

Client Success Story: Road Ranger

Pinnacle Product:

Palm POS™
First Data (CAV) Payment Network
Journal Manager™
Loyalink®
LoyalDebit™

Retail C-Store
Point of Sale
Loyalty



Client:

Road Ranger



Industry:

Convenience Petroleum Retailer and
Fuel Marketer

Stores:

75 Stores and Travel Centers

Business:

Road Ranger, based out of Rockford, IL, has 75 stores and travel centers in 7 Midwest states with 25 fastfood restaurant locations throughout 7 Midwest states.

Challenges:

In 2005, Road Ranger made a decision to begin scanning retail merchandise. The POS System that Road Ranger had in place at the time was a fuel centric POS and lacked the retail capability Road Ranger desired.

Project Goals:

Find a POS with the right integration capabilities, the ability to extract and manipulate data, and the ability to handle Retail and Fuel operations.

Solution:

- Pinnacle's Palm POS
- Ability to support Retail and Fuel Operations
- Device integration eliminates the need to use multiple machines for specific transaction tasks
- Integration of devices has dramatically increased speed of service, resulting in a reduction of labor hours
- More robust auditing controls led to a reduction in fraud
- Captures all of the sales transactions and event elements
- Provides the ability to be able to see electronic data
- POS and Credit Network license are separate and the feature set is driven by the Credit Network

Client Opinion:

“No other POS System is as well rounded as Pinnacle's Palm POS.” Jeremie Myhren, Sr. IT Director, Road Ranger

“Palm POS exceeded our expectations. Once we started looking at the data Palm was collecting, we were able to fine tune and improve our controls and hone our speed of service. Faster speed of service allowed us to better utilize our labor hours.” Jeremie Myhren, Sr. IT Director, Road Ranger

Results:

While researching POS Systems in the industry, some of the key areas that were important to Road Ranger were integration capabilities, the ability to extract and manipulate data, and the ability to handle their retail and fuel operations.

After thorough evaluation of C-store POS Solutions, Road Ranger made the decision to move forward with Pinnacle's Palm POS. Simply put, “No other POS System is as well rounded as Pinnacle's Palm POS,” said Jeremie Myhren, Sr. IT Director at Road Ranger. At the end of the day, and all the research, the decision was easy, compared to other POS Systems, Palm met all the requirements that Road Ranger was looking for.

Road Ranger was pleasantly surprised to find that Palm gave them more system benefits than they were expecting. Road Ranger found that Palm does a really good job at capturing all of the elements and has the capability of viewing electronic data. The increased amount of collected and presented data afforded by Palm provides a better control of fraud than expected and allows for faster speed of service.