ Tax Determination
- ➔ Tax Compliance
- ➔ Price Volatility
- ➔ Public Policy
- ➔ State Fuel Tax
- ➔ European Tax Issues
- ➔ Fleet Management and Supply

Fueling Business 2010: Planned Industry White Papers, Pulse Surveys, & Articles

White Paper

FuelQuest will publish three ***Fueling Business*** white papers on the competitive advantages of leveraging best practices in strategic fuel management, taxation, and compliance. The white papers, 5-7 pages in length, will present new ideas, innovative thinking, and industry challenges and solutions. The goal of the paper is to provide the FuelQuest and Zytax communities with market-leading information and relevant data that will enable business and government leaders to make stronger, more successful decisions. White papers will be distributed to the media and also offered as exclusives.

Article

An article is a two-page thought leadership piece on an important industry topic that show cases the FuelQuest or Zytax thought leader and their area of expertise. Topics will be discussed in the following categories: **Fuel Management, Tax Determination, Tax Compliance, Price Volatility, Public Policy, State Fuel Tax, European Tax Issues, and Fleet Management and Supply**. Articles will be available to the media.

Pulse Survey

The FuelQuest marketing department will tap into our communities of interest to gain quick feedback on hot industry topics six times in 2010. A pulse survey is a quick, 5-8 questions, survey asking for ratings, feedback, yes/no, or votes on a relevant topic. PowerPoint slides will be available for media.

In the News Examples

03/20/2010: For gasoline prices, it's time for the climb

Ryan Mossman suggested that oil prices essentially reflect overly optimistic economic forecasting by financial firms and government entities. "Crude is overvalued right now, looking at the fundamentals," Mossman said. "I still don't see evidence yet that there is a meaningful sustained improvement, or that big economic improvement, that speculators and traders keep using as justification to push prices up."

[Houston Chronicle, March 22, 2010, For gasoline prices, it's time for the climb.](#)

03/2010: Managing Underground Bulk Fuel Storage System

FuelQuest's Scott Cilento discusses how to improve operating margins, reduce risk of regulatory fines because of leakage and to prevent theft or loss, operators of bulk fuel inventory storage systems must look beyond the basic requirements.

[Fuel Magazine, March 2010, Apply Controls Around Day-to-Day Management of Underground Storage Systems](#)

3/15/2010: FuelQuest Inks \$15.5 Million Contract with Army and Air Force Exchange Service

The Army and Air Force Exchange Service, a Dallas organization that oversees more than 12,000 stores used by military personnel worldwide, has inked a deal with FuelQuest Inc. to help manage its use of fuels for vehicles. The contract is worth \$15.5 million over a five-year period, according to an AAFES spokesman.

[Dallas Business Journal, March 15, 2010, Multi-Year Agreement Provides Outsourced Management of Retail Fuel Operations](#)

2/25/2010: Fuel Center Customer Debuts United Express

Beginning March 1, fuel stations at most United Supermarkets, Market Street and Amigos United grocery store locations will take on a new look. At that time, the company will introduce its own brand of fuel, United Express Fuels, at 19 of its 22 fuel stations companywide.

[CSP.Net, February 25, 2010, United Supermarkets to Offer Its Own Gas Brand Starting March 1](#)

1/16/2010: Figures on diesel use tell a sluggish story

If the consumption of diesel fuel is an indicator of economic growth, the road to recovery will likely stretch well into this year. Demand for diesel was down 4 percent in the four-week period that ended Jan. 8, compared with a year ago, signaling that industries using diesel-driven manufacturing plants, barges, trains and trucks are still struggling as the economy sputters back to life.

[Houston Chronicle, January 16, 2010, Figures on diesel use tell a sluggish story](#)

10/27/2009: Fleet Operators Turn to Outsourced Fuel Management to Mitigate Price Volatility and Costs without Compromising Supply Security

For companies with fleets to power, equipment to operate and cargo to deliver, fuel is an essential part of business. Therefore, minimizing costs and ensuring supply security to procure and manage bulk fuel are top priorities for fleet operators.

[OPIS Investment and Finance Guide, November 2009 Edition, Mitigate Price Volatility and Costs without Compromising Supply Security](#)

9/29/2009: Diesel Prices Expected to Near \$3 Range

Crude will likely stay in the \$50- to \$75-a-barrel range with diesel prices expected to stay around \$2.50 a gallon this year and as high as \$2.88 a gallon in 2010, predicted the Institute's Richard Weissman during a Webinar hosted by FuelQuest, a fuel management software company.

[The Trucker, September 29, 2009, Diesel Prices to Rise in 2010](#)

6/22/2009: The Ups and Downs of Diesel

Last summer, as Americans strained to pay \$4 for gasoline, truck drivers and other users of diesel fuel were paying nearly \$5 per gallon to fill their tanks, and the price gap between the two fuels appeared to be widening. Not so anymore.

[Houston Chronicle, June 22, 2009, The Ups and Downs of Diesel](#)

06/01/2009 -- NACStech Show Floor Report, Part II

CSP discusses retailers and fuel-supply efficiency with Greg Salverson, director of global business solutions, FuelQuest, at the May 2009 NACStech conference.

[CSP Daily News, June 1, 2009, Managing Fuel Costs](#)

05/23/2009 -- Face to Face with Matt Tormollen

Houston Business Journal sits down with FuelQuest President and CEO Matt Tormollen.

Houston Business Journal - Week of May 22-28, 2009, FuelQuest Addresses Fuel Challenges

05/22/2009 -- Smart Shopping.

Fuel buying strategies for today's market.

StopWatch - May/June 2009, Fuel Buying Strategies

05/03/2009 -- Beat the Price at the Pump.

Price hedging can help transit agencies reduce overall fuel costs, but it isn't without risk.

Mass Transit - April/May 2009, Beat the Price at the Pump

05/02/2009 -- Fuelling Profits in the Credit Crunch.

Software and services company FuelQuest has issued a set of guidelines aimed at helping petro retailers operate successfully during the recession.

FORECOURTtrader.co.uk - 05/2009, Fuelling Profits in the Credit Crunch

04/24/2009 -- Make Every Drop Count; Account for Every Drop.

As volatile as the supply and pricing of fuel has become, there are those in the industry who believe the time is now for its more careful management. Consider all the operational activities related to refueling and it makes economic sense to connect with a professional fuel supplier who can deliver a fuel management strategy to maneuver through shortages, adverse weather and all the other challenges.

BusRide Magazine - Volume 2009, Issue 4-4 2009, Make Every Drop Count; Account for Every Drop

03/27/2009 -- Dashboards Are Different Today

Meat Loaf sang "Paradise by the Dashboard Light," but when information technology providers talk about dashboards, they have something else in mind. In the parlance of information technology, a "dashboard" is an easy-to-read format providing vital information on a computer screen. Such dashboards are fundamental to "business intelligence" (BI) technology systems. Scott Cilento, senior vice president of operation for FuelQuest, recently talked to NPN MarketPulse about BI technology, and how information ends up in dashboard format.

NPN MarketPulse - March 26, 2009, FuelQuest Presents Fuel Management Information in Dashboard Format

03/02/2009 -- Fleet Fuelling

For companies that rely on fuel as a business enabler, 2008 will be remembered as a year of unprecedented highs, lows, and unpredictability. As the industry looks forward to 2009 and beyond, the critical issue is not whether prices will consistently rise or fall, but managing and, where possible, capitalising on the price volatility that is the new reality. It is inevitable that the global economic turmoil will create winners and losers in the fleet hauler sector as in all other markets.

Petroleum Review - February 2009, Fleet Fuelling

02/26/2009 -- Creating a Renewable Opportunity with FuelQuest

Regardless of the media debate, renewable energy is a growing market with strong government support and, if properly managed, real business benefit. Maximizing your margin on renewable energy requires flexibility in your business model as well as the technological approach used to manage it; specifically when handling changes in government regulations and supply dynamics.

OPIS Renewable Fuels Supply, February 2009 Edition, Creating A Renewable Opportunity with FuelQuest

02/12/2009 -- Fill 'Er Up

In today's business environment where fuel prices have more ups and downs than a roller coaster ride, managing fuel cost is more important than ever to the success of a distribution fleet.

BeverageWorld - 02/2009, Fleet Fuel Management Solutions