



## **PetroNet Brings Petroleum Industry Relief with New Oracle Accelerate Solution for Oracle's JD Edwards EnterpriseOne**

### **PetroNet Automates Key Downstream Operational Processes to Unlock Growth and Profitability**

**SCOTTSDALE, AZ, April 7, 2009** – PetroNet LLC today announced the launch of its Oracle Accelerate solution for the petroleum industry to help downstream refiners and wholesalers operate more efficiently and better respond to customers' needs. PetroNet's Oracle Accelerate solution integrates to Oracle's JD Edwards EnterpriseOne 8.x and 9.0 and allows fuel marketers and distributors to:

- post and provide competitive, accurate and timely pricing notifications to their customers;
- automate the billing process; manage multiple customer marketing and sales contract programs; and
- provide more accurate and real-time inventory and supply data.

With the price of oil futures swinging violently in recent months, refiners and wholesalers are facing pressure to keep pace with an increasingly volatile and accelerated market. Unfortunately, many industry players are constrained by manually intensive processes and disparate data required to make sound, real-time decisions. Specifically, many marketers lack the ability to keep tabs on competitive pricing or even available and committed inventory. Too often, critical data is kept in numerous, disparate, manually maintained spreadsheets and databases that are meant to integrate to key back office systems through brittle, home-grown interfaces.

With the PetroNet solution, refiners, wholesalers, and distributors can easily integrate real-time market pricing from DTN, OPIS, NYMEX, Platts, and other pricing sources to understand the competitive landscape and dynamically adjust their prices to reflect market conditions. The PetroNet solution enables companies to manage the complexity of market needs such as correctly assigning the load to a contract, accurately splitting loads across multiple contracts, and properly pricing a load when a contract has expired or the contract volume has been exhausted.

“PetroNet will help downstream refiners and wholesalers extend the downstream Oil & Gas capabilities of JD Edwards EnterpriseOne and provide a single, integrated solution,” said Tony Kender, Senior Vice President of the Global Oracle Accelerate Program Office. “PetroNet is a great example of an Accelerate solution where industry expertise is combined with Oracle Applications and Business Accelerators to give customers an optimal solution for their industry.” As an Oracle Certified Partner, PetroNet solutions are engineered to easily integrate with JD Edwards EnterpriseOne to ease adoption; lower training costs; and reduce the total cost of ownership. PetroNet is giving JD Edwards customers another good reason to upgrade to EnterpriseOne 9.0.”

PetroNet was developed by the founders of Chelsea Consulting, who have extensive experience deploying EnterpriseOne for oil, gas, and chemical producers and distributors, including Shell Lubricants, Colonial Group, Cenex Harvest States, and Western Refining, Inc.

### **Coming Soon: PetroAlt® for Alternative and Renewable Fuel Markets**

PetroAlt solutions are currently in development to bring the power of PetroNet to the alternative and renewable fuel markets. Like PetroNet, PetroAlt is designed to easily integrate with and extend the capabilities of Oracle's JD Edwards EnterpriseOne to enable alternative and renewable fuel marketers and distributors to manage their own unique downstream activities.

### **About Oracle Accelerate**

Oracle Accelerate is Oracle's strategy for helping Certified Partners and Certified Advantage Partners provide midsize businesses and government entities with the most complete, easy to own, industry-focused solutions. Oracle Accelerate solutions are application bundles that are developed and can be quickly implemented by qualified partners and provide a wide range of industry-specific functionality. Partners who participate in the Oracle Accelerate program are provided with Oracle Business Accelerators, rapid implementation tools, templates and process flows to enable customers to realize immediate benefit from Oracle Applications.

### **About the Oracle PartnerNetwork**

Oracle PartnerNetwork is a global business network of more than 20,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels. <http://oraclepartnernetwork.oracle.com>.

### **About PetroNet**

PetroNet® solutions have been developed through years of experience in the downstream oil and gas industry by Chelsea Consulting. For more information contact PetroNet at 1-877-98-PETRO or [www.petronetsolutions.com](http://www.petronetsolutions.com).

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