DTN Storefront® Features and Functionality

Table of Contents

DTN FOH - Sales & Marketing

FOH - Sales & Marketing is a comprehensive platform that transforms how fuel suppliers manage Orders, Contracts, Customer Relationships, and Pricing & Offers. The solution addresses key business challenges including contract underperformance, surplus disposition, customer service costs, and supply optimization.

- Maximize profitability by monitoring customer contract performance and rateability in real-time, enabling informed decisions about GPO approvals, rack pricing, and surplus disposition strategies.
- Reduce operational costs and improve customer satisfaction by providing self-service access to allocations, orders, documents, and terminal information—minimizing support calls and load denials.
- Enhance competitive positioning by delivering superior customer experience that differentiates your brand, reduces churn, and attracts new customers seeking suppliers with advanced digital capabilities.
- Empower sales teams with real-time book of business intelligence, contract performance metrics, and customer engagement insights for proactive account management.
- Streamline operations from order placement through billing with electronic BOL delivery, automated load authorization, and seamless ERP integration that accelerates cash flow and eliminates manual errors.

What can I do with FOH - Sales & Marketing?

With FOH - Sales & Marketing you can:

- Automate the delivery of real-time electronic BOLs directly to ERP/billing systems for faster billing cycles and improved cash flow
- Control and authorize customer fuel liftings through configurable allocation and credit limits to prevent losses and optimize inventory distribution
- Process live fuel loading requests with real-time validation against allocations and credit limits
- Enable customer self-service for ordering, allocation management, forecast submissions, and document access to reduce support burden
- Track customer engagement metrics including website visits, login activity, conversion rates, and order values
- Monitor all system activities with comprehensive audit logs for compliance and issue resolution.

Features

Customer Allocation & Credit Management

Controls and authorizes how much fuel customers can lift from terminals through configurable allocation limits (daily/weekly/monthly) and credit limits. Prevents financial losses, avoids inventory overruns, and enables prioritization of volumes for effective supply distribution across your customer base.

Real-time Load Authorization & Monitoring

Processes live fuel loading requests and validates against allocations and credit limits in real-time. Tracks actual liftings versus forecasts and allocations, diagnoses lifting issues as they occur, and authorizes additional volume requests (GPOs). Provides instant visibility into loading operations and eliminates delays in the load approval process.

Streamlined BOL Processing

Automates the delivery of electronic BOLs directly to ERP/billing systems, eliminating manual data entry and processing delays. Enables faster billing cycles, reduces time to invoice by up to 80%, and eliminates data entry errors that lead to billing disputes.

Allocation Forecasting

Automatically generates forecasts for monthly allocations using historical lifting data, seasonality factors, and contract information. Facilitates the nomination process and enables quick allocation updates. Reduces forecasting time from days to minutes with data-driven recommendations.

Customer Engagement Insights

Provides a dashboard visualizing digital customer engagement metrics including website visits, login activity, conversion rates, returning customer rates, customer leaderboard, and sales metrics (average order volume and average order value). Enables data-driven customer relationship management and identification of high-value customers.

Contract Management

Allows users to review customer allocation lifting performance by customer, terminal, and product. Displays reports of denied loads for each allocation to identify service issues requiring attention. Tracks contract compliance and utilization to optimize contract performance and identify revenue opportunities.

Price Management

Enables users to set pricing rules by terminal and product for basis, costs, and margin. References Price Reporting Agency (PRA) benchmarks (with existing PRA license) and NYMEX contract expiration rules to calculate competitive market-based prices. Price rules can be uploaded via API, CSV, or entered manually, with support for customer-specific pricing adjustments.

Offer Management

Allows users to create offers for short-term (prompt) or forward contracts based on specific or groups of terminals and products. Users can establish lifting periods based on quantities ordered, set trading hours for offer publication, and manage available volumes and minimum order quantities through the platform or CSV upload.

Customer Management

Enables management of connected buyer accounts including viewing master data and adding Admin users. Supports SSO integration for automated user provisioning, allowing customers to manage buyer account users within their own portal. Customer Master data APIs push customer master data (contracts, Sold To, Ship To) into the platform automatically.

Negotiation

Configures whether buyers can create bids against published offers. Users can accept buyer bids to create orders or create counter-offers against buyer bids. When counter-offers are accepted by buyers, orders are automatically created based on the negotiated terms.

Order Management

Allows users to create orders on behalf of connected buyers based on existing offers or by creating custom orders. Orders can combine multiple products and terminals depending on configuration. Complete order history is accessible with date range filtering, and orders can be exported to CSV and XLSX formats. Orders integrate with enterprise systems using Get Order API, Orders Webhook, or FTP delivery, with support for price, quantity, and status updates via API. Confirmed orders can be automatically submitted to DTN TABS to create corresponding allocations.

Audit Logs

Maintains a full audit trail of actions taken on Pricing, Order, Customer, and Offer Management. Each record contains date, timestamp, username, summary, and description. Users can filter and export audit logs for compliance, troubleshooting, and security purposes.

Notifications & Alerts

Notifies users within the seller account when buyers place orders or submit bids. Ensures timely awareness of actions requiring response to prevent missed sales opportunities and maintain high customer satisfaction.

User Management

Supports role-based access control (RBAC) allowing definition of user permissions based on roles to ensure appropriate access to resources and functionalities. Administrator users can create new users, manage user status, and edit user details within their own account.

Features for Buyers (Connected Customers)

View and Manage Allocations

Displays real-time data for all active allocations including allocation details. Users can submit Global Product Overwrites (GPOs) or Add Loads, filter by Contract, Terminal, and Availability, and download all allocation data into Excel format for analysis.

View and Manage Forecasts

Shows real-time data for all active forecasts with 13 months of forecast history. Users can submit forecast change requests either individually via the interface or through bulk Excel upload. Filtering by contract and terminal is supported, and all forecast data can be downloaded to Excel.

View and Download Loading Data

Provides a list of BOL data for all loadings with filtering by date, contract, terminal, product, and BOL number. Users can download the data in Excel and PDF formats for reconciliation and analysis.

Contract Management

Displays all active contracts including validity, status, contract amount, month-to-date usage, and Load IDs. Users can filter by contract, terminal, product, and status (active, pending, expired) to track contract utilization and compliance.

View and Manage Pre-Orders

Shows a list of all pre-orders from the current day including 10 days prior with pickup date, status, contract details, terminal, PO number, comments, product, and volume quantity. Users can filter by status, pickup date, and communication status, export to Excel, and create pre-orders for future pickup individually or through bulk Excel upload.

View Terminals

Displays details for all accessible terminals including name, full address, products, product status, and opening hours. Enables optimal terminal selection and route planning with complete terminal information.

View and Manage Alerts

Allows users to manage alerts for allocations, forecasts, and supply events. Users can manage alert recipients, view alert history, and set up new receivers and alerts to receive proactive notifications about important events.

Transaction Documents

Enables users to search, view, and download files delivered via DTN's Supplier Messaging solution. Available file types include BOLs, credit card data, loyalty information, EFTs, invoices, account statements, pricing information, and other transaction-related documents. Files are accessible in multiple formats (PDF, translated/untranslated reports) with search and filter capabilities by file type, date range, or other criteria.

Order Management

Allows users to create orders by accepting the terms of a seller's offer, including orders combining multiple products and terminals depending on configuration. Complete order history is accessible with date range filtering, and orders can be exported to CSV and XLSX formats for analysis and record-keeping.

Negotiation

Enables users to create bids against a seller's offer. If the seller accepts the bid terms, an order is automatically created. Users can also accept counter-offers placed by the seller to create orders based on negotiated terms.

Notifications & Alerts

Notifies users within the buyer account via email and through the application when sellers respond to bids, update order status, or establish connections through the platform. Ensures timely awareness of important account activities.

User Management

Supports role-based access control (RBAC) with user permissions based on roles to ensure appropriate access to resources and functionalities. Administrator users can create new users, manage user status, and edit user details within their own account.

System Configuration & Monitoring

Provides customizable page headers and footers supporting company logos and links to company pages, statements, or policies. Features responsive design for optimal user experience across desktops, tablets, and smartphones with support for major web browsers including Edge, Chrome, Firefox, and Safari. Includes user cookie consent management for privacy compliance, system monitoring tools for performance tracking, and access to an application status page with subscription options for incident updates via email or SMS.

Contact Us

We hope you enjoy the new look and we welcome your comments and suggestions.

Add FOH S&M support details