

# THE SYSTEMATIC WAY TO THE SUCCESS OF YOUR FILLING STATION NETWORK

In order to be able to assert your retail solution securely and successfully in the face of the competition, maintain the value of your outlets and safeguard your rental yield, you need to keep an eye on the vital parameters of your partners at all times. If need be, you must also be able to look at the key performance indicators fast, in depth and purposefully.

With **edtas**, **eurodata** provides you with an integrated analysis and controlling system to help you do just that. It enables you to locate quickly outlets that are critical from the point of view of profitability quickly and offers you tried and tested analyses that are tailor-made to suit your line of business exactly.

In other words, **edtas** does not leave your filling station partners standing out in the rain: we work together with tax advisors who have experience in the industry and are licensed by us. They also give you business management advice. They help you to rectify weaknesses and benefit from strengths. At the end of the day, this also has positive effects on the development of your network.

## HIGHLIGHTS FOR YOUR PARTNERS:

- > **QuickCheck:** a compact overview of your most important corporate key figures
- > **Cash flow analysis:** clear depiction of funds and how they are used
- > **Analyses of planned and actual figures:** forecasts and target achievement risks
- > **Dealership comparison:** strengths and weaknesses as compared with similarly structured competitors
- > **Analysis of operators of more than one filling station:** direct KPI comparisons between the individual stations

## HIGHLIGHTS FOR YOU AS A NETWORK OPERATOR:

- > **Cockpit:** ability to find dealerships which are critical in terms of profitability fast
- > **Sector monitor:** month-by-month monitoring of your performance as compared with that of the competition
- > **Business planning:** define your targets and track them directly in **edtas**
- > **Data export:** connect internal systems to **edtas**



Business comparisons call for **data quality**. So all data submissions go through a 5-stage QA process before they are cleared by the **edtas** advisor.



**Secure and in full conformity with the law!** Your data are not just out there somewhere in a ,cloud', but in our certified data centres in Germany.



In **edtas** you leave the bookkeeping to the professionals. That gives you, as the operator, **time** for your work as an entrepreneur.



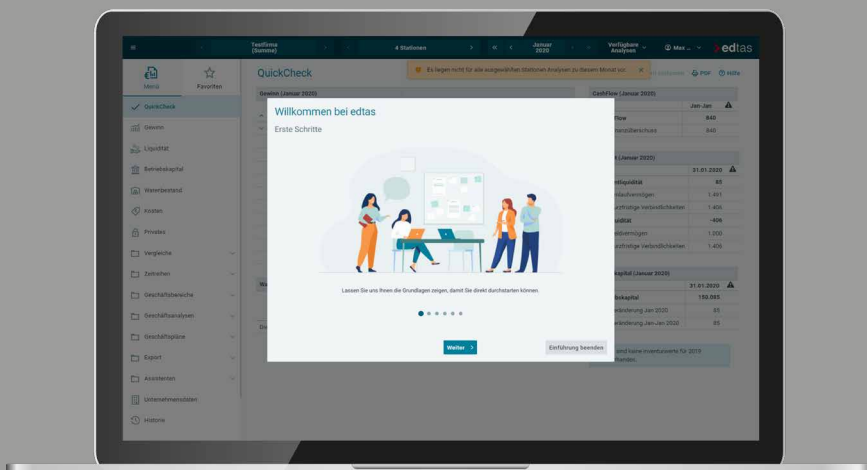
**Access from anywhere and at any time!** As an on-line application, **edtas** is accessible via all standard browsers and on all end devices.



No matter where your station is, the nationwide **network of edtas advisors** enables you to become an **edtas** customer.



Our experience counts: **eurodata** has been looking after filling station operators of all kinds since as long ago as 1965.

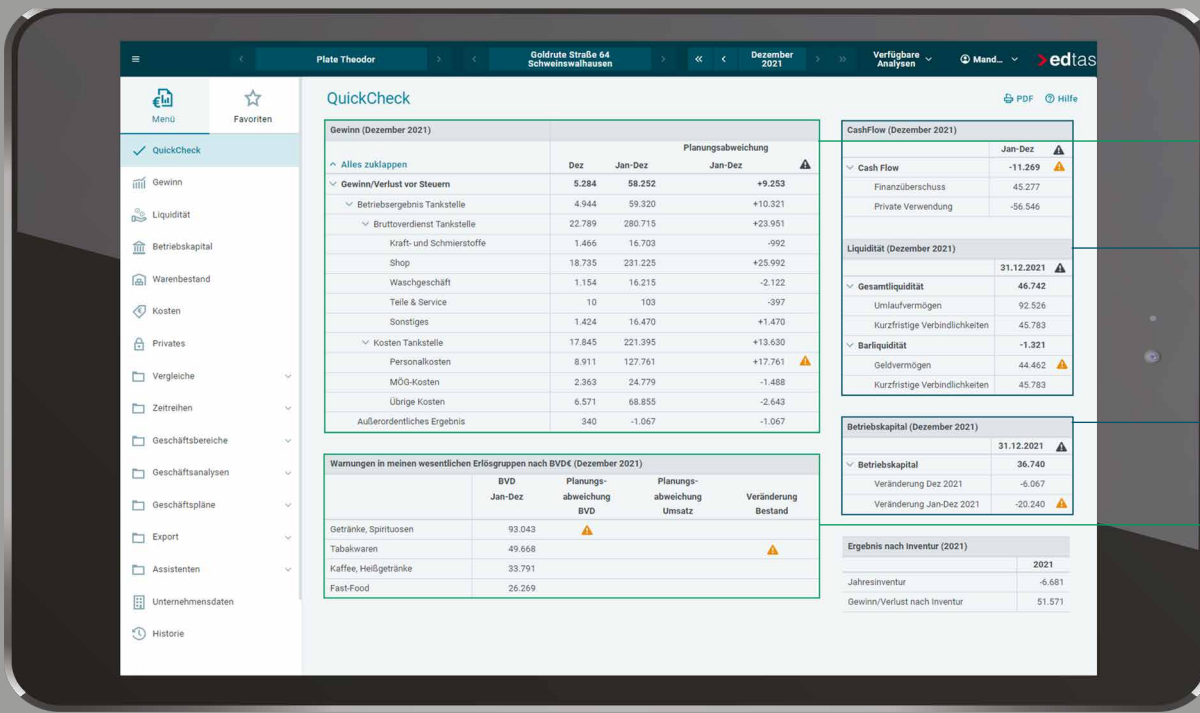


You can access **edtas** at [www.edtas.de](http://www.edtas.de). You don't have to install any software. All you need is your log-in data.

Beginning with a little introduction for new users, these will find their way throughout the application fast and intuitively.

## QUICKCHECK

First things first! So that you can assess your business situation quickly, QuickCheck provides you with a clear overview of the most important performance indicators on a single page. In no time at all you can find decisive answers on profit, liquidity, working capital and risks in your main areas of yield. Figures that point to irregularities are marked in **edtas** with a red warning triangle. That way, your attention is drawn immediately to the difficult issues.

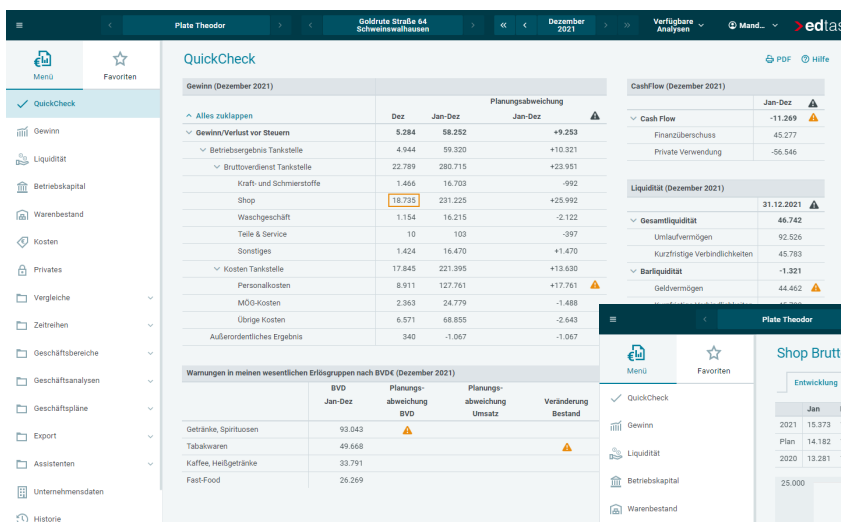


Profit

Liquidity

Working capital

Main areas of yield



Starting from QuickCheck, you can acquaint yourself more intensively with the figures that interest you. A click on one of the figures, for example, takes you to a graphical depiction of the trend with a comparison to the previous year and target figures. Mouse-over functions make the graphics even easier to read.





## SERVICES

**Learn and train – become a full edtas professional:** navigating in **edtas** is simple, and the presentation logic is consistent and intuitive. Having said that, you do also need some knowledge of business management to derive the greatest possible benefit from the system.

So that you can gain confidence quickly, we have developed a training concept for you here. It combines special face-to-face training sessions with practical on-line amenities. In the application there is a comprehensive collection of eLearning facilities – brief explanatory films which give you an understanding of individual functions and topics prepared in a professional way. And you will find the dates of forthcoming live webinars here too.

In the ‚help‘ zone, we answer frequently asked questions (FAQs). Information about innovations is provided there by the release notes. On some individual pages in **edtas**, a question mark leads you to help texts designed to assist specifically with the items you are currently looking at.

**Technical problems?** Are you no longer able to access the **edtas** application? Are your analyses overdue? Whenever there is a technical issue, we're out there for you as **eurodata**, by telephone from Monday to Friday on 0681/8808-554 or by e-mail via [edtas-support@eurodata.de](mailto:edtas-support@eurodata.de).

Are you astonished by the figures in your business analyses? Perhaps you're having trouble understanding them, or perhaps you even think some of them are wrong. Maybe it's not clear to you what impacts excessively high gross earnings have on the stocks. Your **edtas** advisor will help you with any questions about the figures themselves.

**Archiving:** as an **edtas** customer, you get a guarantee from us that all the bookkeeping data we process are archived in conformity with the principles of proper accounting, in an audit-compliant way and electronically, for the whole of the statutory period of obligation to preserve. That way, you fulfil all your legal obligations and are optimally prepared if there is an audit.



**Data protection and data security:** All the data from **edtas** are stored in **eurodata**'s certified in-house data centre in Saarbrücken – cloud technology ‚made in Germany‘. The performance of the data centre is monitored continuously as part of ISO 9001:2015 certification in the area of quality management and the ISO 27001 and ISO 22301 certifications in the area of security management. At all times, the focus is on secure infrastructures and the best possible protection against attacks from outside.

- **eurodata** meets all the statutory specifications regarding German data protection and the requirements of the EU General Data Protection Regulation (GDPR).
- **eurodata** guarantees that its own in-house specialists, who are appropriately authorised and qualified, are available 24/7 to intervene directly if there are any malfunctions in the data centre. In other words, continuous technical and staff monitoring of the systems is guaranteed.
- All customer and service networks are segregated from one another by firewalls. The only people with access to the firewalls are **eurodata** administrators with the appropriate authorisation.

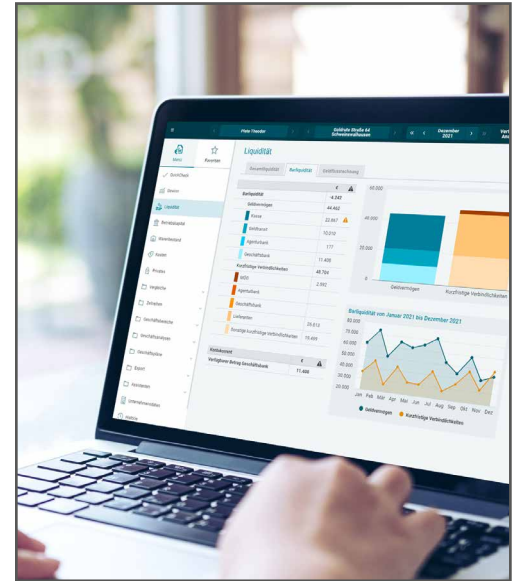
## TEAMWORK: OUR **edtas** ADVISORS

The figures from the **edtas** analyses show very clearly where action is called for – to make further improvements to your profile, avoid problems or perhaps even rectify acute difficulties. However, the figures alone cannot tell you what needs to be done.

That's where our **edtas** advisors come in.

Advisors who have come to specialise in the filling station sector and work every day on all the problems that could affect you too. Advisors who are familiar with the business on location and the procedures at the filling station – and we don't mean just one filling station, but several.

It is that experience that makes our **edtas** advisors the first point of contact for you when it comes to the entrepreneurial control of your filling station.



### Bookkeeping, tax advice and business management advice from a single source



Verification and account allocation of your supporting documents, submission of your advance VAT return? Of course. Consideration of all fiscally relevant aspects? No problem. All this is important – but it's not enough. Particularly in the framework conditions that exist today, effective consulting most definitely calls for the integration of business management and fiscal calculations and up-to-date, comprehensive knowledge of the peculiarities of the sector. Whenever it matters. Up to six times a year. Guaranteed.

### Business and finance planning



Plan your success and secure your liquidity. A detailed business and finance plan is the foundation of future success and is, strictly speaking, a matter of course for any businessman. Together with your **edtas** advisor, you can turn your ideas for the development of the filling station into concrete planned yield and planned costs.

### Advice on foundation and securing your livelihood



Yes or no? Should I really? Sometimes you need a push from the outside, a little bit of help which helps you to see more clearly what is essential. The **edtas** advisors help here too: outlet analysis, alternatives for investment and financing, turnover and cost planning. You'll soon see: the right decision is not a problem at all. In fact it's the solution.

If turnover drops, the company will go into the red. Then it is no longer possible to make necessary investments, and a downward spiral begins. If the cash flow is already negative, it's important to develop concepts that are transparent and able to maintain their value, and they have to be implemented fast too. Particularly in times like these, the entrepreneur needs a partner who can assist him with advice and resources and help him to regain the trust that has been lost.

This brochure was issued to you by:



For further information apply to [tankstellen-mittelstand@eurodata.de](mailto:tankstellen-mittelstand@eurodata.de).