

# The Perspective

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A Publication for the Convenience Store and Petroleum Marketing Industries



## ENHANCING YOUR CUSTOMERS' EXPERIENCE



The Domino Effect:  
Item Level Inventory

Going Social: Dari Mart  
Shares Their Strategy

Pinnacle Summit 2012  
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# COMING UP...

**MAY 6-8**  
**Southwest Fuel & Convenience Expo**  
Grapevine, TX

**MAY 8-11**  
**SIGMA Spring Convention**  
Naples, FL

**MAY 21-23**  
**NACStech**  
Nashville, TN

**JUN 13**  
**Cenex Buyers Fair**  
Minneapolis, MN

APR 2012						
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## FROM BOB'S PERSPECTIVE

At the 2012 NACS State of the Industry meeting just held in Chicago, it was no surprise to attendees to hear that their costs are higher, margins are slimmer, and competition is stronger and more varied than ever before. Credit card costs continue to rise as a percent of fuel sales gross margins and continue to represent a major drain on profitability, up a whopping 23% over 2010! The largest sales category, cigarettes, continues to struggle and reported both a drop in gross margin contribution (-4.5% vs. 2010) and lower unit sales (-0.3%). Clearly, convenience retailing is both difficult and in a state of flux.

Pinnacle has responded over the years with products to strengthen controls and efficiencies of store operations, and provide reporting solutions to expand the marketing department's view of consumer purchase behavior down to the individual market basket level. Today, item level inventory, computer assisted ordering, replenishment, loss prevention, and real-time business intelligence solutions, while not uncommon with many Pinnacle clients, are still considerably underutilized within the industry. We are continually focused on honing these capabilities while also looking toward an expanded emphasis on the consumer in-store experience, looking toward any solution that better connects you with your customer. How can we offer a faster, lower cost, and even more convenient consumer experience? Certainly having a replenishment system that can ensure products are on the shelf is fundamental, but we believe additional benefits can be gained by leveraging consumer insights derived from business intelligence tools and loyalty systems.

Starbucks provides an interesting insight into what is possible. I'm intrigued with the idea of 'selling' gift cards and then allowing consumers to easily and conveniently pay for future transactions with 'their own' money. The consumer benefits from a fast and convenient transaction, while the retailer benefits from enhanced cash flow and elimination of card processing fees. As a component of a comprehensive loyalty

program, this also provides the retailer with detailed information on purchase behavior that can be viewed across demographic categories to finely tune loyalty promotion activities.

Last January, Starbucks enhanced their proprietary gift card and took it mobile, and consumers loved it, to the tune of \$2.4 billion dollars loaded to Starbucks gift cards in their most recent fiscal year. Today, 1 in 4 Starbucks transactions is paid with a Starbucks gift card or mobile payment. Sure, convenience retailing isn't gourmet coffee retailing, but I'm betting consumers would have a positive response to a clever marketing program that leveraged prepaid cards, loyalty offers, and fuel discounts. Our client experience with fuel ppg discounts when paid via ACH vs. traditional credit/debit supports this thinking; use an ACH transaction to load a prepaid account for your brand, share some of the cost savings with the consumer, control the cash, and strengthen your brand. A win-win in my book!

Our next national tradeshow event is the NACStech conference in Nashville May 21-23. I'd sure enjoy discussing ways you feel technology can positively impact the consumer convenience retailing experience. Be sure to stop by and visit us, I look forward to seeing you there!



**Robert S. Johnson**  
President  
The Pinnacle Corporation

# FROM OUR PERSPECTIVE

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## LETTER FROM THE EDITOR

*When The Pinnacle Corporation was founded in 1990, the goal was to meet the convenience store industry's need for an automated manager's workstation. Now, more than 22 years later, Pinnacle's solution offering has expanded drastically to include automation across the entire enterprise – from point of sale, to fuel management, to loyalty, foodservice, mobile applications, and more. Our solutions have evolved as our customers' needs have changed.*

*Our entire business is built around recognizing, understanding, and fulfilling our customers' needs. We rely on our customers to help us with this process. Let us into their lives. Help us understand their pains; and more importantly, what it will take to fix them. While these tasks are anything but simple, they are absolutely crucial to a business's success. Each and every Pinnacle solution has been developed with the idea of helping you run your businesses more efficiently so you can better serve "YOUR" customers.*

*As you read through this issue of The Perspective, keep in mind the ultimate goal of enhancing your customers' experience – make sure you have the right products available, for the right people, at the right time. Keep your employees focused on serving the customers, rather than dealing with antiquated processes that take up too much time. Look for ways to connect with your customer; learn who they are, how they think, and what they expect from you. Find ways to leverage Pinnacle technology to help you achieve your goals and ultimately enhance your customers' experience. ©*



Rosemary Waldrip  
Editor in Chief

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"We have gained numerous business benefits from Omega. Among the most significant is the guarding of our customers' data." *Ed Freels, Director of Information Systems, Honey Farms, Inc., MA*

"Everyone at Omega is awesome to work with from the bottom up. Their team is extremely knowledgeable, very professional, and nice. They are true experts in data security." *Brad Buckmaster, IT Manager, Plaid Pantry Convenience Store, OR*

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# WHAT'S NEW AT PINNACLE?

## WELCOME TO THESE NEW PINNACLE CLIENTS!

- AG Valley Coop
- BF Holdings / Latitudes
- Crawford Oil
- High Pointe Oil
- Lynch Oil / Mr. Gas
- Road Runner
- Schlumberger
- The Energy North Group / Clipper Mart
- One Energy
- Premier Petroleum
- Speedee Mart
- Bolla Oil / Bolla Market
- Triangle Gas

## PINNACLE TRAINING AND DOCUMENTATION:

- In January and February 2012, we trained 66 people in 14 different classes, both online and in the HQ office in Arlington, TX.

## PINNACLE PRODUCT UPDATES:

### Auditor™/MWS™ v3.3

- **Auto generated credit memo** - Ability to create auto generated Credit Memos where an invoice item is higher than what is in Price Book. These credit memos will be exported with Invoices to AP.
- **Ability to change competitor pricing headers** - You can now change the heading columns on the Competitor Pricing screen that were previously forced to be Product 1-8.
- **Company ID option for fuel deliveries** - We added a new field to the Fuel Deliveries BOL screen that will allow you to specify the fuel company for the delivery.

- **Invoices button** - Added an invoices button to the business day selection screen so you can jump directly into invoice summary for a business day.

### Handheld Inventory Management™ v1.0

We have formed a new partnership with 2B Solutions, a company based in Birmingham, Alabama, to provide a handheld inventory management solution. This new solution replaces our legacy Symphony.rf™(wireless) handheld solutions.

This new product line is called Handheld Inventory Management, and this version includes the following modules:

- Handheld Inventory 20-Audit
- Handheld Inventory 30-Price Verify

In addition to the modules provided by 2B Solutions, Pinnacle will offer an Audit module to be used by clients who wish to use our Audit application with a 3rd party's Audit hardware and functionality (Handheld Inventory 20-Audit 3rd Party). This will allow the client to use the audit review, reporting, and inventory posting features of the MWS with their 3rd party Audit solution.

### Quick Servant v3.7

- **New product sales comparison report** - Created a new comparison report based on the Product Sales Analysis report.
- **New department screen** - This area lets you set up and maintain the POS Department ID and Description information to support the grouping and reporting of products for sale.
- **Enhancements to product sales report and theoretical inventory report**
  - ◇ Added a select all /deselect all options for department and store filter criteria.
  - ◇ Updated the Average Retail price column to account for situations where multiple sales of the same product with different prices and quantities occur. ©

# Datalogic At Your Convenience!

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# New POS Features Make Local Card Programs *More Flexible*

By: Denise Lewis, Retail Solutions Manager, The Pinnacle Corporation



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hardware

staging

installation

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Many convenience store chains provide a local card tender option for their customers, especially for local business customers who have multiple drivers and vehicles in their fleet. The card is usually self-branded, locally managed, and payments are locally approved at the store level. Palm POST™ supports local card functionality with the Account Stat NIM, which unlike other NIMs does not communicate to an external host, but rather handles payment processing locally within the store environment.

## *New Functionality for Local Cards*

We have introduced some exciting new functionality to Account Stat v3.2.1.1 that will make your local card programs even more powerful. We have expanded the product restriction capability to include all product codes, which allows ultimate flexibility in controlling what products a cardholder is authorized to purchase. We have also added account look-up functionality so the cashier can search for and select a local card account and tender the transaction if the cardholder does not have their physical local account card. To make these enhancements even more manageable, we have added third party back office interface capabilities to enable control of your local accounts, or if you prefer to manually manage your accounts at the store level as you have in the past, you can utilize our new user-friendly Account Stat Maintenance Application.

## *Product Restrictions*

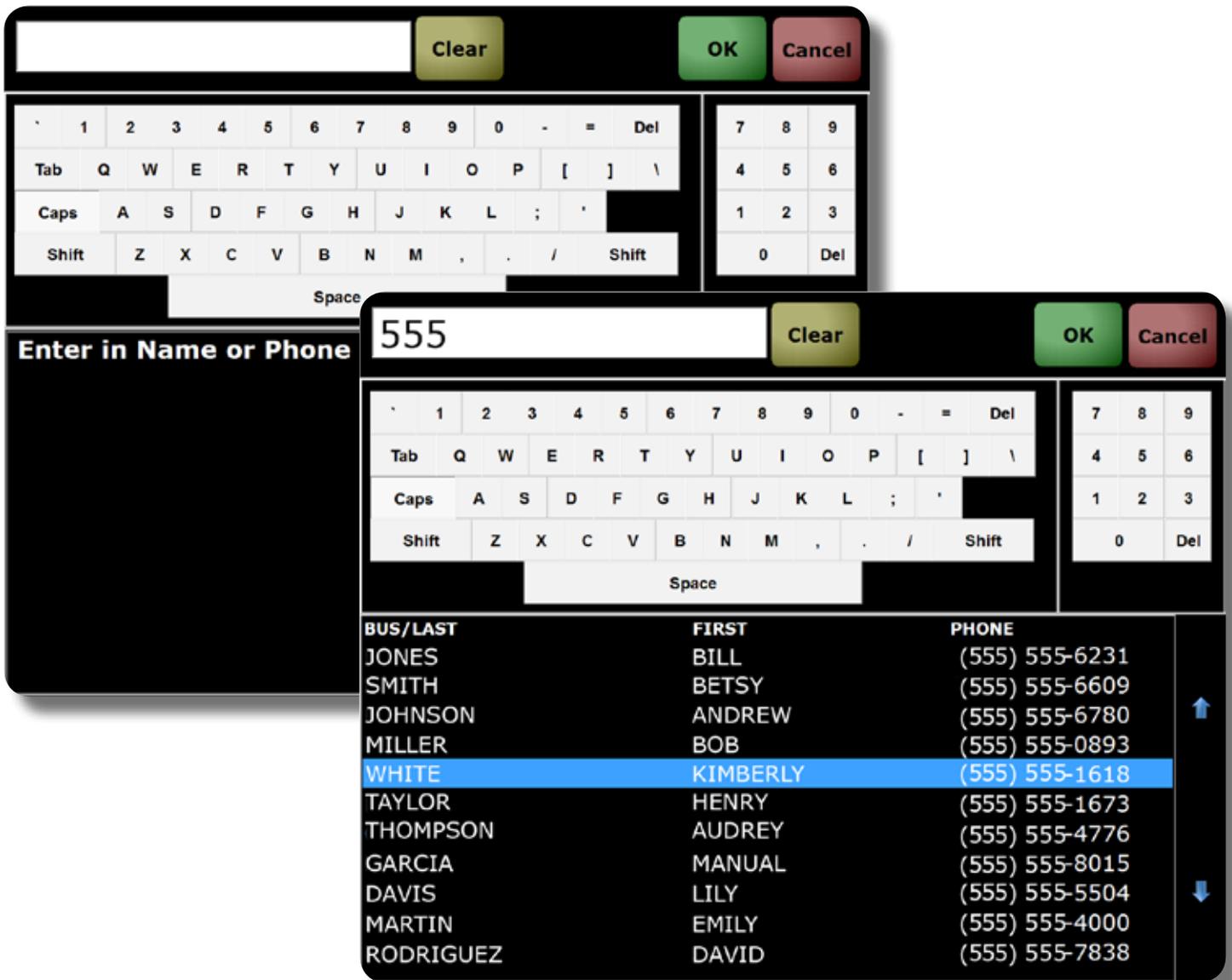
Account Stat has always allowed you to restrict purchases to either diesel or regular gas. Now with Account Stat v3.2.1.1, all of your product codes – both fuel and merchandise – can be used to completely customize product restrictions for your local card accounts.

We have used white listing logic to implement the new product restriction functionality. Using this white listing approach, a local card can be assigned the product codes the account is authorized to purchase. You can create your own custom white list tables that meet your business needs, or you can use one of the pre-defined white list tables that we have created for your convenience. Some of the pre-defined tables include Gas and Diesel Only, Gas plus Merchandise, or Diesel and Automotive Only.

If a restricted item is included in a transaction where a restricted local card is used for tender, a message is displayed to the cashier that identifies the product code(s) that are not allowed. The cashier will need to remove the restricted item(s) from the transaction before it can be tendered.

## *Account Look-Up*

In our industry, many c-stores' local account customers are long-term regular customers whom the cashiers know and recognize on sight, and it is not unusual for these local account holders to not always carry their card with them. So we have provided a way for cashiers to look up the account using either a phone number or a name, find it, apply a discount if applicable, and use the account for tender.



For those stores who want to add a layer of security, especially if they have high cashier turnover or a significant number of local card accounts where it would be impossible to know every face, we have added a configuration that prompts the cashier to ‘check ID’ just to be certain the person is who they say they are.

The account look-up feature enables the cashier to search for an account by entering either a phone number or a name associated with the account. Once found, the cashier can either apply the relevant discount to the transaction or tender the transaction with the local card account. The look-up feature is initiated by the cashier pressing a Special Function button on Palm. The cashier does require the necessary security level to access this special function button.

### Third Party Interfaces

We have enhanced Palm’s PCATS NAXML Back Office interface by adding the local account to the transaction detail file so that the Back Office can then utilize those files to facilitate local card invoicing.

Pinnacle also now offers a Third Party interface specification to Back Offices to enable them to centrally manage the local card accounts you use on Palm. Using this interface the entire local card deck can be managed, including adding or modifying account records, setting up limits, and assigning product restrictions.

If you utilize a Third Party Back Office in combination with Palm and are interested in implementing this feature, have your Back Office provider contact Pinnacle for access to these specifications.

### Upgrade & Requirements

Account Stat 3.2.1.1 is a new install and database. During the upgrade, we have provided an option to convert your existing local card records into the new format. The latest version of Palm v10 SP1 is required to support these features. ©

**SUPERHERO  
SERVICE!**

# Pinnacle Client Services Team

## **WEBSITE RESOURCES**

When was the last time you visited the Client Services area on [pinnacorp.com](http://pinnacorp.com)? There is a wealth of information on this area of the website, where you can find:

- Client webinars
- Pod casts
- Current solution updates
- Learning center information
- ...and a gateway to our call center software program, eSupport

One new item that has been added to the Client Services area of [pinnacorp.com](http://pinnacorp.com) is an updated list of client support phone number extensions, along with individual contact information for our solution teams. This should make it easier for you to find exactly who you are looking for when you need support.

## **TEAM MEMBER UPDATES**

**Jan Bordlemay** is currently working with both Pinnacle's client support team and professional services group as a consultant on the Microsoft® Dynamics™ GP accounting solution. Jan has been busy with supporting, upgrading, and installing Dynamics at several of our existing and new clients. One of the new solutions that Jan is implementing is Pinnacle's eConnect solution for seamless integration from Fuel Smart™ and Auditor™.

**Mark Greiner** has transitioned from the Palm POS™ support team to the Pinnacle sales team as Inside Sales Account Manager. Mark was a very valued member of the helpdesk

group, and his contributions had numerous positive impacts to the quality of support we provide. He was instrumental in taking the lead position during several key NIM beta projects, creating internal processes for helpdesk improvements, and identifying areas for improvement in user documentation. Mark's four year client support tenure allows him the opportunity to provide a wealth of product knowledge to our sales team. We wish him success in his new position!

**Jim Adams** has joined the Palm POS support group and brings over 15 years of experience in a variety of technical support/customer service roles. We are excited to have him on the Pinnacle client support team!

## **INNOVATIVE IDEAS**

Did you know that we have a client who has started to use iPads with

their EPM™ solution? Food Bag, out of Kensington, CT has started their rollout of EPM using iPads for reporting purposes.

## **AWARDS**

**Mike Kemp**, Sr. Analyst on the Palm POS team, was the recipient of the Fourth Quarter, 2011 Pinnacle Employee of the Quarter award and the 2011 Scott Ragan Memorial award. Scott Ragan was a Pinnacle support representative who passed away in 2001. He exemplified qualities of leadership, attitude, professionalism, and was dedicated to providing quality client service. Mike Kemp reflects those attributes and exhibits the same determination, dedication, and willingness to do whatever it takes to get the job done and provide Pinnacle clients with quality support service. We congratulate him on this well-deserved recognition! ©



# New EPA Requirements: **Don't Risk Steep Fines**

By: W. Brian Reynolds, Director of Fuel Solutions, The Pinnacle Corporation



**W**hen I was growing up, my mother used to tell me to study hard and go to college, or else I would end up digging ditches or pumping gas for a living. So what did I do? I went to college so I could dig ditches and pump gas for a living!

The pumping gas part of my career hasn't been too bad, but depending on the circumstances, digging ditches was sometimes the byproduct of something bad (such as a product line leak). Obviously leaks are expensive for no other reason than the loss of product, but the truly expensive part of the leak may be the cleanup and potential fines for non-compliance. Throughout the 1980s and 90s, we all heard of horror stories where the EPA or a state enforcement equivalent issued fines and created nightmares for what many considered to be "new regulations," when in fact they may have been non-enforced laws for several years.



Heavy handed environmental enforcement started to occur in the late 80s, so by the turn of the 21st century, most of the big problems had been cleaned, removed, or replaced with entirely new locations. There hasn't been a lot of noise coming from the EPA for the past several years, and in fact, what was the buzz throughout the industry and trade associations 25 years ago with EPA mandates has been replaced with many different issues.

In our industry, if it's not the EPA making business tougher, then it's the supermarkets building fueling centers. Then we all worried about Y2K. (Admit it, you stayed up way past midnight January 1, 2000 just to see what happened for that one). Then we all started to lose sleep over PCI compliance. Credit, allocation, fuel supply disruptions – sometimes this industry can be like having an 84 year old aunt that lives in a haunted house; it's always something.

But with the rapid pace of government growth over the past few years, guess what? Their back!!! It's our old friends from the EPA, and this time they brought lots of reinforcement.

Recently the EPA released an excruciatingly painful 412 page piece of literature outlining more stringent environmental guidelines for Petroleum Storage Tank Systems, Operations and Maintenance requirements.

One such requirement regards the introduction of Petroleum Storage Tank Operator Certifications for *all* individuals who have contact with a tank. Just to see what was on the test, I went ahead and paid the \$12.50 fee in Texas to become a Class C Operator. Granted, it's not exactly like preparing for the MCAT, but still it's just one more thing that petroleum operators are required to do by law.

The Class C test had some pretty interesting questions for attendants:

“Do you know what to do if the pump catches on fire?” ...uh...run, Forrest, run!!!



*“Inventory reconciliation is one of the most effective ways to safeguard against unruly EPA enforcement.”*

“Don't put the end of the gas nozzle in your mouth with the pump running, because it may be fatal” ...alright, but is it ok to put the nozzle in your mouth when the pump is off??

All sarcasm aside, there was some solid beginner training material that was also provided.

One thing that I was glad to see in the 412 page EPA material is that Statistical Inventory Reconciliation is still one of the approved leak detection methods. I was also relieved to see a detailed description of this common sense method to further understand that proven concepts will continue to be acceptable:

“SIR can allow the owner or operator of an UST facility to meet leak detection requirements without an extensive outlay of capital, using only the equipment that most facilities have readily at hand—a tank stick and a tank chart used for inventory control.”

Inventory reconciliation is one of the most effective ways to safeguard against unruly EPA enforcement. There's nothing better than to proudly present as evidence to an EPA field agent during a crisis, as a good

old fashioned set of complete and up-to-date books made from paper, especially if it's on recycled paper. Meticulous but fraudulent reports are extremely difficult to produce on demand, so the old adage, “the best defense is a good offense,” works very well with the EPA; in other words, it's actually easier to do it right to begin with. You just can't fake reams upon reams of daily inventory reconciliations, and investigators know this. Agents actually love to see a presentation of paper reports, because it will prove that as an operator, you have been playing by the rules.

I am a solid believer in having all the safeguards provided by an Automatic Tank Gauge. Having instrumentation that sounds audible alarms at the moment of release is most definitely a key player to an overall plan for leak detection. But to be able to prove that tank tightness has been part of the entire ongoing operation is absolutely an invaluable piece of insurance, and it's just a good business practice for many reasons other than environmental. Pinnacle's fuel solutions can provide this historic and current inventory accounting insurance if a catastrophic leak were to ever occur at a location where it was being used. ©



been a ploy to get people into this store. What a crock! I don't need to shop here, where I can't trust these people. I'm taking my business elsewhere!" Gale leaves the store empty handed, never to be seen or heard from again. Oh, except for that nasty post she placed on your Facebook page telling you how terrible you are – and telling the rest of your Facebook followers in the process.

While we certainly hope that Gale is only one example of things gone wrong, can we be sure? Obviously this is a fictitious story, right? Or is it? Does this story play itself out in your convenience stores on a regular basis? Of course, we all hope that is not the case. We want our social media messaging to be successful and to draw customers in. We want our marketing promotions to create excitement and drive traffic in our stores. We want our loyal customers to continue shopping with us. That all becomes wasted effort if the products being "offered" are not available once the customer walks through the door.

So how can retailers ensure that this story remains only an urban legend, and not a reality show being played out across their convenience store chain? How can the marketing team be assured that their hard work and efforts to create buzz and excitement about an event or new promotion is not wasted? How can the operations team be assured that the right products are sitting on the shelves, in the right quantities, so that when that buzz brings customers into their stores, they will find the products they have been promised? Implementing a complete and comprehensive item level inventory solution can help.

### Fix the Problem!

As technology has evolved and the solutions available to retailers have been developed to provide them with the tools to better track inventory flow and movement, retailers are taking a hard look at the advantages of moving to an item level inventory methodology.

POS systems now provide near real-time data as items are sold at the SKU level, manager workstation solutions provide receiving of items at the SKU level (where the items' exact cost and retail are known), and business intelligence systems are available to alert and report against data movement in ways retailers have never been able to take advantage of before.

Understanding item sales history trends, utilizing computer assisted ordering to analyze and suggest orders based on facts (not guesswork), and managing inventory "quantity on hand" values by performing inventory audits, are all tools that can help to ensure that the right product mix is available and ready for customers to purchase, whether they are coming in for a special marketing promotion or just stopping by.

Implementing an item level inventory solution can have many benefits – from financial to operational. As a company's inventory is usually their largest asset, a proper measurement tool is necessary to ensure accurate financial statements. From an operational standpoint, the benefits are a little more obvious. As illustrated in the scenario described in this article, knowing what the right product mix is, in the right quantity, and at the right time, is critical to retaining loyal customers.

The good news is that both benefits are attainable; and Pinnacle has a variety of solutions that can help, from the basics to the advanced. The even better news is that you're probably using many of these basic features already and are in a good position to implement additional features that will help you to the finish line. Price book, manager workstation, and POS all play an important role in configuring, reporting, and analyzing product mix. With these systems in place, you already have a perpetual inventory system that is being managed on a daily basis. We can help you determine what the next steps are to help you create not only a more accurate picture of your inventory investment, but also a happier ending to your customers' experiences.

When getting started with item level inventory processes, most retailers elect to roll out scanning to the majority (if not all) of their stores, receiving to all vendors, computer assisted ordering for select categories and vendors, and item level inventories beginning with select, high activity categories. As their company gets more familiar with managing an item level system, and the disciplines necessary to properly account for products at this level become more familiar and ingrained, then other categories are added until the entire store inventory line is accounted for at item level.

From computer assisted ordering, to business intelligence, to loyalty solutions – Pinnacle has the advanced features needed to help you implement a complete item level inventory process, where you have confidence that you have the inventory you need in each store, exactly when you need it. And in today's fast-paced environment, where bad reviews via social networking sites can mean certain doom for businesses, that confidence is not only desired, it is necessary.

### A New Ending

Now imagine this scenario: Your loyal customer, Gale Jackson, who normally comes into your store at least 3-4 times per week, buys gas at least once per week, and carries your loyalty card in her wallet, walks in on a bright June morning having just received your Facebook invitation to come in for a special event, where you are promoting the new Mojito Jay pretzel snack mix.

**THE PROMOTION:** Buy a 20 oz. Zapple drink and get a free bag of the new snack mix.

Gale is excited to shop in your beautiful, clean store, and walks over to the cooler where she expects to grab a 20 oz. Zapple beverage for purchase so that she can enjoy it on her work break, with her free bag of snack mix. Gale selects a 20 oz. Zapple, picks up her snack mix, notices that the deli has some really nice looking pre-made breakfast sandwiches and grabs one of those as well. As Gale heads to the counter to pay for her purchases, she thinks to herself "Gosh, this store is great. I'm in and out of here in 10 minutes; I have my breakfast and a snack for break at work. This is great! I will definitely shop in this store more often." Gale leaves happy and satisfied, and ready to come back again; she posts a raving review of the store and her experience today on your Facebook page...

Let us help you create a happy ending! ©



# A GLIMPSE INTO THE FUTURE

## TECHNOLOGY HIGHLIGHTS FROM NRF

By: Peter Steele, Senior VP of Development and IT, The Pinnacle Corporation

**P**innacle likes to attend the National Retail Federation (NRF) show at the Jacob Javits Center in New York City because the trends shown there are a harbinger of technologies that eventually hit the convenience retail and petroleum space. This year's show was no disappointment, and also gave us a chance to spend quality time with our technology and security partners.

Here are a few highlights from the show:

### **MOBILE PAYMENTS**

This of course was a hot topic, with Google and PayPal perhaps being the most visible and popular solutions shown.

Google Wallet looks to be a bit more proprietary and hardware-oriented than other solutions. It runs on certain brands of certain (Android) phones and requires

a NFC enabled device at the POS to begin the payment process. Of course, the Google wallet also handles loyalty, couponing, and other credential or “ticket” type applications. It can be used where MasterCard PayPass works now, if you have the correct supported mobile device (not iPhone). The Google booth was quite mobbed, mostly because of Wallet and the retro video games they had in their booth.

PayPal’s solution is more “cloud based,” so it doesn’t need the special NFC hardware at the POS. As far as the functionality, it’s similar to Google Wallet: payment, loyalty (Starbuck’s loyalty card is powered by PayPal), and couponing. PayPal’s solution also runs on any phone, even those without NFC. The service that’s tied in to the POS takes advantage of the existing PayPal ability to ACH your checking account or tie to your bank cards, as well as “Pay Later”. This allows you to change your method of payment even after the transaction is complete. PayPal’s parent company, eBay, owns IP concerning geofencing, so look for PayPal to take advantage of this to communicate with consumers when they are in the store with relevant offers, and even to arrange payment without actually “tapping,” using an NFC-enabled device.

### MOBILE POS

Many people were showing mobile POS solutions. Some ran on iPad or Android tablets, some on phones, and some on handheld computers. The target market for the solutions shown at NRF seemed to be small format retail or high-end specialty retail. One interesting solution, Square ([www.squareup.com](http://www.squareup.com)) provides a small,



inexpensive card swipe device (\$10) that plugs into the headphone jack of your iPhone. You swipe a card and the software presents a mini-POS to describe the sale. All payments flow through their network at a standard rate of 2.75% -- lower than some merchants are paying for a stand-alone VeriFone type terminal. Plus, you can use it as you walk around the store!

### VIDEO ANALYTICS

What took a large system and dozens of cameras a couple of years ago, is now being done with software and a handful of cameras. There is a convergence of business intelligence, security, and traffic analysis with amazing video analytics software that can handle all three. The video software looks at the live video stream and is able to identify human movement in real time. For example, it knows how many people are in the store, and even their gender, age, and “happiness” level. One system showed these attributes on the live video, analyzing 15-20 people’s movement (with a single camera) in real-time. You can imagine the possibilities...generate an alert when a suspicious traffic pattern happens, such as movement from the cigarette rack area to the back door; or generate an alert when customers move from the cooler (opening a door) directly to the outside without stopping at the checkout. Understand the average “happiness” level of your customers as they move through the checkout as a cashier performance metric. Understand exact traffic counts as well as typical movement patterns through the store for better merchandising. Of course, these systems are pricey today, but certainly they will become more mainstream and cost-effective.

### CHECKOUT TECHNOLOGY

Many vendors were showing compact self-checkout stations that might be appropriate for a smaller format store, like a c-store. They are pretty similar to the big systems, just smaller and usually without the scale capability.

There were a couple of really amazing new checkstand scanners intended for a grocery belt. They were like a tunnel, with many different scanners at different orientations

inside the tunnel. There were even scanners shooting up through the belt, so the checker didn’t have to handle the products to scan them, you could just put them on the belt in any orientation and the barcodes would be scanned automatically. Another reader handled items in the bottom of the cart so they wouldn’t have to be placed on the belt. If the barcode wouldn’t read (when the barcode was completely obscured or missing) the system would use digital images of products to attempt to identify them. At the end of the scanning, any exceptions were presented to the cashier (now really a bagger) to handle by “Googling” the product on the POS terminal. These systems promise to increase the belt speed for grocery or superstore checkout. But you have to ask yourself, how much longer will traditional UPC/GTIN barcode technology even be around?

### POS PLATFORM TECHNOLOGY

POS providers are moving to more of an “iPad” like appearance and functionality. The zero-bezel screen (a completely flat glass screen) and multi-touch capability on the screen (ability to touch multiple points and gesture (flick, pinch, pan, etc.) is coming to POS. Most terminals now have the option of a full VGA customer display screen, some with touch on the customer side for prompting and upselling. Also, the integrated POS are coming standard with encrypting card swipes. These card swipes encrypt the card track data internal to the reader for the ability to have true end-to-end encryption.

### INTEGRATED WAN FAILOVER

There were a few solutions providing a nice, single box switch for the retail store that incorporated 3G/4G failover and optional WiFi. With this single device connected to your WAN, it will automatically fail over to a cellular backup network if the WAN goes down, or even load balance traffic between your WAN and the cell network if you so desire. With a solution like this, 4 or 5 nine reliability (99.99%-99.999%) is possible for your store connection. ©



# Going Social: A Pinnacle Client Shares their Strategy

BY: KATHY GIBSON, VICE PRESIDENT, DARI MART STORES, INC.

“Through social media, we aim to enhance customer loyalty, which in turn, increases the odds of retaining our existing customers and builds brand ambassadors.”

**W**e know today’s marketing world is evolving rapidly and many things still remain unknown and unpredictable, especially with the arrival of social marketing. We believe one thing still holds true for us, and that is to deliver and maintain a consistent customer experience across all marketing channels. For us, this includes: our stores, mobile devices, social media, email marketing, radio, print media, sponsorships, and website.

Our primary objective and motivation for integrating social media into our marketing mix is to forge and develop personal relationships with our existing customers, while at the same time, build community advocates and increase WOM (word of mouth) advertising.

Most of our marketing efforts, outside of social media, are focused on the top half of the consumer cycle (growing customers, awareness, etc.). Acquiring customers is costly, so finding ways to nurture and maintain these relationships is as equally

important to us as finding them. Through social media, we aim to enhance customer loyalty, which in turn, increases the odds of retaining our existing customers and builds brand ambassadors.

**Q HOW DO YOU PROMOTE THE FACT THAT YOU HAVE A FACEBOOK PAGE?**

**A** We are aiming to maximize all of our current marketing channels to promote our Facebook and Twitter pages. We are in the process of adding our Facebook/Twitter address and call-to-action to:

- Radio Commercials
- Print and electronic publications
- Register receipts
- Email signatures
- Fountain drink cups
- We have signs in our windows that include our Facebook and Twitter addresses
- We use Facebook advertisement, which has been the most effective way so far for us to grow our fan-base

Contests have not worked as well for us, due to the complexity of running promotions through a third-party application like Wildfire Promotions, etc.

**Q DO YOU HAVE A PARTICULAR STRATEGY FOR WHAT YOU POST AND WHEN YOU POST IT?**

**A** A few basic guidelines we have implemented are:

- 1 80% = interactive questions – quotes, values, fill in the blanks, company history, and image
- 2 20% = product or sales specific.
- 3 Consistency – daily posts first thing in the morning and later at night
- 4 Posts always support our company values (family, sustainability, health and nutrition, etc.)
- 5 Interact on other pages, especially other businesses we have developed relationships with



- 5 Share posts by other businesses selectively and on a limited basis
- 6 Use pictures as much as possible – we’ve found posts with pictures increase engagement

**Q WHO IS YOUR FACEBOOK FAN AND HOW DO YOU GET TO KNOW THEM?**

**A** Our Facebook fans are 67% female and 33% male.

In addition to Facebook insights, we also look at Facebook ads. We target certain demographics, which tell us a lot about the people we are attracting to our page (the hobbies they participate in, the events they attend, and the products they buy).

**Q HOW DO YOU MEASURE SUCCESS?**

**A** Currently, we only use Facebook metrics, but we are in the process of looking for an advanced approach. We will be evaluating and selecting one of the many social monitoring tools available to track widespread brand mentions and benchmarks for success. ©

**Bio**

Kathy Gibson is Vice President of Dari Mart Stores, Inc., headquartered in Junction City, Oregon, the heart of the Willamette Valley. Kathy oversees the operations, marketing, and public relations areas of this family-owned business, which started in 1941 with Gladys and Howard Gibson’s dairy farm, known today

as Lochmead Farms. The family added Lochmead Dairy and the Dari Mart stores in the mid-1960s. Today, there are 44 Dari Mart stores employing more than 500 people in the valley where Kathy’s family set down its roots over 70 years ago.





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- Network with fellow Pinnacle clients and learn how they use Pinnacle solutions in their day-to-day operations
- Meet with Pinnacle employees who are experts on Pinnacle solutions
- Meet with Pinnacle Partners, ranging from hardware providers to PCI experts
- Participate in open forum discussions and share ideas and experiences with fellow clients and Pinnacle employees
- Discover Pinnacle solutions you may not be as familiar with; learn how others are using those solutions
- Have FUN – Summit is a great forum for building relationships

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Website: [www.hilton.com](http://www.hilton.com)



[www.pinncorp.com/summit2012.aspx](http://www.pinncorp.com/summit2012.aspx)



# 2012 SUMMIT FORT WORTH

## PINNACLE SUMMIT 2012:

What's it all about, anyway?

**H**ave you ever wondered what goes into planning Pinnacle Summit? Believe it or not, we start planning for the next user conference almost immediately after the previous year's Summit ends! We have a team of 6 people who get together every other week to discuss what we think will be best for our clients:

- Dates and location
- Educational content
- Agenda and schedule outline
- Relevant speakers
- Partner participation
- Food and entertainment
- ...and much more

### HOW DOES PINNACLE SUMMIT HELP YOU IMPROVE YOUR CUSTOMERS' EXPERIENCES?

The hope is that the product training, networking, idea-sharing, and face time with Pinnacle clients, partners, and employees will help you use your Pinnacle software to its fullest potential...

Utilize Pinnacle fuel inventory monitoring and dispatching solutions to make sure all your stores get fuel delivered "just-in-time" for the rush hour fill-ups

Take advantage of Pinnacle loyalty solutions to drive traffic to your stores, decrease credit card fees, and offer more payment options to customers who are becoming increasingly sensitive to high gas prices

Integrate Pinnacle POS and foodservice solutions to give your customers a truly convenient lunchtime option through a self-service kiosk ordering system

Employ Pinnacle business intelligence and computer assisted ordering to make sure you have the right amount of inventory, at the right time, and in the right place to serve your loyal customers

The more efficiencies you gain from using your technology effectively, the more you can connect with your customers and give them the experience they deserve.

## FEATURED SPEAKERS



### **JACK SHAW** **BUSINESS TECHNOLOGY FUTURIST**

For over 20 years, Jack Shaw has provided advisory services to leading Technology Solution Providers including IBM, SAP, Oracle, CA Technologies and others as well as providing expert guidance and best practices to such Fortune 500 Companies as GE,

Coca Cola, ESPN, Morgan Stanley, CVS, and many more.

Jack is a visionary technology and business strategist who has spent his career leading companies in numerous industries and their technology suppliers to better, more efficient ways of conducting and operating their businesses. Mr. Shaw is widely recognized for his expertise in such leading edge business technologies such as: Mobile Commerce, Decision Management, Social Media, Virtualization and Cloud Computing, Supply Chain Management, Process Improvement, e-Procurement, Spend Management, Intelligent Systems, and Business Intelligence.

Jack graduated from Yale with a degree in Business Administration and has an MBA from Kellogg in Finance and Marketing.



### **MIKE POSTLEWAIT** **PRESIDENT AND FOUNDER OF** **MBS, INC.**

Michael Postlewait founded Management By Strengths (MBS) in 1979. MBS is a management consulting firm based in Olathe, Kansas specializing in communication and team building

skills. Over the last 33 years, MBS has conducted workshops for organizations throughout North America, Europe, and Asia teaching skills that improve communication, team work, productivity, and leadership.

In 1982, Mercedes-Benz of North America selected MBS training to help introduce their customer satisfaction program, "Signature Service". Other notable MBS clients include: Allied Signal (Honeywell), Delta Airlines, GMAC Mortgage, GARMIN, and Dish Network.

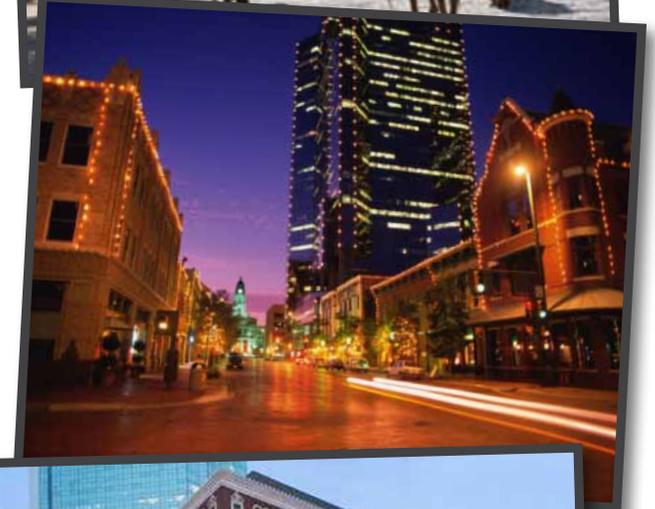
Mr. Postlewait is a native of Kansas City, Missouri, earning his undergraduate degree from Rockhurst College of Kansas City in 1963. He worked 13 years with Marion Laboratories, a pharmaceutical company, managing the Chicago and Dallas markets. He spent three years in general management with United Business Systems of Denver, Colo. specializing in telecommunication systems.

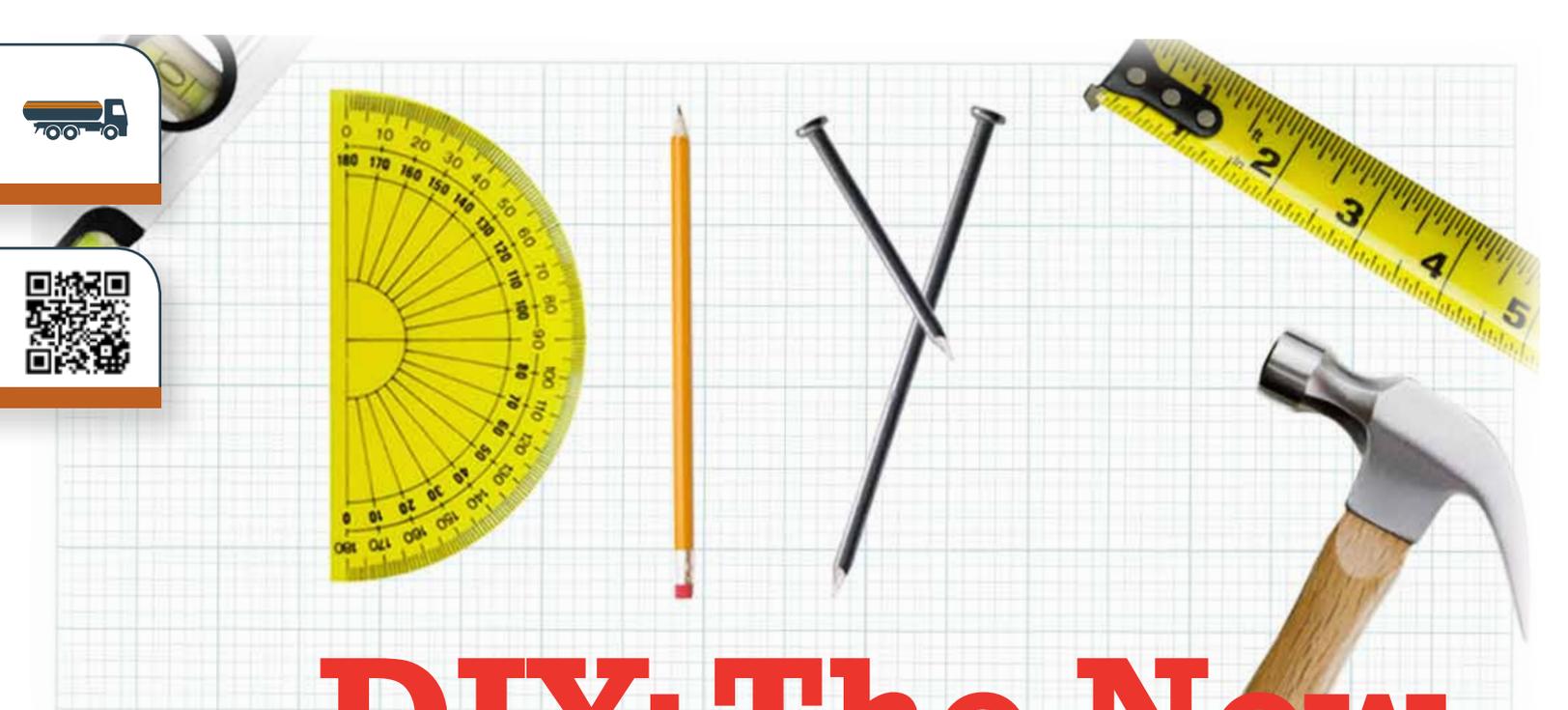
For more information about MBS, visit [www.strengths.com](http://www.strengths.com).

## REGISTRATION

Registration for Pinnacle Summit 2012 will open May 1, but in the meantime, please check the website frequently for updates to this year's agenda: [www.pinnacorp.com/summit2012.aspx](http://www.pinnacorp.com/summit2012.aspx).

We look forward to seeing you this September in Fort Worth, TX! ©





# DIY: The New Customer Service?

By: W. Brian Reynolds, Director of Fuel Solutions, The Pinnacle Corporation

## **W**hat constitutes great customer service?

*"When it absolutely, positively has to be there overnight," "Have it your way," and "We try harder,"* are all famous advertising slogans depicting a rallying cry for fantastic customer service. But occasionally, the best way to handle certain customer service situations is to empower the customer to help themselves. Companies across the world are embracing this *"Do it yourself"* customer service concept – with self-service kiosks popping up everywhere (think Red Box), customers seem to be on board, too!

### **Do it Yourself!**

Now, for anybody that hasn't ever worked in fuel operations, "Do it yourself" may seem harsh and a bit like financial suicide as far as expressing good customer service goes. But for those of us who have worked in a fuel back office, it can be truly amazing how much time each day is dedicated to looking up invoices,

statements, and fuel quotes, then having to resend them to the requesting customer via US mail, fax, or even email. For whatever reason, this is a task that seems to be universal in nature to the wholesale fuel business, and it is time consuming and expensive for those who constantly have to provide this service.

I have my own theories about how it is routinely possible to constantly be re-doing something that was previously done correctly and in a timely manner at an earlier date, and non-of these theories are pretty. But for whatever reason, looking up old invoices, statements, and fuel quotes is part of our business.

## WHAT'S YOUR PERSPECTIVE?

Are there topics you would like to see covered in a future issue of The Perspective? Let us know!

Email your topic ideas to:

[PinnacleMarketing@pinncorp.com](mailto:PinnacleMarketing@pinncorp.com)

Want to recommend other people at your company who might enjoy reading The Perspective?

Visit our website to fill out a recommendation form:

<http://www.pinncorp.com/RecommendThePerspective.aspx>

OR Scan this QR code on your smart phone to fill out a recommendation form:



Now, trying to put myself in the person's shoes that legitimately needs the information, do I really want to bug somebody to do something for me that (no doubt) has already been done? I'm thinking probably not. But I still need the information. If ONLY there was a way to retrieve it without having to ask somebody for it...

### Access Anywhere, Anytime

Pinnacle Fuel Customer Access™ (FCA) was developed to address this costly business phenomenon of constantly requiring fuel office personnel to look up old customer information and resend it. Today, via secure web portal, fuel customers can look up the information they seek without tying up valuable fuel back office time. Quotes, statements, and invoices are only a few keystrokes away with FCA.

Pinnacle Fuel Smart™ customers that have adopted FCA have reported an amazing reduction in the amount of time spent each week looking up and resending old information. As a matter of fact, FCA provides additional benefit by potentially serving as a centralized repository for ALL types of corporate documents.

### Differentiation and Superior Service

Everybody has seen the famous "you want it when?" cartoon hanging somewhere way deep and dark from a back office bulletin board, but the reality of today's world is that we are all attempting to do more with less. We all want to be helpful and treat people the way we want to be treated, but with some situations, the best solution is providing a means to offer self-service and real-time access to important information. Not only will this differentiate you from your competition, but it will allow you to provide not just "good" service, but "superior" service that solidifies your relationship with your clients. ©





# Workforce Management

By: Melissa Fox Hadley, Retail Solutions Manager,  
The Pinnacle Corporation



# AROUND THE

One of the beneficial features of Workforce Management™ (WFM) is the wide variety of choices relative to clocking in/out on the system. Clients can choose from a complete list of options that integrates the cashier/employee punch data directly into WFM for scheduling, printing reports, and processing payroll.

In the initial stages of WFM, we supported several standard hardware time clock terminals compatible with the WFM solution, in addition to the browser-based software time clock, directly integrated within the WFM solution itself. As our clients began to implement and roll out WFM, many of them provided feedback requesting additional choices to accommodate their company's business needs in the area of time clock punch functionality. After discussing those needs and learning more about the business requirements, we added two new features to address the needs.

#### **BUSINESS NEED**

Easier access to the clock in/out feature directly from the POS.

#### **SOLUTION**

We added the touchscreen Kiosk Clock, which allows clients to launch the software clock directly from their Palm POS™ register, and is available on the shift sign in/out screen, as well as from within Palm. This allows cashiers to easily access the WFM clock punch functionality directly from the register without having to go to another PC (typically the manager workstation PC located in the back office of the store), whether they are actually signed into the register or not.

#### **BUSINESS NEED**

More secured time clock access, using biometric functionality through a biometric time clock device as well as a lower-cost alternative, the finger vein reader.

#### **SOLUTION**

We implemented two options, both utilizing biometric technology which safely reads finger vein patterns found underneath the skin that are unique to each individual. The resulting pattern is then matched with an encryption database record to authenticate a person. Since every person has a unique vein pattern, this identification technique is virtually impossible to forge.

#### **Biometric Time and Data Terminal**

Using this device, employees punch in/out for their shift, using the biometric reader as their password to ensure their identity. The use of the biometric scan provides an additional level of security to prohibit things like buddy punching.

#### **Biometric Finger Vein Reader**

This device offers maximum security when authenticating employees, while at the same time allowing them to use the touchscreen or browser-based

software options, at a lower cost than the Biometric Time and Data Terminal.

While WFM provides a software touchscreen clock that ties our Palm POS system into WFM for seamless integration purposes, providing the benefit of consistent look and feel, and one place for setup and maintenance, there are obviously Pinnacle clients who use WFM with another POS system.

#### **BUSINESS NEED**

In mid-2011, we were approached by a client who was interested in integrating their Verifone Sapphire POS time clock data into WFM. In this client's situation, they had a number of fuel kiosks that were very small square footage and already using the Sapphire POS. The client did not have the room and did not want the added expense of trying to put in additional equipment to capture time clock data.

#### **SOLUTION**

We integrated Sapphire POS time clock data with WFM. The interface provides the ability to use the Sapphire POS to clock in/out employees, similar to using the Kiosk Clock with Palm POS or interfacing to a hardware time clock. The Sapphire/WFM interface imports the data from the Sapphire into the WFM database at the corporate office where the data displays just as if it came from any of the hardware or software options mentioned. ©

# CLOCK EFFICIENCY



# ROADMAP TO SUCCESS

## EPM™ TRANSACTION DETAIL

By: Jane Sinn Gabriel, Retail Solutions Manager, The Pinnacle Corporation

### THE CONCEPT

PIN Pads with signature capture capability spawned the concept of storing credit and debit receipts electronically for easy access. This concept was actualized with an EPM innovation that has grown into one of the most widely used features of EPM. The Transaction Detail document is a reassembled version of the original POS transaction receipt, including the electronic signature.

### BUSINESS NEEDS

The primary business need, originally, was to get the POS transaction data, along with the electronic signatures into a centralized storage area for long term storage and easy access. The retailer did not want to store the signatures at each store for such an extended period.

The secondary business purpose was for administrative and customer support users to be able to access the electronic version of each transaction.

The Pinnacle Corporation  
 201 E. Abram Street  
 Arlington, TX  
 76010



Store: 745 ARLINGTON 8/15/2008 8:32:52 AM  
 Register #: 3 Ticket #: 408  
 Associate: Location: Inside

**Item Detail**

Item Desc	Price	Qty	Amt
5875 Hf cnt pza 2/5 15 1	\$15.00	1	\$15.00
5870 Hf cnt pza 2/5 15 2	\$15.00	1	\$15.00
623 Fcb/smlthe smit 2.3	\$1.19	1	\$1.19
<b>Total</b>	<b>\$31.19</b>	<b>3</b>	<b>\$31.19</b>

**Ticket Summary**

Merchandise Total:	\$31.19
Fuel Total:	\$0.00
Fuel Vol:	0.00
SubTotal:	\$31.19
Tax:	\$1.05
<b>Total:</b>	<b>\$32.24</b>

**Tender Detail**

Type	Class	Total Tended
CRED WEX		\$32.24
<b>Total</b>		<b>\$32.24</b>

**Account Detail**

Type	Class	Account	Auth Code	Signature
CRED WEX		690946	XXXXXXXXXX	

The Pinnacle Corporation  
 201 E. Abram Street  
 Arlington, TX  
 76010



Store: 15:VERNON STREET 10/8/2011 3:22:46 AM  
 Register #: 1 Ticket #: 1403909  
 Associate: Location: 1

**Item Detail**

Item	Desc	Price	Qty	Amt
26200 14055	SL DARE HBNERO 1	\$1.59	1	\$1.59
26200 14055	SL DARE HBNERO 2	\$1.59	1	\$1.59
26200 14050	SJ MONTBSCO 3	\$2.49	1	\$2.49
75720 90892	PS TUXEDO 4	\$4.79	1	\$4.79
43695 09703	HT PKT PEP PIZ 5	\$2.49	1	\$2.49
79606 01015	TINA HT BF BUR 6	\$0.99	1	\$0.99
79606 01015	TINA HT BF BUR 7	\$0.99	1	\$0.99
28200 00401	MRLM GOLD BX PK 8	\$7.81	1	\$7.81
73390 00016	MENTOS MKX FRT 9	\$0.99	2	\$0.99
<b>Total</b>		<b>\$23.73</b>	<b>10</b>	<b>\$23.73</b>

**Discount Detail**

**Ticket Summary**

Merchandise Total:	\$23.73
Fuel Total:	\$0.00
Fuel Vol:	0.00
Discount Total:	
SubTotal:	\$23.73
Tax:	\$0.49
<b>Total:</b>	<b>\$24.22</b>

**Tender Detail**

Type	Class	Total Tended
CASH	CASH	\$24.22
<b>Total</b>		<b>\$24.22</b>

**Account Detail**

Type Class Account Auth Code Signature

CASH	CASH			Signature not Required
------	------	--	--	------------------------

**Event Detail**

Type	Desc	Item Desc	Fuel_Vol	Fuel_Amt	Qty	Amt
DP01	Grocery	HT PKT PEP PIZ	0.00	\$0.00	1	\$2.49
DP01	Grocery	MENTOS MIX FRT	0.00	\$0.00	2	\$0.99
DP01	Grocery	PS TUXEDO	0.00	\$0.00	1	\$4.79
DP01	Grocery	SJ MONTBSCO	0.00	\$0.00	1	\$2.49
DP01	Grocery	SL DARE HBNERO	0.00	\$0.00	2	\$3.18
DP01	Grocery	TINA HT BF BUR	0.00	\$0.00	2	\$1.98
DP04	Branded Cigarettes	MRLM GOLD BX PK	0.00	\$0.00	1	\$7.81
<b>Total</b>			<b>0.00</b>	<b>\$0.00</b>	<b>10</b>	<b>\$23.73</b>

## SAVING TIME, SPACE, AND MONEY

The benefits were measured by savings in time, space, and money. Storage rooms were put to better use, and customer service representatives can respond more quickly to customer questions or complaints.

## EXPANDING AND REFINING

While one retailer drove the creation of the EPM Transaction Detail document, others have since driven the expansion and refinement of the feature. Transaction detail now has more filter options and transaction related events, such as price overrides or payouts.

The benefits have increased along with the enhancements. Now, users can search for transactions that include a particular item or event, or look at the Visa transactions processed during a defined period of time. The data is now easily accessible, and EPM provides the access point. ©



# Looking at the Bigger Picture: A NEW APPROACH TO IMPLEMENTATION

By: Bob Wilhelm, VP of Professional Services, The Pinnacle Corporation

# A

ll too often, during the software implementation project, the project team becomes caught up in the “nuts and bolts” of configuring the software while missing the most important reason for implementing the software in the first place – how to use it. Over the past year, Pinnacle’s Professional Services team looked at this scenario and created a different approach to our traditional implementation project.

Since Pinnacle’s software has the flexibility to adjust to the client’s business practices instead of requiring the client to

“By using the “shell” company as a starting point, we are able to spread the time more evenly across the six elements and focus on training the client on how to use the software from a business point of view instead of a technical data entry point of view.”

adjust their business to conform to the software, it can (at times) be complex to set up. We looked at our traditional implementation philosophy and determined we spent the majority of our time training our clients how to set up and maintain data or processes which seldom would be addressed again. Therefore, our idea was to re-focus the implementation project activities toward enhancing our clients’ experience and overall knowledge of the software.

We also noticed that the majority of our new clients want their basic configuration to conform to NACS standards. We decided to build a “shell” company, based on NACS standards, which would encompass all of Pinnacle’s integrated software products – that is, all software which requires a category structure as the foundation of the business functions. By doing this, we will alter the way we approach the basic activities of the implementation project.

There are 6 basic elements of a project:

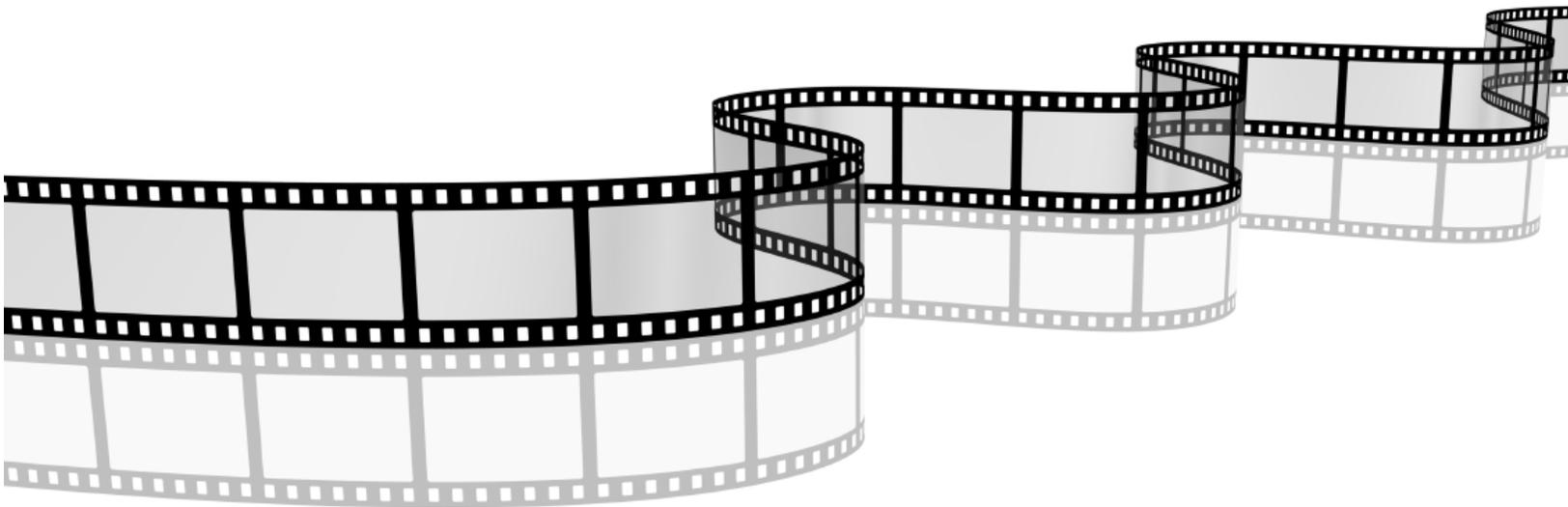
- 1 Project Management
- 2 Business Analysis
- 3 Train the Client
- 4 Set up and Configure the System
- 5 Test
- 6 Go Live in Production

Traditionally, most of the time in our implementation project was spent on number 4 – Set up and Configure the System. By using the “shell” company as a starting point, we are able to spread the time more evenly across the six elements and focus on training the client on how to use the software from a business point of view instead of a technical data entry point of view. If a client is not interested in using NACS standards, we simply pair down the shell company settings to meet their business needs.

This new implementation process will produce several benefits:

- Reduced implementation time and cost
- A more well defined project scope
- Controlled implementation process
- A better understanding by the client of the system and its business functions
- A more thoroughly tested software solution
- Increased documentation for hand off to the client and Pinnacle’s Client Support team

We have already rolled this new process out in a limited number of projects which began in 2012. So far, our expectations are being met. As we refine the process over the first quarter of 2012 and roll this new approach out to more projects, our goal will always be to increase the success of the project deliverables, and therefore our clients’ satisfaction. ©



# STILL STUCK IN THE PAST?



## MOVE BEYOND STICK READINGS WITH REAL - TIME FUEL INVENTORY

By: Brian Reynolds, Director of Fuel Solutions, The Pinnacle Corporation

**F**uel operators were probably able to run their businesses in the 1990s very similarly to how they ran them in the 1970s. And what worked in the 1970s, may have even worked in the 1950s, and so on. However, oil and fuel prices have changed dramatically over the past ten years. One consequence of the ever-changing prices in fuel is that well-established business practices may not work quite like they did years ago.

Take fuel inventory management for example; nobody gave it a second thought as to how tank inventory was maintained prior to the turn of the century. As a matter of fact, it was as simple as following these easy rules:

**A** Use a big tank (the bigger the better)

**B** As soon as it will hold a full load, fill it up.

**C** Repeat step B as often as necessary (don't run out).

Rack fuel prices were very stable and predictable back then. For the most part, refiner credit limits and terms were very generous, and as long as you could turn inventory in less than 10 days, it was no

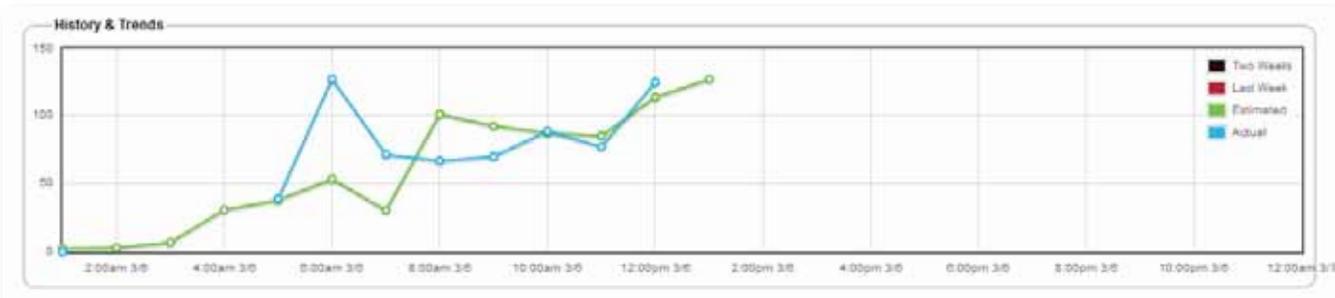
big deal to stock up. Today, while many operators still abide by the "keep full" method, many operators are transitioning to the more cost effective "just-in-time" (JIT) inventory method. And here are the simple steps for JIT fuel inventory management...

**A** Plan ahead

**B** Don't run out!

**C** Repeat steps A & B

Unfortunately, the rules for JIT are subject to the interpretation of any particular operator; they are based on rules of percent full volumes, and are



DWS: Alerts

Alerts

Found 13 Tank Transfers

Location 56 Tank: 01 PRO-252.07 GPH: 4.71 Product: prem Volume: 2,301.00	Location 56 Tank: 02 PRO-252.07 GPH: 4.71 Product: prem Volume: 2,301.00	Location 56 Tank: 03 PRO-252.07 GPH: 37.36 Product: dsl Volume: 2,498.00	Location 56 Tank: 04 PRO-252.07 GPH: 14.52 Product: marine Volume: 1,586.00	Location 40 Tank: 01 PRO-252.1 GPH: 17.65 Product: uel Volume: 4,345.00
Location 40 Tank: 02 PRO-252.1 GPH: 2.63 Product: plus Volume: 1,875.00	Location 40 Tank: 03 PRO-252.1 GPH: N/A Product: prem Volume: 1,843.00	Location 24 Tank: 01 PRO-252.12 GPH: 109.57 Product: uel Volume: 5,954.00	Location 24 Tank: 02 PRO-252.12 GPH: 8.22 Product: plus Volume: 2,577.00	Location 24 Tank: 03 PRO-252.12 GPH: 5.86 Product: prem Volume: 1,656.00
Location 08 Tank: 01 PRO-252.15 GPH: 88.52 Product: uel Volume: 4,392.00	Location 08 Tank: 02 PRO-252.15 GPH: N/A Product: prem Volume: 1,173.00			

completely dependent on accurate real-time information. Based on conversations with clients at our annual user conference (Pinnacle Summit) and Fuel Advisory Board meetings, we discovered there is actually more than one way to manage a “just-in-time” fuel inventory program. With this knowledge in hand, we worked to enhance the capabilities of Pinnacle’s fuel inventory/predictive analysis solution, Dispatcher Workstation™ (DWS).

DWS is equipped with real-time inventory monitoring capabilities, which are displayed in the gallon per hour (GPH) depletion rates and Product Run Out (PRO) features. PRO essentially monitors the Automatic Tank Gauge (ATG) and establishes a projected time in which a tank inventory will be depleted. PRO also utilizes a rules-based alert system, whereby the operator can establish a period of time based on intuitive knowledge before inventory depletion, in order to safely dispatch a delivery before the tank runs dry.

Another application for DWS that was inspired and recommended by one of our Pinnacle Clients was a unique need to “Time Stamp” a delivery. The recommendation was based on the fact that our client exclusively relies on common carriers. A timeframe is established for a delivery in writing during the dispatch. The client simply wanted to know if the fuel was delivered in that time frame. DWS has a unique ability of not only monitoring the depletion rate, but it can also determine when exactly inventory increased, or in other words, when a delivery was in progress.

Recent working experience is absolutely critical when developing a software solution, and there are only two ways to garner that experience – either do it yourself, or be willing to listen attentively to those who do it for a living. ©





# SAFE PALM POS & SOUND

By: Denise Lewis, Retail Solutions Manager, The Pinnacle Corporation

Over the years, Palm POS™ has evolved with the market by adding new functionality to keep pace with current trends. Pinnacle clients have been instrumental in providing feedback on what functionality is important to run their businesses productively, and many exciting features have been added as a direct result of client input.

## SECURITY, PRIVACY, AND REGULATIONS

Sometimes a client's needs are dictated by their state or local government, or other regulatory groups. In just the past year, we have had a couple of examples of this; in the latest round of privacy regulation, certain states established legal penalties for retailers who stored or shared any ZIP code data collected from an end consumer. Palm allows you to choose whether or not to prompt for ZIP code, and as with other prompts, Palm used to store the response. As a result of client input, Palm now suppresses the ZIP from all journaling and logging.

Another example of regulatory influence is “time of day safe drops”, which we added to support regional requirements to limit the amount of cash allowed in the cash drawer at certain times of day. This is a fully configurable option to trigger safe drop warnings at different dollar levels at different times of the day. This is used as a loss prevention and security measure to keep less money in the drawer during the night shift when there is less staff in the store.

A more broad-reaching example of a security-related trend impacting our industry is support for the new security features being introduced by pump companies. As an example, we have several clients deploying the Gilbarco Flex Pay dispenser technology. The new secure card readers and key pads required some changes in our Allied Electronics interface to adapt to some additional prompting requirements. We introduced these necessary changes last year.

## SCANNING TECHNOLOGY

Clients have used scanners for years to do mainly one thing – read UPC barcodes. Advancements in scanning technology bring new functionality to the scanner and our clients were quick to ask us to support these new devices. Palm now supports several popular models of image readers. These readers can scan a barcode from a phone, read a 2D barcode on a driver's license, and of course, read standard UPC codes. In general, image readers are more energy efficient, and because they have fewer moving parts, they are also more durable than laser scanners. ©

# PINNACLE EMPLOYEE SPOTLIGHT

What do you do?  
*Professional Services  
Account Manager;  
responsible for  
managing Pinnacle  
suite implementations*

When did you  
join Pinnacle?  
*May, 2004*



## Favorite Aspect of Your Job

*“The best part about  
my job is our clients.  
Every client is unique  
and has a great story  
to tell!”*



## Tracie Nall: {2011 Employee of the Year}

I am originally from Pilot Mountain, NC; also known as Mt. Pilot for all of you Andy Griffith Show fans. I grew up in the CS industry while working for a retailer, WilcoHess LLC. During my 12+ years with WilcoHess, I worked in various departments, from Store Accounting to Information Systems, all the while continuing with my education. After completing my

MS-CIS from the University of Phoenix, I joined The Pinnacle Corporation, and have been with Pinnacle for almost 8 years. I have learned a tremendous amount regarding the industry, and look forward to many more years with the organization.

For fun, my husband and I love to travel abroad. When we are not travelling, we enjoy wine

making and hanging out with friends.

Recently (1.5 years), the majority of our weekends have been spent on do-it-yourself home projects. We just completed our upstairs space which consists of a bonus room, bathroom, office, and wine loft. It's an amazing feeling of accomplishment as a homeowner. ☺

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Connected to: Local DVS1

Review Events: Video & Data

Choose Search Date: 9/22/2006

Criteria Search Advanced

Journal View All Registers Register X-List

Exception List

- 0 Coupon
- 28 No Sale
- 1 Non-Scanned
- 3 Refund
- 32 Void

Close

Prev Event Register 2 Next Event

Descr.	qty	amount
T COKE CLSC FRGE 1	1	3.49
T COKE CLSC FRGE 1	1	3.49
Sub Total		6.98
Tax		0.47
Total		7.45

VOID TICKET  
THANKS.COME.AGAIN  
REG# 0002 CSH# 005 DR# 01 TRAN# 27659  
09:13:24.000 AM Speed x 1

Reverse Pause Play

< Data Replay Data >

< Video 0.2 sec Video >

Speed - Stop Speed +

Camera 1 - 09:13:23.875 AM Camera 2 - 09:13:23.906 AM

Camera 3 - 09:13:23.937 AM Camera 4 - 09:13:23.930 AM

Right Click Video for More Options

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