



Carrefour Brazil will use Kalibrate Cloud Pricing in all their gas stations

Carrefour Brazil has purchased Kalibrate Cloud Pricing solution as the fuel pricing processor for all their retailing points in Brazil, as announced by Kalibrate in a press release.

The food and fuel retailing giant Carrefour will implement the innovative Kalibrate system in their 65 gas stations across Brazil, in an effort to achieve a more agile and effective fuelpricing process.

Kalibrate Cloud is a platform for the fuel retailing industry which enables operators to access customized dashboards, market intelligence, predictive analytics and useful subject insight. It can be accessed from mobile devices, tablets or desktops.

“We chose Kalibrate Cloud Pricing to help us respond more quickly and effectively to changes in the market. It allows us to better understand our site performance information and capture market changes as they occur,” said Douglas Pina, Service Station Director for Carrefour Brazil.

For Bob Stein, President and CEO of Kalibrate, this is a great opportunity to strengthen their presence in Latin America, with Brazil one of the key target markets. “We are delighted to welcome Carrefour Brazil as a valued client and look forward to helping enhance fuels pricing performance across its network of sites in Brazil,” he said.

Carrefour is currently the second biggest food retailer in Brazil, according to Brazilian Business. In 1994, they entered the country’s fuel retailing market and now operate a network of 65 gas stations, where they offer Shell, Ipiranga and BR products, as well as their own exclusive Carrefour services.