

## The Pinnacle Corporation



Pinnacle knows convenience retail, it's what we do. Whether you are looking for a completely integrated solution, or want to leverage your existing platforms with new technologies, we can help. Our open design concepts and partner platforms were intentionally built to give you choice in how you run your business.

### POINT OF SALE

Since 1995, Pinnacle's Palm Point of Sale (POS) has been designed as more than just a cash register. It is a complete suite of point of sale centric solutions that enables more point of purchase and consumer facing benefits than any other point of sale on the market. Remote management tools enable fast, remote configuration changes from a web browser, plus instant access to transaction and event data for sales and operations teams.

And introduced in 2019, Pinnacle's Affiniti Cloud POS – a true-cloud point of sale solution.



Affiniti Cloud POS joins our other Affiniti Cloud Platform Solutions for Mobile Ordering and Payment, Mobile Loyalty, Offers and Coupons, and browser-based Kiosk Ordering and Kitchen Video Displays. Applications that are fully integrated, with a shared product catalog and underlying micro-services architecture, ready to scale and extend to help you meet your consumers' needs today...and tomorrow.

### LOYALTY REWARDS AND SHOPPER ENGAGEMENT

Today's consumers are looking for offers and rewards targeted just for them. They want to feel special, like you know who they are and how they shop. The loyalty programs of old have been replaced by opportunities to connect with your customers like never before. And if you don't, someone else will!

When your customers use your branded loyalty program, you can engage with them and understand their individual buying habits to incent them with rewards that are unique to them. In today's marketplace, it's all about shopper engagement.

Pinnacle's Shopper Engagement Solutions are a complete suite of consumer focused tools to make average customers good and good customers better. Not just an after-the-fact discount program, Pinnacle's Shopper Engagement Solutions enable features that will appeal to the majority of your customers, taking your marketing to a new level.

### QSR AND FOODSERVICE SOLUTIONS

With the Affiniti QSR Foodservice Technology Suite, your customers will engage deeper with YOUR BRAND as they construct their favorite food creations!

When your customers order from their phone using your branded mobile app, or from your branded in-store Kiosk, you'll see a proven lift in your foodservice operation.

The Pinnacle Corporation provides leading-edge point of sale, shopper engagement, and foodservice technology solutions to the convenience store industry. Nationwide, Pinnacle's POS, Loyalty Rewards, In-store Kiosk and Kitchen Display System, Retailer Branded Mobile App, and Mobile Ordering solutions are used daily in convenience outlets to improve their store operations and extend their brand. As we celebrate 30 years serving the convenience store industry in 2020, we'd like to thank our clients and partners for their support. Here's to another 30!

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