INDUSTRY PRODUCT CATALOG

Fuel Retail

Vortex SitePulse

Your forecourt, tanks and cash on one phone, live

Forecourt, wet-stock, dry-stock, sales and payment modules for fuel retail outlets and multi-outlet dealers. Run any module on its own beside your current accounting and automation, or combine them into one integrated outlet.



WHAT WE HEAR FROM OPERATORS EVERY WEEK

- Shift close runs on handwritten slips and ends in salesman shortage disputes
- Tank, meter and book stock never agree, and losses surface after closure
- Cash, UPI, card and credit settlement is reconciled by hand every night
- New per-transaction UPI charges on high-value fuel payments cut an already thin margin
- Transport and fleet customers run past their credit limits and collections slip
- The owner learns about problems in the evening report, a day too late

Context: news reports (Sept 2026) cite a flat Rs 5 charge on fuel UPI payments above Rs 2,000 from 15 October 2026; dealers say margins have barely moved since 2017.

FULL INTEGRATION PATH

Vortex SitePulse Enterprise One

Forecourt to cash on one view: pumps, tanks, dry stock, sales and every payment mode reconciled, with SmartAI-Pulse watching the outlet. Delivered in phases on top of the live SitePulse foundation.

OR SELECT INDIVIDUALLY | EVERY MODULE RUNS STANDALONE

Vortex SitePulse
6 MODULES
Forecourt, wet stock, dry stock, sales, payments and outlet intelligence.

Vortex SmartAI-Pulse
AI LAYER
Demand forecast, indent timing, anomaly alerts and owner reports.

Vortex SitePulse
LIVE TODAY
Tank levels, nozzle meters, prices and daily sales on your phone.

WORKS WITH THE SOFTWARE YOU ALREADY RUN *

Keep your ERP. Add the module that fixes the gap.

Integrates with: Forecourt controllers and automation systems (strictly read-only) · automatic tank gauges · your accounting software · oil company portal downloads · bank, UPI and card settlement reports · fleet card settlement reports

Each module page shows exactly what it exchanges with your current system.

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** Integration with existing software is subject to a technical feasibility analysis of your current system and its available interfaces.*

VORTEX SITEPULSE

6 MODULES

Forecourt to Cash

Six modules that close the day on facts instead of slips. Outlet Intelligence is powered by the SmartAI-Pulse layer.

VORTEX SITEPULSE

Forecourt Module

LIVE FOUNDATION

THE PROBLEM

Shift close runs on handwritten nozzle readings, salesman shortages are argued over, and pump faults go unnoticed until a customer complains.

WHAT IT DOES

- Live pump and nozzle readings from your controller
- Salesman-wise shift reconciliation
- Shortage alerts before the shift closes
- Safety checklists with photo, time and location evidence

WORKS WITH YOUR EXISTING SYSTEMS *

Reads your existing forecourt controller or automation system strictly read-only. Shift totals post to your accounting software.

VORTEX SITEPULSE

WetStock Module

LIVE FOUNDATION

THE PROBLEM

Tank dips, gauge readings and book stock disagree, and short or off-density deliveries are accepted without complete checks.

WHAT IT DOES

- Dip vs gauge vs book stock every shift
- Density and temperature checks at delivery acceptance
- Variance trend with loss-pattern flags
- Evaporation and handling loss tracking

WORKS WITH YOUR EXISTING SYSTEMS *

Reads automatic tank gauges where fitted. Delivery invoices from your oil company portal downloads or your accounts.

VORTEX SITEPULSE

Stock Control Module

THE PROBLEM

Lubricants, additives and shop items are counted monthly, and expired or missing stock is found at audit.

WHAT IT DOES

- Dry-stock ledger for lubricants, additives and shop items
- Batch and expiry control
- Reorder points by item
- Salesman-wise lubricant sales

WORKS WITH YOUR EXISTING SYSTEMS *

Purchases and sales sync with your accounting software, so nothing is entered twice.

VORTEX SITEPULSE

Sales Module

THE PROBLEM

Nobody can say which product, hour or salesman actually drives the outlet's sales.

WHAT IT DOES

- Sales by product, nozzle, hour and salesman
- Fleet vs walk-in trend
- Lubricant upsell targets
- Incentive tracking per salesman

WORKS WITH YOUR EXISTING SYSTEMS *

Uses controller sales data together with your billing system, with no second entry.

VORTEX SITEPULSE

Billing & Payment Module

THE PROBLEM

Cash, UPI, card and credit are reconciled by hand, credit customers exceed limits, and payment charges are never counted.

WHAT IT DOES

- Payment-mode settlement against shift sales
- Credit limits, statements and collection follow-up
- Cost of every payment mode, including high-value UPI charges
- Large-ticket customers flagged for credit accounts

WORKS WITH YOUR EXISTING SYSTEMS *

Imports settlement reports from your bank, UPI and card providers. Credit customer ledgers post to your accounting software.

VORTEX SITEPULSE

Outlet Intelligence Module

THE PROBLEM

Problems are found in the evening report, long after they could have been fixed.

WHAT IT DOES

- Demand forecast by product and day
- Tanker indent recommendation before dry-out
- Variance and cash anomaly detection
- Automatic day-close and WhatsApp owner reports

WORKS WITH YOUR EXISTING SYSTEMS *

Works across every SitePulse module and your existing accounting data. Every recommendation waits for your approval.

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STANDARD ACROSS EVERY VORTEX INDUSTRY

Vortex SmartAI-Pulse core layer

- **Predictive analytics** — Forecasts and early-warning signals from your own operating history.
- **Executive & KPI dashboards** — Interactive views from company level down to a single order, truck or machine.
- **Workflow automation** — Routine reports, alerts and hand-offs run on their own, on WhatsApp, email or screen.
- **Human-in-the-loop approvals** — Anything that changes money, stock or a customer promise waits for a person to approve.
- **Disruption & exception handling** — Rules watch every transaction and escalate by severity to the right owner.
- **Decision audit trail** — Every recommendation, approval and override is recorded with who, when and why.

Where rules or optimisation give a reliable answer, we use them. AI is applied where it genuinely improves a decision, and never without a person accountable for the outcome.

HOW WE WORK

Business first. Technology second.

01 · Understand
We map the real workflow and your current systems before recommending anything.

02 · Feasibility
We confirm what your ERP and equipment can exchange before we quote integration.

03 · Phase one
The first module fixes your most expensive problem and goes live in weeks.

Vortex SitePulse ● LIVE IN OPERATION

Running live at a Chennai fuel outlet today

A read-only mirror of a closed forecourt controller: tank levels, twelve nozzle meters, prices and end-of-day sales on desktop and mobile, with no published interface, no new hardware and no write access. Delivered in 3.5 weeks. The modules in this catalog build on that foundation.

Founder-led. 22+ years in enterprise supply chain and operations.

Magesh Raman spent over two decades at Ford Motor Company, Timken and St John Freight Systems before founding Vortex. We have run the operations we now digitise.

TYPICAL STARTING POINTS

Three modules, one phase, measurable in weeks

Single-outlet owners
Forecourt + WetStock + Billing & Payment
Shift close in minutes, losses caught at the tanker, every rupee matched.

Outlets with big fleet customers
Billing & Payment + Sales + Forecourt
Credit under control and the cost of every payment mode visible.

Multi-outlet dealers
Forecourt + WetStock + Outlet Intelligence
Every outlet on one phone, with exceptions first.

DATA SECURITY | COMMON SAFEGUARDS ACROSS ALL PRODUCTS

- **Identity & least privilege** — Role and purpose-based access · MFA
- **Encryption & secrets** — In transit and at rest · managed keys
- **Privacy & data control** — Minimisation · retention · consent
- **Audit & monitoring** — Protected logs · traceable approvals
- **Resilience & assurance** — Backups · tested recovery · continuity
- **AI governance** — Approved use cases · human review

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Start with a focused 30-minute consultation

No charge, no obligation. Bring your current system and your biggest operating problem. We will tell you which module fits, what integration looks feasible, and what it would take.

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Scan for the industry page

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