

April 7, 2026

Current status in the context of the Iran conflict

Remote Tank Monitoring with FoxInsights. Why Now Is the Right Time.

The current situation surrounding the Iran conflict follows a familiar pattern: geopolitical uncertainty rapidly changes ordering behaviour. Farmers are stocking up earlier and ordering more frequently – and the pressure on your planning department is mounting.

This is unavoidable. But you can decide how to deal with it: Those who know their customers' real-time fuel levels and range forecasts know exactly who needs to be supplied urgently – and who still has time. This creates real flexibility and a clear basis for internal prioritisation, rather than having to react to every call immediately.

This white paper shows how you can offer remote fuel tank monitoring as an additional service to your agricultural customers – and thus maintain control, not just in times of crisis.

Supplying Agriculture Digitally.

How remote tank monitoring and tank data analytics can optimise your agricultural business – and build lasting loyalty with your farming customers.

As a supplier of diesel and AdBlue, you know the challenge: agriculture is an attractive customer segment with high volumes – but also with extreme seasonality, decentralized locations, and little predictability. As a supplier, it's also an opportunity, but only if your logistics can keep up. Because as farms grow larger, so do their demands on supply.



This whitepaper shows how digital remote tank monitoring gives you the visibility you need to deliver more efficiently, reduce costs, and win long-term customer loyalty. Our partners are already seeing impressive results:

100 - 155 €

savings per emergency delivery avoided

-37% km/l

reduction in kilometres driven
per litre delivered

Your Key Challenges

- **Emergency Deliveries:**
Farmers often only order when the tank is nearly empty – too late for efficient route planning. Emergency deliveries disrupt the daily schedule and quickly generate additional costs.
- **Seasonal Demand Peaks:**
Harvest and soil cultivation create extreme demand spikes that turn your dispatch schedule upside down.
- **Decentralized Tank Storage:**
Multiple tanks per farm, often hard to access, widely dispersed, and partly mobile.
- **Price Pressure:**
High comparability and fierce competition make differentiation on price alone very difficult.
- **Partial Load Deliveries:**
Uncoordinated orders lead to uneconomical trips to rural areas.

What Your Customers Really Need

Farmers are pragmatic. They don't want technology for technology's sake – they want their machines to keep running. The biggest pain point isn't the price per litre, it's unplanned downtime.

What farmers expect from a supplier: proactivity. They want to focus on their harvest without worrying about their tanks. If you take that burden off their hands, you're no longer just seen as a supplier – you become a trusted partner.



The Solution: Remote Tank Monitoring as Your Service

Three Core Value Propositions

- **Transparency:**
Real-time visibility into all your customers' tank levels – no more surprises, no more last-minute calls at the end of the day.
- **Delivery Optimisation:**
Plan routes proactively instead of reacting on demand. Fewer empty runs, less stress in dispatch.
- **Cost Savings:**
Up to 155 € Savings per emergency delivery avoided – immediately measurable and quickly amortised.

From Emergency Deliveries to Strategic Partnership

FoxInsights transforms chaos into predictability and fundamentally changes the customer relationship. You become a strategic partner – no longer just a fuel supplier.

This model is especially worthwhile with diesel customers: you offer tank monitoring for free – in return, the farmer commits to a supply contract starting at 5,000–10,000 litres. The farmer gets a free service and supply security; you secure the volume and the predictability.

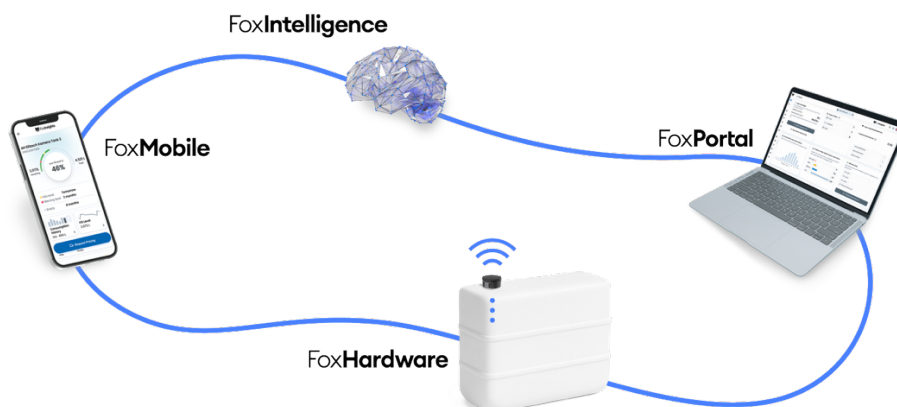
Additional benefits: fewer unplanned sales calls, a calmer dispatch operation, and a field team that can focus on what truly matters.

“With FoxInsights, we have complete visibility across all our delivery points. We can now centrally manage all tank levels and always know when each location needs to be supplied.”

Head of Sales at an energy distributor



The FoxInsights Ecosystem



The FoxHardware sensors, the FoxPortal online platform, the FoxMobile smartphone app, and the FoxIntelligence analytics tools work seamlessly together. They deliver visibility into inventory, consumption, and customer data – and translate it into concrete, automated recommendations for action.

How the Devices Provide Visibility

FoxInsights offers the right sensor for every tank type – for plastic and GRP tanks, underground tanks, as well as metal tanks and complex geometries. Every sensor is rugged, battery-powered, and easy to install.

Installation is handled by your field team at the next delivery – no prior knowledge needed, no technician required, no hassle for the farmer. The sensor works immediately.

Connectivity Even in Remote Areas

Multiple wireless standards ensure reliable data transmission even on remote farms and in basement installations. Battery life spans several years.

Adjustable Measurement Intervals

During peak harvest times and consumption spikes, measurement intervals can be flexibly adjusted – so you always stay informed during intensive periods and can respond in time.

GPS Tracking for Mobile Tanks

Devices optionally include GPS tracking. Especially for mobile IBC tanks on rotating fields, you always know where the tanks are located. Losses and confusion about the whereabouts of rented tanks are eliminated.



How You Can Use the Measured Data

FoxPortal for Your Dispatch Team

- Real-time fill levels of all customer tanks at a glance
- Early warnings for critical fill levels – before customers call
- Route optimisation: group tanks by range and region
- Export function for order proposals and ERP integration

FoxMobile App for Drivers and Customers

- Fill level queries remotely and on-site
- Your customer can place orders directly via the app with the right contact

AI-Powered Dispatch Assistant

- Combines fill level data with consumption patterns, seasonality, and geographic clusters
- Delivers concrete suggestions on which tanks should be supplied today or in the coming days
- The system pre-calculates – your dispatcher decides

How Your Business Can Benefit from Remote Tank Monitoring

Our remote tank monitoring and data analytics system has proven itself in practice across many businesses and use cases. But we also know: every business is different – that's why we've developed an ROI calculator that estimates your specific savings potential.

Try it out:

[Online ROI-Calculator](#)



Common Objections – and How to Handle Them

“I drive past there every day anyway”

True – but does your dispatcher also drive past every day? FoxInsights doesn't just give your customer visibility – above all, it gives it to you. You can consolidate routes, avoid emergency deliveries, and better plan capacity – all without last-minute phone calls.

“But that's going to cost me money”

Only if you offer it that way. With the “free for volume customers” model, you cover the hardware costs and secure the volume in return. The investment pays off through avoided emergency deliveries – typically within one year.

“I don't need it, my tank is large enough”

Larger tanks with high throughput are particularly worthwhile: the larger the volume, the greater the savings through optimised routes and avoided partial loads.

Get Started Now.

FoxInsights integrates seamlessly into existing delivery and service contracts. We support you with the rollout, installation, and onboarding of your customers. Get in touch – we'll show you what your personalised pilot solution could look like.

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About FoxInsights

Through intelligent tank data analytics, FoxInsights enables more than 250 of Europe's largest fuel distributors to optimize their logistics, particularly in the B2B customer segment. Building on the concept of remote tank monitoring, FoxInsights develops data-driven, customer-centric solutions with measurable success, enabling partners to map end-customer needs, forecast ordering behaviour, improve dispatch, and reduce truck kilometres per litre delivered.

