

The PDI Difference



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About PDI

Decades of Industry Knowledge & Experience

For over 37 years, PDI has helped convenience retailers and petroleum wholesalers adapt to changes in the industry by leveraging the latest technologies. Simplifying the complexity in your world is our main focus. We know trying to connect disparate technology solutions creates too much complexity, making it expensive to manage, hard to protect your investments, and difficult to unify your data and enterprise systems. That's why we've brought it all together into a portfolio of global, cloud-based solutions and services fit for the needs of convenience retail and downstream petroleum industries today and in the future.

At PDI, many have spent their careers working alongside companies and organizations that have shaped the convenience retail and petroleum wholesale industries. Others, have grown up in family-run c-stores. From the back-office to fuel logistics, and embracing the next wave of consumer demands and digital commerce, our solutions and services will give you a competitive edge. Our deep domain knowledge is backed by our industry-specific software and our people-first approach.



We serve the entire supply chain, have a rich history of solving industry challenges and a proven track record of delivering measurable value. Our technology and experts help simplify complex operations and reduce friction giving you end-to-end visibility and one version of the truth.

1,500+ Customers Trust PDI	200,000+ Sites Served Globally	50+ Countries with Implementations
4.5+ Billion Loyalty Transactions Per Year	1.4 Million Loyalty Mobile App Users	50+ Billion Gallons Transacted Per Year





PDI is leading the way and closing the gaps in the digital divide created by ever increasing and evolving customer demands.

Global Reach – Local Presence

PDI has hub and regional locations throughout the U.S., EMEA, and APAC. Each hub location serves as a center for business operations and engineering, as well as service and support. Our regional offices help us serve customers worldwide with a local presence. We're dedicated to helping customers in more than 50 countries and providing solutions and services to over 200,000 sites.

Platform Innovation

PDI is leading the way and closing the gaps in the digital divide created by ever increasing and evolving customer demands. We are solving industry challenges with a converged digital, cloud-optimized, secure and scalable platform. The PDI Platform is leveraged by various PDI solutions including ERP, Loyalty, Fuel Pricing and Logistics. Together, they create a unified suite of solutions with deep API integration to create a broader industry ecosystem. This enables us to deliver unparalleled insights and simplify complex operations while unifying systems and data for our customers.



Americas:

Atlanta, GA – Global HQ
Dallas, TX
Sugar Land, TX
Temple, TX
Lexington, KY
Nashville, TN
Hunt Valley, MD
(Security Operations Center)



Europe, Middle East, Africa:

Bratislava, Slovak Republic
Kosice, Slovak Republic
Frankfurt, Germany
London, England



Asia Pacific:

Bangkok, Thailand
Chennai, India
Hyderabad, India
Sydney, Australia



ERP and Back Office Solutions

Industry-specific software

Built on a foundation of customer-driven best practices and a robust financial core, our ERP and back office software is proven to meet the specialized needs of convenience retailers and petroleum marketers around the world.

Our software's centralized database ensures data consistency and accuracy across your organization, providing end-to-end visibility from the site level to the corporate office. Whether you need real-time alerts or detailed reporting, we provide the right data at the right time to help you address issues and react quickly to changes in your business as they happen.

Free up your employees to spend more time in the store with customers, and less time in the back office.

From foodservice and pricebook to workforce and inventory management, we have you covered. Our software platform spans the breadth of your operation, regardless of size and scale, to equip you with the tools to drive positive outcomes for every part of your business.

We're a part of this industry. And when we design our solutions, we put decades of industry expertise and customer collaboration to use. In fact, back in 2003, we came together with retailers and suppliers to create industry-wide standards and implement one of the first NAXML POS-to-back-office interfaces. Now, that's experience you can count on with PDI.





Connecting you to a broad technology ecosystem

In addition to connecting to our expansive solutions portfolio, our ERP and back office solutions connect with a thriving ecosystem of technology suppliers. This delivers a seamlessly integrated software solution that you deserve at every part of your business.

Today we work with a broad base of suppliers around the world. Our partners range from POS vendors to data capture device providers, and we have a decades-long history of working with industry-leading technology companies to deliver fit-for-purpose solutions our customers need.

Secure and scalable software

Mergers and acquisitions are increasingly common realities. As your operation scales and grows, you can be confident that our software will accommodate your changing business requirements. Our ERP software can scale to meet the needs of operators of any size. PDI customers range from independent operators to multi-national corporations with thousands of sites.

Automated and reliable data management

Our software takes you from manual data entry to automated data management, to help reduce errors, increase efficiency and free your time, so you can focus on strategic tasks and decisions.

Access and upload important data in our system by taking advantage of the powerful import and export capabilities. Or, take a break from mining through mountains of data looking for errors, by leveraging our automated exception management. These rules alert you to critical issues that require your attention, so you spend less time reviewing and more time taking action. From user-defined import profiles to automated reconciliation, our solutions increase your speed and accuracy by driving electronic processes and connecting every part of your organization.



Marketing Cloud Solutions

A robust marketing and digital commerce platform

You can gain a competitive advantage, attract and retain more loyal customers and drive profitable consumer behavior with PDI Marketing Cloud Solutions. Our feature-rich, scalable platform combined with the industry knowledge and first-hand experience of our practitioners, delivers the unified, all-in-one solution you need for loyalty success.

We know loyalty because we “do loyalty” and support over 4.5 billion customer transactions every year.

Marketing Cloud Solutions reduces complexity by integrating the many parts of your technology ecosystem to enable new possibilities for shaping customer behavior. Our solution has been powering leading loyalty programs for decades and is constantly enhanced to meet the evolving needs of convenience retailers around the world. Now, we've combined loyalty and payments together in a single solution to create the differentiated experience you need to set your brand apart in a crowded marketplace.



Our platform, built for convenience retail, helps companies of all sizes succeed at any point in their loyalty journey.

Helping you navigate the journey to loyalty success

Loyalty is a journey, so you can consider us your trusted guide. Marketing Cloud Solutions was designed with you in mind, and whether you're just starting, or you've had a loyalty program for years, we can help you reach your goals.

As a retailer, you're increasingly challenged to connect, analyze and manage customer data across your operation. Gaining insights into customer behavior and optimizing marketing and loyalty programs is difficult. But we can help. Marketing Cloud Solutions connects data across systems to bring consumers targeted CRM campaigns, vendor-funded offers, and tools to deliver personalized offers and messages.

Better insights, better results

Whether you're a retailer or you're in the Consumer Packaged Goods (CPG) or Fast Moving Consumer Goods (FMCG) markets, the path to attracting and retaining customers starts with a data-driven approach. Easy access to the right data at the right time is critical to driving profitable consumer behavior, but that requires the right tools to deliver insights that empower confident decision making.

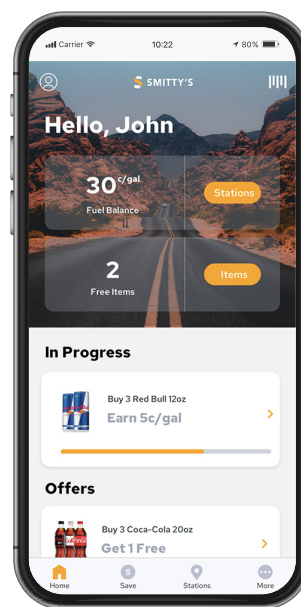
As part of Marketing Cloud Solutions, PDI Insights Cloud has already processed and given businesses just like yours access to over \$100 billion in receipt data. But data by itself isn't enough. Our software decodes shopper behavior by delivering detailed, basket-level insights based on T-LOG data that includes time of day, day of week, customer, shipment, space, SKU, PLU and tender information. As a result, retailers are more empowered than ever to work closely with product brands to ensure the most timely and relevant offers reach customers and build loyalty.

Relevant offers and promotions

The retail industry is competitive, crowded and demands the most responsive customer marketing tools to succeed. Marketing Cloud Solutions empowers marketers to deploy targeted offers through the PDI Offer Network, by engaging hard-to-reach customers at the right time, with the right incentives, to yield the highest returns.

Offer Network is the channel for CPGs to tap into the vast network of independent and small chain convenience stores as well as major oil brands. In addition, our expertise enables retailers to get the most out of vendor relationships through Elevate Services, which sources the vendor offer and builds promotional materials.

We partner with top, global CPG brands and enable businesses to increase brand-to-consumer interaction with targeted messages through in-store, email and digital marketing channels. We have the technology and expertise to make managing offers and promotions easy and cost-effective.





Fuel Pricing Solutions

Intelligent tools to compete and win

Our fuel pricing software helps operators create competitive and profitable pricing strategies. Whether you're pricing for B2B or retail environments, using real-time data, competitor pricing, historical data, market trends and predictive analytics enable you to find the right price at any given moment. You'll make better business decisions and capitalize on in-the-moment opportunities that help you reach your volume and margin goals.

Additionally, Fuel Pricing Solutions is fully equipped with machine learning capabilities, which enables intelligent pricing models to evolve with the unique needs of your business over time. You'll be able to rapidly respond to changing market conditions, attract more customers and boost your bottom line.



PDI Fuel Pricing is backed by our expert data scientists who have decades of experience in the fuel industry.



Time-saving automation

PDI's solution automates your fuel pricing processes to help you manage and make accurate decisions with confidence. You'll eliminate manual methods traditionally used to gather competitor fuel pricing data and instead develop pricing strategies based on data trends and statistical analyses. All available at the touch of a button.

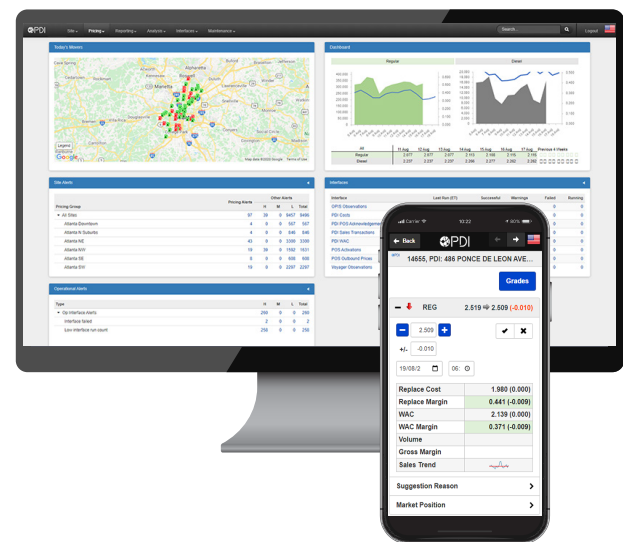
This industry is complex, and no two markets are entirely alike. That's why you can customize our fuel pricing solution to meet the unique requirements of the markets you serve and the pricing methods you prefer. The software does the work for you. It streamlines the entire process by consuming and analyzing complex pricing information to compile all your data in one place. Then, based on the data, it recommends the best price, saving you time and decreasing manual-entry errors.

Our software captures data and analytics to help you make informed pricing decisions now and for the future.

Prices for a variety of fuels including diesel, gasoline, heating oil, kerosene, and liquefied petroleum gas.

Deep industry expertise

PDI has proven success and deep industry expertise helping companies around the world keep pace with fuel market dynamics. Our fuel pricing software was built specifically for the convenience retail and petroleum wholesale industries, and we intimately understand your needs as well as the challenges you face every day. Our commitment to our customers has produced countless success stories, and we are uniquely positioned to help you thrive.





Logistics Solutions

Your enterprise cloud platform for fuel logistics

PDI Logistics Cloud combines best-of-breed planning, dispatch, carrier management, in-truck mobility, compliance and insights into one powerful, cloud-based platform to help petroleum marketers and haulers maximize productivity and profits without increasing overhead.

Our logistics solution meets the diverse needs of oil companies, haulers and carriers around the world. No matter your logistics needs, we can help with global solutions for retail and commercial fuel transport, fleet and mobile fueling, residential heating oil and commercial propane/LPG.

Our history of delivering innovative solutions that optimize the fuel supply chain uniquely positions us to provide the software needed to run your business. In fact, we built one of the first logistics systems in the cloud. Today, PDI Logistics Cloud serves customers across six continents, helping them increase visibility and gain more control from the rack to the pump.

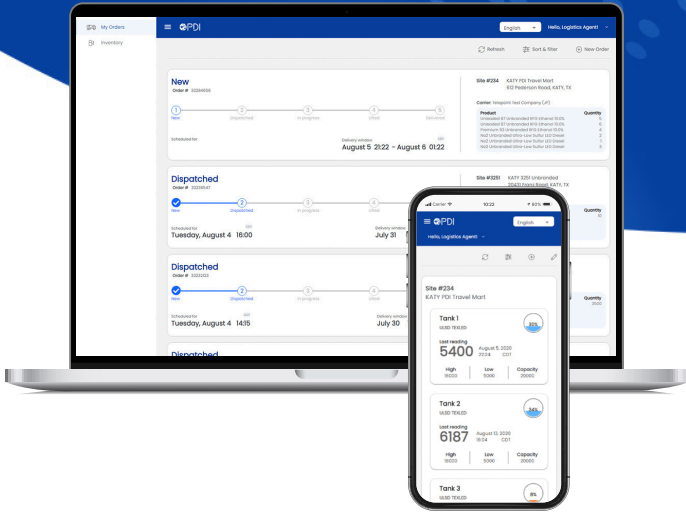


9,000+ trucks
around the
globe use our
logistics solutions
to deliver:

97 Billion gallons annually
(**367 Billion** liters annually)

17 Million loads annually





Enabling a connected fuel management ecosystem

Logistics Cloud automates processes, increases visibility and helps customers be more agile. Our end-to-end logistics solution integrates with ERP systems to connect back-office data and improve visibility across the supply chain. We leverage historic and real-time data to accurately predict demand and craft dynamic logistics plans that are adaptable to changing market conditions.

Our modern platform brings unparalleled transparency, allowing you to track and manage orders and deliveries in real-time, while keeping everyone in the know. Dispatchers can monitor fuel volumes, view hourly and daily sales to pick up trends, and gain actionable insights to easily forecast demand and determine optimal sourcing and delivery times.

Whether you're operating a private fleet, are fully outsourcing your operations or have a hybrid model, Logistics Cloud brings full visibility into the supply chain and tools to automate and provide real-time insights.

Robust Integration:

- ERP systems
- Metering Systems
- Truck Electronics
- Terminal Automation Systems (TAS)
- Automatic Tank Gauging (ATG)

Innovating the fuel supply chain

Digital transformation is changing the way businesses operate, and the fuel logistics industry is no different. With Logistics Cloud, we're innovating the way customers manage and move fuel across the world in several ways:

- Leveraging the cloud to enhance visibility and help customers scale
- Implementing mobile solutions that make drivers' lives easier and safer
- Automating processes through AI technologies like machine learning
- Co-innovating with customers to solve problems and explore the art of the possible

Get the tools you need to make smarter decisions with predictability and visibility to deliver the right amount of fuel at the right time.





Security Solutions

Simplify and secure your IT environment

When you're trying to accelerate your digital transformation, you can't afford to let security threats slow you down. But with the rapid growth of connected devices and cloud-based apps, securing your highly distributed enterprise can feel increasingly complex.

That task is even harder when your organization lacks the in-house IT resources and expertise to keep up with your business growth. If you're not actively preventing, detecting, and responding to security threats 24/7/365, your business isn't adequately protected.

So how can you get the protection you need at a price you can afford? At PDI, we help multi-site operators, convenience store retailers, and small to medium-sized businesses connect, secure, monitor, and scale their highly distributed environments.

Our managed services empower you to:

- Simplify your IT operations by offloading your management burden
- Unify control with cloud-based monitoring and management—including remote locations
- Scale efficiently with the agile technology you need to grow your business



Fully managed security services to offload your burden.

Simplified, connected, and secured

PDI Managed Security Services combine innovative technologies with the proven expertise you need to protect against advanced cyberthreats, all while reducing IT complexity and costs:

- **CyberaONE Platform:**
Delivers fully managed network services through an SD-WAN to securely connect your business to the cloud.
- **CyberaONE Network Security Appliance:**
Consolidates networking services to shrink device footprint at remote sites.
- **MDR and XDR Services:**
Combines endpoint protection tools with round-the-clock monitoring to safeguard your business against advanced threats.

In addition, you get proactive 24/7/365 monitoring and management from the PDI Security Operations Center (SOC). Our team of experts is trained to keep your business running no matter what challenges arise—freeing you up to focus on your core business.



We protect your critical assets by:

- Monitoring for threats
- Initiating targeted responses
- Proactively monitoring and managing your environment 24/7/365





Managed Services

Experience you can count on

You're in good hands at PDI. With more than three decades of deep industry expertise, our experienced team is trusted by leading convenience retailers and petroleum wholesalers worldwide. And there's a reason. We understand the complexities in this industry.

Our commitment to industry standards and best practices ensure you can focus on your customers and improve productivity within your business. And with office locations around the world as well as our knowledge of global markets, we have the infrastructure in place to quickly respond to whatever your needs are, no matter what time it is.



Secure on-premise and cloud hosting to help you scale.



A true partner committed to your success

When you choose PDI's Managed Services and Consulting teams, you gain a partner committed to your success. Our dedicated consultants average over a decade of industry experience. This frees your employees up to focus on more strategic tasks, while we manage your weekly and daily needs and ensure a successful implementation of your software.

We seamlessly integrate our technology solutions with third-party suppliers as well as perform business reviews that identify process and knowledge gaps in your organization, to ensure you're running most efficiently.

Our tenure in this industry uniquely qualifies us to understand and appropriately address the challenges and problems you face. For us, great service means doing the right thing, on time, every time, and as a result, we have thousands of satisfied customers.

Count on PDI to scale and compete

Reimagining your enterprise means focusing on the things that drive business growth and finding ways to work smarter, not harder, by reducing complexity, investing in digital transformation and scaling operations. For small to medium size operators in the U.S., we've designed our Enterprise Managed Services to package up the software and the services expertise to help you scale. Let us help you get the most from your technology investment.

Whether you have a small, nimble team that needs help with pricebook maintenance, or you're part of a large organization that prefers a managed hosting environment to ensure data security and business continuity, you can count on PDI to offload day-to-day management so you can focus on strategic initiatives.

Whatever the need, we're here for you. No matter where you are in the world, we partner with you to lower risks, increase your access to industry expertise and allow you to focus on the things that matter.



Experience the PDI Difference

With PDI, you gain people and industry knowledge wrapped around software to make your life easier. Every step of the way, we're here to help manage the critical parts of your operation with:

- Secure on-premise and cloud hosting to help you scale
- Expert implementation, deployment and training services to give you peace of mind
- Managed Services to keep your operations running and free up valuable resources
- Knowledgeable consultants to help develop business-specific strategies
- Dedicated customer success advocates
- Global 24/7 support

All the support you need so you can focus on what matters most: your customers and employees.

Our solutions and experts are here to help you along your digital transformation journey.

We're evolving our solutions to help you take on today's challenges and tomorrow's opportunities.

Our people, passion for innovation, and deep industry knowledge can help you achieve your vision.

Our Commitment to Innovation

PDI has continued to advance the convenience retail industry. Early on, we built one of the first back-office solutions specifically designed for convenience retailers and we were the first to launch a U.S. coalition loyalty program centered on fuel discounting as consumer currency. Through our AI and data science capabilities, our customers are gaining insights into consumer behavior and pricing decisions in the store and at the pump.

We're exploring all the ways we can co-innovate with customers to solve problems of today and harness opportunities for tomorrow. When it comes to innovation, together really is better. PDI's commitment to innovation runs deep and has accelerated platform development of our leading solutions.

That's the PDI difference. Find out if PDI is the right fit for you at pdisoftware.com.



About PDI

Professional Datasolutions, Inc. (PDI) software helps businesses and brands increase sales, operate more efficiently and securely, and improve critical decision-making. Since 1983, PDI has proudly served the convenience retail and petroleum wholesale industries. Over 1,500 companies, representing more than 200,000 locations worldwide, count on PDI's solutions and expertise to deliver convenience and energy to the world.



To find out how PDI can start helping you today:

www.pdisoftware.com