

Mobility Plaza®

Sheetz upgrades fuel supply and dispatch systems

In partnership with Gravitare, the retailer will tap into AI solutions to improve fueling operations of its fuel carrier, CLI Transport.



Sheetz will leverage artificial intelligence (AI) to upgrade fueling operations of CLI Transport, its dedicated fuel carrier.

The retailer has partnered with Gravitare to move forward with AI-powered Supply and Dispatch solutions. This will bring a new suite of supply optimization, logistics automation, auto-dispatch and order generation to their operations.

Sheetz currently operates over 700 sites across the United States and plans to reach 1,000 sites in the next five years. This scaling goal, coupled with their in-house fleet, CLI Transport, was the main reason behind these enhancements.

"Following a successful software pilot, we confirmed that their solution not only meets our business

needs but also delivers significant value. As our operation nears the milestone of 1,000 stores, the roles of automation and optimization become ever more critical," said Eamonn Clarke, Director of Petroleum Distribution at CLI.

Through this partnership, the brand will be able to auto-generate optimal orders for site replenishment, source orders in real-time, and automatically allocate loads for in-house drivers. This will help save dispatchers time and minimize deadhead miles and the overall costs of trucks and drivers.

This single-phase project is projected to be completed by the Fall of 2024, and Sheetz is looking to establish a relationship that can continue to evolve through time.