



About Us

The Pinnacle Corporation is the leading automation technology supplier to the continually evolving convenience store and petroleum industries. We deliver tools that automate the broad spectrum of convenience store operations and supply chain management of fuel operations. Nationwide, Pinnacle's products and services are used daily in thousands of convenience outlets to automate and improve store operations and by fuel marketers to increase efficiency in the complex management of fuel logistics.

Pinnacle Quick Facts:

- Founded in 1990
- 3 Corporate Offices:
Arlington, TX
Orlando, FL
Chicago, IL
- 12 Field Offices
- 1,000+ Combined
Years of Industry
Experience

At Pinnacle, we partner with our clients to facilitate relationships that are mutually rewarding. We listen to your needs to ensure we develop the solutions you require to improve your margins, reduce your expenses and increase your bottom-line. We also listen to the industry we serve, focusing on the development of solutions to address top industry issues such as escalating credit card fees, fuel price volatility, supply issues, consumer loyalty, real-time business intelligence, audit controls, and inventory management.

Our Mission

Our mission is to be the world's best supplier of technology to the convenience store and fuel petroleum markets through our strong client partner relationships, innovation in technology advancement, commitment to the industry and experienced personnel.

Client/Partner Relationships

Pinnacle is committed to forming strong and perpetual partnerships with our clients. As your technology provider, it is our responsibility to make sure you are on the leading edge of automation and in front of your competition. Pinnacle's team of industry experienced professionals truly listens to your needs, and we respond. As your business grows, your technological requirements expand, and Pinnacle is with you every step of the way, expanding your solutions to grow with your business.

- Flexible, customized software solutions to fit your business needs
- Scalable solutions that expand as your requirements grow

Innovation in Technology Advancement

Pinnacle was formed in 1990 with a mission to automate the process of store level back office paperwork, and since then we haven't looked back. In our 20 plus years exclusively serving the convenience store and petroleum industries, we have continued to add new lines of automation solutions and today we provide the largest footprint of solutions available from a single supplier in this market.

- We are dedicated to the development of industry leading technology to provide automation solutions that keep you ahead of your competition.
- We are dedicated to reinvesting an aggressive percentage of our revenues each year back into research and development to ensure you have best technological resources at your disposal.
- We are dedicated to automating your business from end to end, providing the complete solution to run your business efficiently and effectively.



Industry Experience and Commitment

Having a technology partner with over twenty years experience in the convenience store and petroleum marketing industry provides a distinct advantage. We have our finger on the pulse of this industry. We've spent two decades amassing the knowledge needed to develop solutions that truly work for you, solutions developed based on what our changing industry is demanding. Stability and longevity in your technology provider is crucial, and Pinnacle has proven we are in the industry to stay.

At Pinnacle, we have experience with some of the smallest and largest convenience retailers and petroleum marketers in business today. We serve convenience retailing clients ranging from 8 to 1,300 locations, and fuel marketers with annual fuel volumes anywhere between 10 million to 7 billion gallons. In fact, nearly 24% of the total fuel sold annually in the United States is processed through Pinnacle software, over 20 billion gallons.

Retail Solutions

Pinnacle's retail solutions automate your business from start to finish. Pinnacle's point-of-sale system, the first Windows-based, touch screen POS available for this market, is specifically designed for the petroleum convenience store industry. Pinnacle's Palm POS™ remains the fastest and most flexible platform in the market today. In addition to point-of-sale, Pinnacle develops software for most areas of your businesses, all aimed at helping you obtain operational efficiency. We provide the tools and solutions required to address today's most pressing industry issues, such as escalating credit card fees, fuel price volatility, fuel theft, supply issues, consumer loyalty, inventory control, real-time business intelligence, audit controls, foodservice, and workforce management.

Fuel Solutions

Pinnacle's fuel management solutions are the most sophisticated open technology solutions for petroleum marketing—designed for the petroleum retailer, wholesaler, and/or supplier. Pinnacle fully automates the day-to-day tasks of fuel operations; accounting, credit management, dispatch, delivery acknowledgement, and BOL reconciliation. Pinnacle also offers Business Intelligence tools and real-time tank inventory information solutions as well, providing dispatchers and fuel buyers with the most up-to-date information needed to make informed purchase and dispatch decisions.

Services

Pinnacle offers a wide range of product support options with a staff that has a wealth of industry knowledge, product expertise, and decades of experience. Pinnacle staff members on average have over 12 years of experience serving the convenience store and petroleum marketing industries, our total combined staff experience exceeds 1,000 years.



At Pinnacle, you will feel the difference afforded from having a technology supplier that understands your business and works for you. Through strong client/partner relationships, innovation in technology advancement, and commitment to the industry, we continue to provide the automation solutions needed to improve your margins, reduce your expenses, and increase your bottom line.

