

## CASE STUDY

# Coleman Oil: Fueling Growth and Efficiency with Data

Running a fuel distribution business means keeping everything moving—literally. But when key metrics aren't visible, even the best teams can hit roadblocks.



## The Company

For Coleman Oil, a leader in fuel and lubricant distribution across the Pacific Northwest, staying ahead in a mature and competitive industry is no small feat. With over 350 employees and a spot as Idaho's 9th largest private company, Coleman Oil is focused on scaling operations and delivering exceptional value while navigating the challenges of growth.

But scaling isn't just about expanding, it's about doing it smartly. With data scattered across multiple systems and financial reporting still recovering from a recent ERP implementation, Coleman Oil realized they needed a partner to help them unlock the full potential of their data. Enter P3 Adaptive.

“ P3 Adaptive didn't just build reports—they gave us the tools and confidence to own our data, make faster decisions, and drive real change across the company.

**Kristal Searle, CFO**  
Coleman Oil

## Quick Insights

### The Challenges

- Siloed Data Across Systems
- Limited Financial Visibility
- Adoption Barriers

### The Solutions

- Custom Power BI Dashboards
- Iterative Development with “Faucets First” Philosophy
- Empowering Internal Teams

### The Results

- 30% Faster Billing
- 50% Fewer Billing Errors
- 90% Fewer Tank Runouts



## The Challenges

Like many companies in growth mode, Coleman Oil found themselves facing a set of challenges that slowed their progress. From fragmented data to limited visibility into key metrics, these obstacles made scaling feel like an uphill battle.

- **Siloed Data Across Systems:** Key metrics for driver efficiency, safety, and financial performance were fragmented, making it difficult to see the big picture.
- **Limited Financial Visibility:** Monthly financial reporting felt more reactive than proactive, leaving leadership in the dark at critical moments.
- **Adoption Barriers:** New tools and reports are only valuable if teams use them. Coleman Oil needed a way to ensure buy-in and engagement company-wide.

## The Solution

Partnering with P3 Adaptive brought clarity to Coleman Oil's operations. Through tailored solutions and a collaborative approach, we helped them tackle each challenge head-on. Here's how we made it happen:

- **Custom Power BI Dashboards:** P3 Adaptive created tailored Power BI dashboards that addressed Coleman Oil's unique needs, including a fully functional, scalable income statement and

operational dashboards for driver metrics. These tools provided real-time insights, replacing reliance on an inflexible ERP system and unlocking faster decision-making.

- **Iterative Development with "Faucets First" Philosophy:** By prioritizing rapid iteration, P3 Adaptive delivered polished solutions at every stage. Coleman Oil could see, use, and validate reports early in the process, ensuring that final solutions met their needs while saving time and resources.
- **Empowering Internal Teams:** P3's approach emphasized collaboration and knowledge transfer. Coleman Oil's internal BI developers gained the skills and confidence to enhance dashboards and troubleshoot issues, ensuring long-term independence and success.

## The Results

The implementation of the Executive Scorecard in Power BI provided Coleman Oil with clear, actionable insights that drove measurable improvements across their operations. By focusing on these key metrics weekly, they not only overcame their challenges but also achieved transformative results:

**30% Faster Billing:** Streamlined processes reduced the average time to bill customers by 30%, accelerating cash flow and efficiency.

**50% Fewer Billing Errors:** Enhanced data accuracy cut billing errors in half, improving customer satisfaction and operational confidence.

**90% Fewer Tank Runouts:** Improved visibility and proactive reporting slashed tank runouts by 90%, ensuring seamless operations and customer reliability.

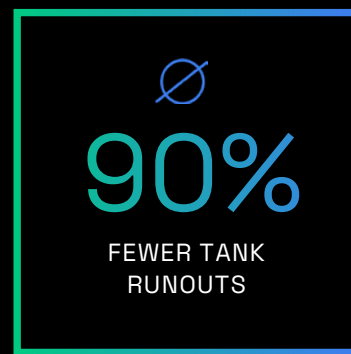
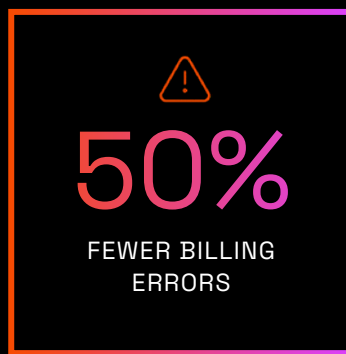
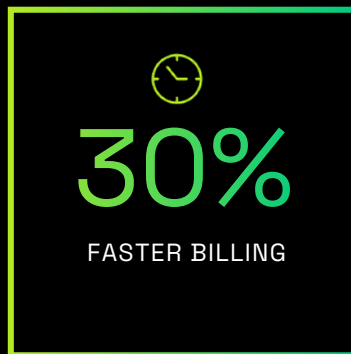
## Why P3 Adaptive

When it came to choosing the right partner, Coleman Oil needed more than just a vendor, they needed a partner who could solve problems fast, build scalable solutions, and empower them to stand on their own. Here's why they chose P3 Adaptive:

- **Agile and Reliable:** P3's rapid development process delivered usable results without compromising quality.
- **Empowered Independence:** Coleman Oil's BI team was equipped to take the reins, reducing reliance on external consultants.
- **Results That Matter:** From tank runouts to financial reporting, every solution drove measurable improvements.

## Driving the Future with Data

For Coleman Oil, the road ahead is paved with possibilities and powered by data. With a fully functional Power BI environment that their internal BI developers can confidently manage, they're equipped to independently enhance dashboards, troubleshoot challenges, and adapt to evolving business needs. This self-sufficiency, paired with the scalable solutions P3 Adaptive delivered, ensures Coleman Oil can continue navigating growth, improving operations, and delivering value to their customers.



### Ready to Redefine Your Operations?

It's time to act. Discover how we can help drive your company towards greater efficiency, innovation, and market leadership. If you're ready to redefine your operations and unlock the power of your data, P3 Adaptive is here to help. Schedule a call now.

Get Started

