

The Perspective

Issue 11: Aug 2012

A Publication for the Convenience Store and Petroleum Marketing Industries

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A GOLDEN OPPORTUNITY

Innovation Through Collaboration

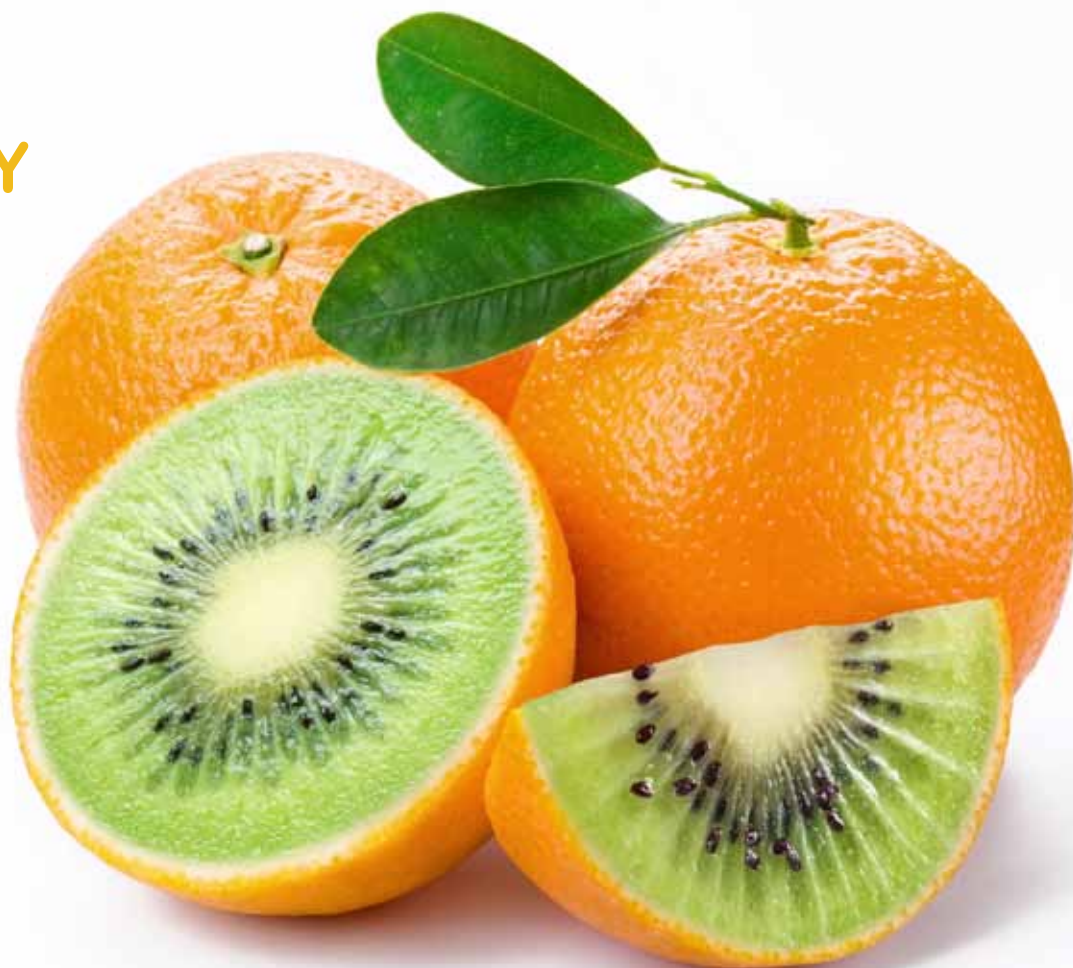
PRODUCT FACELIFT

A new Look for Price Book v. 10

WHAT'S YOUR COLOR?

Management by Strengths

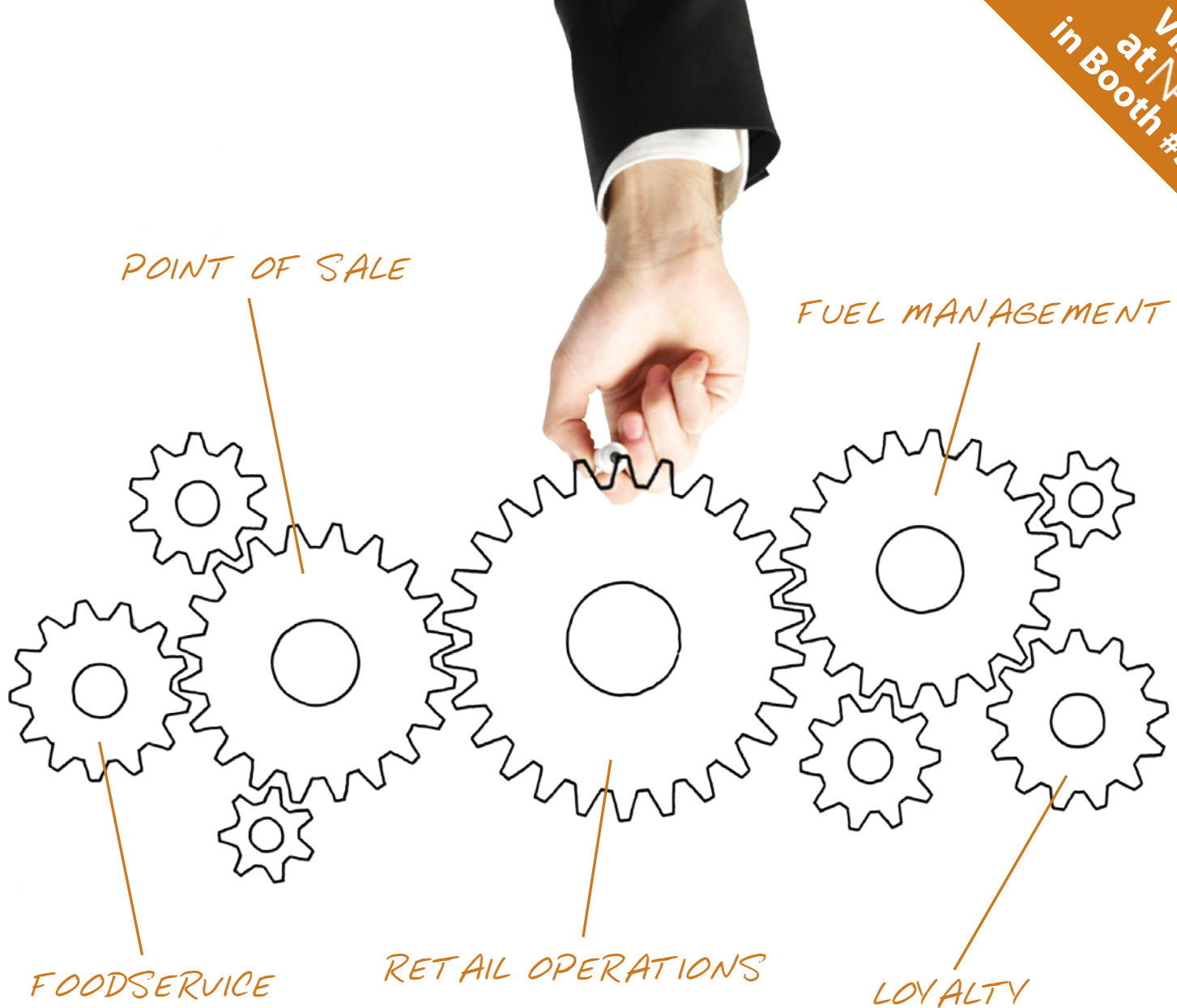
INNOVATION: RE-DEFINING WHAT'S POSSIBLE



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COMING UP...

SEP 12-14
Pinnacle Summit
Fort Worth, TX

SEP 17-20
Pacific Oil Conference
Reno, NV

OCT 7-10
NACS Show - Booth #3835
Las Vegas, NV

NOV 6-8
SIGMA Annual Meeting
New Orleans, LA

SEPTEMBER 2012						
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OCTOBER 2012						
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FROM BOB'S PERSPECTIVE

Our theme for this issue of *The Perspective* is innovation and innovative applications of technology within the convenience retail and petroleum industries. Historically, Pinnacle has developed innovative solutions that deliver competitive advantages for our clients. A few that come to mind include: Palm POS®, the industry's first touch screen Microsoft Windows based POS platform; item level inventory with computer assisted ordering integration; integrated loyalty and POS applications; industrial strength business intelligence tools built upon a robust BI platform; and, fuel BOL capture and tracking using mobile devices. For over 20 years, Pinnacle has listened to the needs of our clients, created innovative solutions derived from those relationships, and delivered solid innovation to the industry.

Of course, innovative systems that are not deployed have little value. That's why this issue of *The Perspective* is of critical importance; in this issue, you will see several articles featuring clients using these systems in their businesses daily. Our clients refer to our BI and loyalty products as 'game changing' tools, which provide insights and views into their operations and consumer behavior that are unprecedented. Marketing departments now use data to sharpen offers for consumers that result in higher sales and higher profits. Operations management can see granular details in real-time on exactly how front line staff are performing...or NOT performing! I recall quite some time ago now, Dick Meyer, industry guru and visionary, saying "he who has the most data wins!" Dick, at the time, was talking about accurate and timely weekly reporting and detailed category sales information. Today, we are looking at transaction level data with individual consumer identities delivered within minutes of finalizing their transaction. Now that's a lot of data! Dick, of course, was right and accurately foresaw the amount of information that would be available (and is available today) to convenience store retailers.

Competition has never been more intense, both within the industry and across

channels. I repeat Dick's observation – he who has the most data wins! Innovation at Pinnacle continues to deliver on this vision.

And what better place to see how these tools can improve your business than at the Pinnacle Client Summit? I'm really looking forward to seeing our clients in Ft. Worth, TX in September where they share how they apply data to their business in innovative and profitable ways.

Not a Pinnacle client yet? Well, give us a call or some by and see us at the NACS Show in Las Vegas in October!



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FROM OUR PERSPECTIVE

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LETTER FROM THE EDITOR

Whether you're a Mac or a PC, I think most people would agree that the co-founder and late CEO of Apple Inc., Steve Jobs, was arguably one of the most influential business leaders in history. Through his leadership, Apple pioneered a technology revolution that continues even after his passing.

I love this quote from Mr. Jobs, "Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led, and how much you get it." – Steve Jobs, Fortune, Nov. 9, 1998

...and just think, this article came out long before some of his most revolutionary ideas (iPod, iPhone, iPad).

His words were so simple, yet incredibly poignant. Innovation is about PEOPLE, LEADERSHIP, and GETTING IT.

PEOPLE – There are no algorithms for innovation. A machine did not invent Facebook or the tablet computer. These ideas were developed by normal people, just like you and me. We are lucky enough to be equipped with the most powerful processor in the world – the human brain. And it doesn't matter your age, race, gender, or occupation – we are ALL capable of thinking creatively. Push your ideas beyond whatever you might think is possible. The next great idea could be yours!

LEADERSHIP – If you want to get the "PEOPLE" part right, you have to have the "LEADERSHIP" part intact. A leader who encourages creative thinking and processes will undoubtedly attract people who value the same ideals.

GETTING IT – Plain and simple, you either "GET IT" or you get left behind.

I hope you enjoy this issue of The Perspective, focusing on innovation in our industry. And whether you're a Mac or a PC, there's always room for more innovators. ©



Rosemary

Rosemary Waldrip
Editor in Chief

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Melissa Fox Hadley: 2011 Manager of the Year



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WHAT'S NEW AT PINNACLE?

Welcome to these new Pinnacle Clients!

- **Git-N-Go**
- **Jallo Oil Distributors, Inc.**
- **OnCue Marketing LLC**
- **SavOn, LLC**
- **Southeast Petro**
- **Synergy Fuel Transport LLC**
- **Yatco Inc.**

Pinnacle Training and Documentation:

67 new documents posted to www.pinncorp.com

9 classes taught

28 new client trainees

Pinnacle Product Updates:

Released Auditor, MWS, Information Manager v4.0

- Support for Handheld Inventory 40-Receiving. We completed Beta testing of the newest handheld inventory management module – the Receiving application. This module will create an electronic invoice to be imported into the invoice queue for comparison against PB values and for review and finalization by the store manager. This will give the store manager a tool they can use to electronically receive invoices into the system so they do not have to hand key them, which we know can be very time consuming and sometimes error prone as keying mistakes can occur.
- Enhancements to support compatibility with Microsoft Windows 7 and Internet Explorer 9.

- Enhancement to item level perpetual inventory process including updates to cycle count variance and new report at store level. We've added the ability to map the cycle count data into the MWS daily paperwork for tracking of variance against sales data. One example of that might be cigarette cycle counts – where the stores are entering counts on a daily basis and the system is calculating a variance between what the count indicates was sold and what your actual register sales were.

- There is also a new Item Level Inventory report that will run on a daily basis at the store to report the perpetual item level data for the day. This report will be exported to a folder at the store for 7 days. It will also be sent to the home office with other exported reports and available using the Home Office Report Viewer.

- If you are interested in more item level inventory data and the ability to analyze and slice and dice the data for multiple stores, we have a new EPM 150 module that will include the store level item data in its transaction feed. Contact us if you need more information about that.

- Automatic early send / export of Fuel Smart data during daily paperwork process – i.e. open status. The new Fuel Export task from the MWS Checklist lets you export Fuel Smart data prior to finalizing/closing store level daily paperwork. Export: Accounts Receivable, Bill of Lading, Stick Readings and Fuel Sales

- Enhancement to Sapphire POS interface to support multiple fuel grade positions.

Quick Servant v3.8

- Updates to reporting, including Product Sales Analysis and Product Sales Analysis Comparison
- Updates to the consolidation process to better handle consolidation from store data to home office.
- Resolution to issues with AP export and Inventory export.
- Updates to data push process to better handle data being sent from the home office to the store.

EPM 5.0.1

- EPM 50 updates
 - » Market Basket by Item
 - By Store

- Remodeled with more affinity fact and new analysis document
- » NEW Market Basket by NACS Category
 - New higher level view of market basket affinity
 - By Store
 - Key performance measures include general affinity item sales numbers in comparison with market basket sales.
- » Vendor Item Performance
 - New document design detailing, at a corporate level, the movement of a selected vendors' catalogue of products
 - Sales rolled up to vendor item and broken down by packaging.
 - Multiple key performance measures
- MicroStrategy 9.2.1
 - » Import
 - Import - Data can be imported into the metadata and saved.
 - EXCEL, CSV or a database
 - Create cubes and update imported data for analyses
 - Imported data added to metadata, not EPM data warehouse
 - » Visual Insight
 - A customized, interactive display that you can use to explore your business data.
 - Visualize data from your EPM database or , using Import, any other accessible database, EXCEL or CSV file.
- EPM 150 Merchandise Inventory Analysis
 - » Daily updates of Inventory Item data from stores, consolidating key store inventory data into central database. The EPM 150 module will include analytics focused on measuring Turn, ROI on Gross Margin and Current Quantity on Hand. The initial release includes the following analyses:
 - Inventory Movement Trend Analysis
 - ◊ Measures daily movement over a user defined period of time
 - Inventory Turn
 - ◊ Calculates inventory turn by store by product by date range.
 - Gross Margin Return on Investment
 - ◊ Calculates the ratio of the number of times the gross margin is earned from your inventory investment.
 - Negative Inventory Standings
 - ◊ Isolates zero & negative Inventory standings by Store by Month.
 - Possible Out-Of- Stock
 - ◊ Identifies possible "Out of Stock" items by identifying zero inventory standings where

item has had a positive quantity on hand during the preceding thirteen weeks.

Fuel Smart 5.1.1:

New Features

- Date and Time Stamp Liability Rates- Liability Rates with effective/expiration times. (not just dates)
- Reprint EFT Draft Notices- Reprint EFT Draft Notices after batches are posted.
- OPIS CSV file import- OPIS CSV file import format for prices received through OPIS.
- Table Check- Automatically Checks Tables for errors. Beginning in VS 5.1.1, two SQL stored procedures that will check for and attempt to clear A/R table check issues. (contact Pinnacle Client Support for setup)
- End of Day Fuel Inventory import- New SQL procedure to gather tank readings into the Fuel Smart database for use with Dispatcher Work Station (DWS) to support automatic daily sticks.

Enhancements

- Modified EFT batch processing screen. The text now states "For Due Balances Through" and "For Credit Memos Prior To" which conforms to the actual behavior of the task.
- A new segment with Carrier information added to the EDI 810 sales invoice export.
- Fuel Cost by Terminal and Freight Rate and Compartment Size reports accept date/time in default filter.
- Andale Authentication moved from Global Setup to Integrated Systems.

POS/Payment

- Acct Stat v3.2.1.1
 - » product restrictions -Ability to limit what product departments (any combination of merchandise and/or fuel) are allowed to be purchased with a local card.
 - » local account look up – In the case of a card not present, the ability for the cashier to use phone number or name to look up a local card account and use it for tender.
- CoP NTS NIM v10
 - Supports payment interface to Heartland NTS. Phillips 66 certified and approved CoP NTS NIM v10 for general release.
- Support of Ingenico Telium PIN pads
 - » Palm POS now supports Ingenico's ISC 350, ISC250 and IPP-series PIN pads. These are Ingenico's latest PED compliant devices, and they also support NFC and EMV chip and PIN. ©

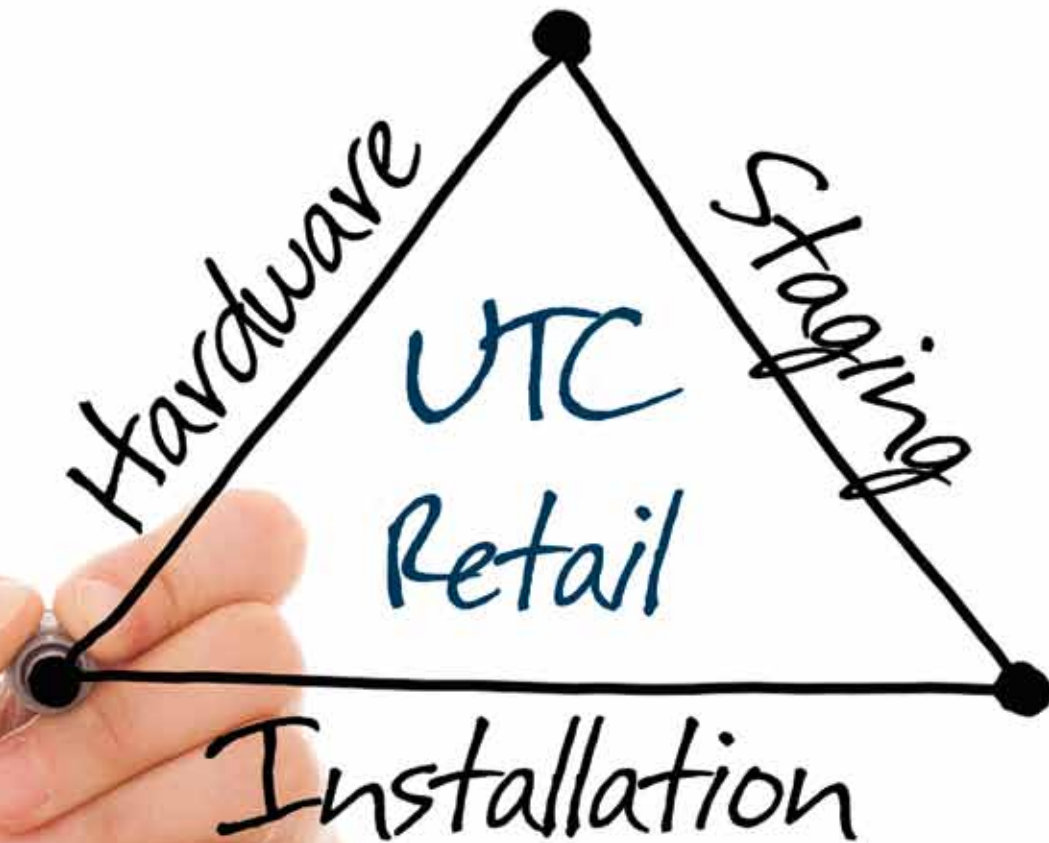


We've been really busy here around Pinnacle and having a great time in the process! Here are a few shots of what we've been up to recently: 1) Our booth at the NACStech Show in Nashville, TN May 21-23, 2012, 2) Melissa Fox Hadley giving a product demo at NACStech, 3) Brian Reynolds and Bob Wilhelm enjoying a Rangers Game during the Pinnacle employee day at the ballpark, 4) Bob Johnson with his award from being inducted into the PCATS/CSNews Technology Hall of Fame, 5) Debbie McCormies during our chicken and waffles employee lunch, 6) Drew Mize with (left to right) Chip Moore, Dustin Henry and Tom Gresham of Gresham Petroleum/Double Quick after the group finished the inaugural Hotter than Hades 1/2 Marathon held in Leland, Mississippi – June 23, 2012.



happenings

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Benefits of an Enterprise Solution: Q&A with Double Quick CFO, Barry Schuster

By: Melissa Fox Hadley, Director of Product Management, The Pinnacle Corporation

Retailers face many challenges in today's environment. Maintaining disparate systems across the entire company is an enormous challenge and expense, and waiting days for store information to be audited and available for reporting can be a real impediment to the success of an organization. An enterprise-centric solution removes the lag time out of this process and moves the auditing staff a major step forward in diagnosing and correcting problems while they still matter.

To understand how Pinnacle clients have implemented the Auditor™/MWS™ enterprise solution to innovate their company's processes, we interviewed Double Quick CFO, Barry Schuster:

Q What problems were being experienced with the legacy Pinnacle applications that Auditor/MWS has helped Double Quick improve upon?

A There are many things! With Auditor/MWS, we have been able to tighten controls considerably. We use the block and warning functions for a variety of exceptions, the most important being the cash over/short. We have also added a block function for physical inventory variances during the physical inventory counts. Any material overages/shortages have to be investigated and dealt with before the physical inventory counts can be booked. We have seen our cash shortages decrease and our inventory variances improve. We have also benefited from the

ability to identify figures that have been changed from what the register pulled, whether it was changed by the store manager closing the day or someone in corporate finalizing a day. The main benefit has been the ability to know, in a timely manner, if there is a problem and being able to react quickly in order to limit potential losses.

It is extremely labor intensive to train on disparate systems. Applications don't have the same look and feel, behavior often differs for similar types of applications, and understanding all the nuances of multiple solutions takes valuable time away from more important activities.

Implementation of systems and applications within an enterprise solution is fast and easy. When all the data resides in one location and the host server contains all the configuration, the implementation of a new solution can be done in no time. Since there is no data being transferred, connectivity issues relative to exporting and importing data are non-existent.

With an enterprise browser-based solution like MWS, employees can be trained simultaneously by accessing the application through their browser, from their individual locations, taking much less time than with traditional fat-client systems. The training is consistent across all employees because the data is shared and has the same look and feel across all applications and configuration.

Q What features/functionality has Double Quick implemented to resolve key business processes?

A Auditor/MWS has enabled us to get managers out of the back office and out on the floor selling! We were able to significantly reduce the amount of time it took a manager to close a business day. Having the auditor database accessible to employees across the company, we were able to move some key administrative tasks to the corporate office. By moving these administrative tasks to corporate, we were able to centralize the workflow, take non-revenue generating tasks out of the store, and produce more consistent output. All of these improvements in business processes help us reach our goal of having managers on the sales floor providing great customer service and managing their team.

Q What has Double Quick implemented themselves by using the tools available within Pinnacle's solutions?

A We are recording rebates in Auditor so our margins and inventory costs are more accurate. In the past, it was a time consuming exercise including our rebates in our cost conversion for calculating ending inventory. Once we implemented Auditor/MWS, we started using an Adjustment Type to book rebates by store by period so the rebate would automatically be used in the cost conversion. ©

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Are YOU Staying Ahead of the Curve?

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



The Best Practices Analysis and Planning Methodology is a service Pinnacle offers to provide a strategic and tactical plan to improve your business processes. The analysis is directed at increasing the efficient use of Pinnacle software to meet your business needs. It answers the question: "What business, software, and/or technical changes should you make to maximize the use of your software and increase productivity and operational efficiency?"

There are six different phases to Pinnacle's Best Practices Analysis and Planning Methodology:

STEP 1 | Best Practices Analysis

How are you doing? What is the current performance of your information systems in terms of productivity, effectiveness, efficiency, and quality?

STEP 2 | Best Practices Recommendations

How do the current operational processes, procedures, and business functions compare to the product's Best Practices, and what should be changed?

STEP 3 | Risk Assessment

Of the recommended changes, what needs to be done to best meet the business needs and what risk is it to the business if the changes are OR are not made?

STEP 4 | Prioritization

In what order should the recommended changes be addressed?

STEP 5 | Project Planning

How are you going to get there? Who will address the changes and how will the changes be realized in the daily operating processes?

STEP 6 | Execution

Implement the plan.

All six phases can take anywhere from one to two weeks, depending on the number of applications included in the project. Rarely will the analysis take longer than two weeks.

During the process, we examine your business needs and current issues list. We

conduct interviews with the appropriate client personnel. We examine and document current operating procedures and business requirements. And we determine the effectiveness of the operating procedures and business requirements based on the Best Practices for each product or business function.

Once the information is gathered, we develop the recommendations. We assess the risks and prioritize the recommendations. A project plan is developed to move you from where you are now to where you want to be. ©



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BIOMETRICS: THE NEW FACE OF TIME AND ATTENDANCE

By: Melissa Fox Hadley, Director of Product Management, The Pinnacle Corporation

Many retailers have already discovered the tremendous benefits of implementing Pinnacle's Workforce Management (WFM)[™] solution to streamline their time and attendance processes and to integrate with their payroll processing solutions.

But one area that has been top of mind to many retailers for many years is the concept of buddy-punching. As stated in an article written by Jason Trend, "not having an iron-clad method of authenticating an employee's time is a problem. In time and attendance tracking, having an employee's friend punch his time card when he's late or leaving early is a real problem. And at the end of a week or time period, employees can sign fraudulent time cards or that of their buddy; and they have little incentive to do a good job here." (Source: <http://www.articlesbase.com/human-resources-articles/the-case-for-automating-manual-time-tracking-2126410.html>)

This is an area where biometrics can help. A biometrics technology system identifies an individual based on their physiological and/or behavioral characteristics. Some systems scan or record a person's fingerprint, hand, face, eye or speech for access.

THE BENEFITS TO BIOMETRICS TECHNOLOGY INCLUDE:

- Unique and increased security – access cannot be shared or forged
- Decrease buddy punching
- Eliminate problems with forgotten passwords or IDs
- Eliminates the need for badges
- Eliminates the unavoidable errors associated with manually collected data

TOUCHSCREEN POS-KIOSK TIME CLOCK ENTRY 3

Jennifer Smith In/Out Logout

Time Card Employee Info Accruals Menu Reports Edit Favorites Requests Absence Requests Support Form

View Weekly

Date 7/22/2011

	S	M	T	W	T	F	S
Date	17	18	19	20	21	22	23
In						15:30	
Out						15:45	
In						15:45	
Out							
Punch Errors							
Accumulated Hours						0.25	
Total Hours	0.00	0.00	0.00	0.00	0.00	0.25	0.00
Regular Hours						0.25	
Settings Legend							
Pay Period: 7/17/2011 - 7/23/2011							
Verification: Employee	Supervisor	Director					
I certify that the above time card is correct.							
							Worked Hours 0.25 Total Hours 0.25 Regular Hours 0.25 Hours Pay \$0.00 Total Pay \$0.00 Department & Premium Hours

Username

Password

Company Code **Login**

1 2 3 4 5 6 7 8 9 0

q w e r t y u i o p

Caps a s d f g h j k l

z x c v b n m

TOUCHSCREEN POS-KIOSK TIME CLOCK ENTRY 1

TPC C-Store - Time Punch - Microsoft Internet Ex...

http://192.168.133.120/qquest/Time/timePunch.asp?punchtype=clockinout

Punch Properties

Full Name Jennifer Smith

Punch Time 16:03 hh:mm (Military time)

Punch Date 7/22/2011 mm/dd/yy

Round Punch ☒

Transfer Dept ☐

Transfer Job ☐

Punch Type NORMAL

Department No Department

Job No Job

Task No Task

In/Out AUTO

Notes (150 chars left)

Submit

TOUCHSCREEN POS-KIOSK TIME CLOCK ENTRY 2



- Easy operation
- Links directly to your existing computer system

One method of biometric technology for employee sign-in is the finger vein reader. An M2SYS model works with WFM, and they write that “Finger Vein authentication captures images of the vein patterns inside

your finger. These, like other biometric patterns, are unique. In addition, because they are inside your body, finger vein patterns are virtually impossible to replicate.” (Source: <http://www.m2sys.com/finger-vein-reader.htm>)

Clients have used these readers successfully and believe they are the future of employee sign-in technology.

TIME-CLOCK PUNCHES IN WFM

Another innovative method of using WFM is related to Sapphire integration with the product. The interface provides the ability to use the Sapphire POS to clock in/out employees, similar to using our Kiosk Clock with Palm or interfacing to a hardware time clock.

In WSCO’s situation, they did not want to incur the expense of adding another PC to

handle clocking in and out; and they did not want to incur the expense of an actual hardware clock. The Sapphire – SWFM time clock interface provided what they needed by allowing their existing system to be used without adding additional expenses.

The interface will depend on the SMS Report Navigator, which is an application distributed with Sapphire. The SMWS Report Navigator will need to be configured to determine the frequency the Payroll XML file will be generated, typically once per day, at end of day.

The new Sapphire WFM interface will import this file daily into the WFM database at the corporate office, just as if the data had come from a hardware time-clock or our Kiosk Clock application.©



PRODUCT **FACELIFT:**

Price Book v. 10 Pushes All The Right Buttons!

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

Pinnacle Price Book™ has taken on a new facade with version 10, while remaining true to its roots. It's another step on the road towards the future. We have designed a new look to the product and have made some adjustments to the user interface along the way. As we prepare to go to press, Price Book v10 is getting readied for release.

Don't worry about knowing what changed. As soon as you open up the application, you'll see what I mean. It's lighter and brighter. With a tree view menu on the left and a new button design, the Price Book solution looks and feels more like your other Pinnacle home office solutions, Auditor™ and MWS™.

While the change in look is significant, this isn't like some software remodels where you have to relearn the application. A primary goal for us was to keep the navigation routines intact. The Price Book team took a very considered approach to the changes we introduced, carrying over all of the current navigation paths. Those data entry users will find that they will be able to move from the menu hierarchy through to each task with the cursor movement from cell to cell, following the same order it has in the past.

I am very pleased with the new, fresh, clean, revamped version! I like the menu tree on the left side that stays stationary.

It makes for easy navigation no matter which screen you're currently in. I also like the "save all" button at the top of the screen for convenience purposes. – Dawn Humphrey, Price Book Coordinator, Aro Systems, Inc. dba Mr. Fuel

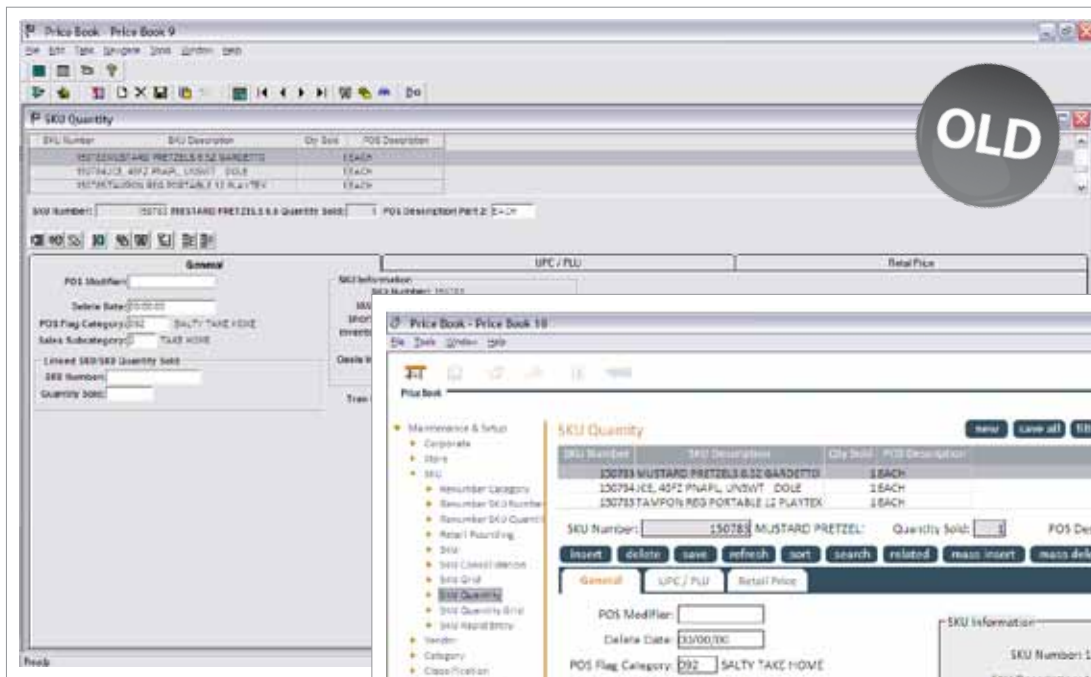
In addition to establishing the left tree view as THE menu, which is a standard layout for current Pinnacle home office solutions, we retired the traditional toolbar

icon buttons. Why? Because over time, we've learned that a picture, in fact, is not always worth even one word. We've found that Price Book managers forgot what the graphic represented and, because of that, didn't take advantage of some great functions, like the fact that you can use the "Related" button to jump from one task to another and back again. With Price Book 10, we introduced the one-million-times-easier-to-understand text buttons. Now each button clearly states its purpose. A trainer's dream, a neophyte's savior!

The overall look and functionality of the V10 version is a step in the right direction. I am very pleased with this version! – Dawn Humphrey, Price Book Coordinator, Aro Systems, Inc. dba Mr. Fuel

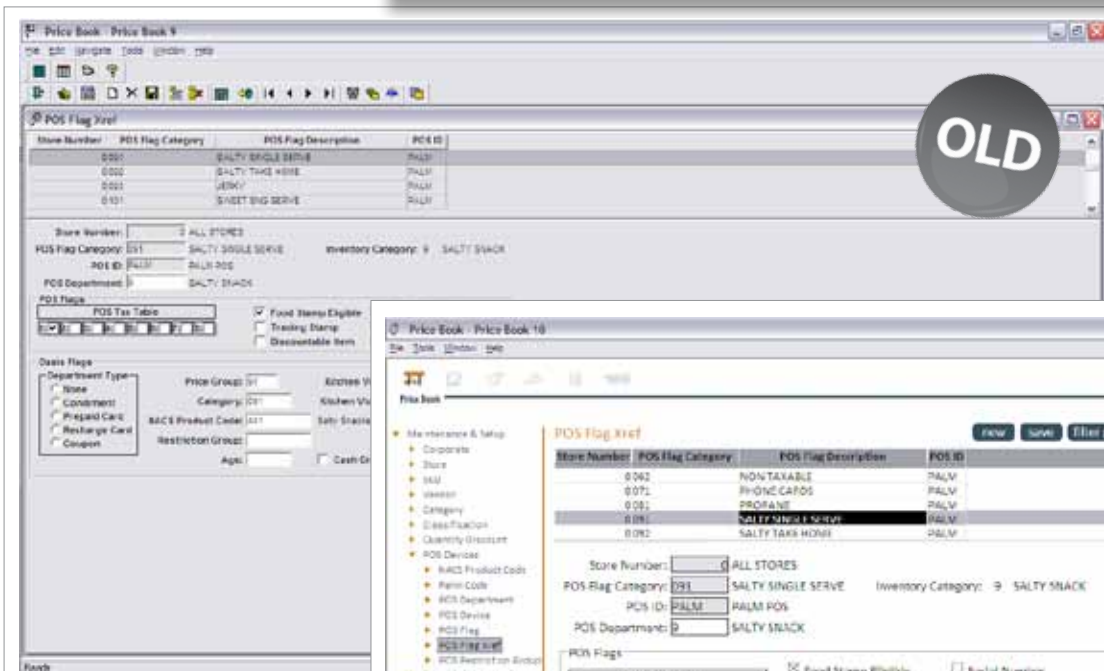
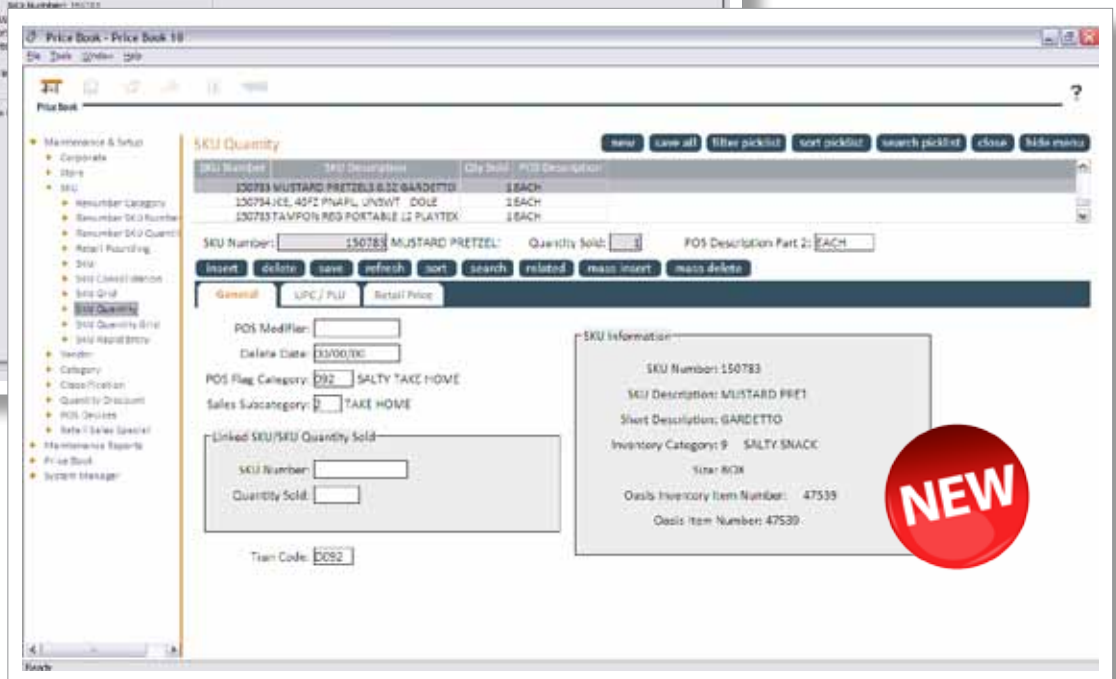
We are invigorated by the new look and encourage you to give us your feedback. ©





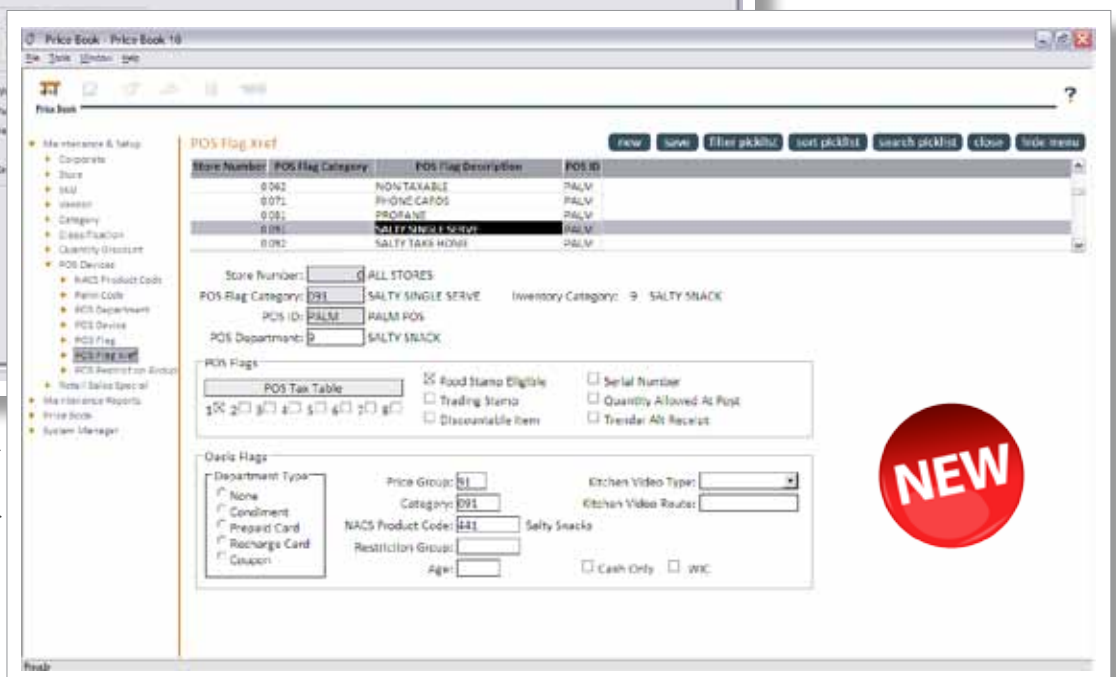
Screen Shot.POS Flag XrefTask.PB9

Screen Shot.POS Flag XrefTask.PB10



Screen Shot.SKU QuantityTask.PB9

Screen Shot.SKU QuantityTask.PB10





Pinnacle Fuel Solutions:

Going

Beyond Traditional Uses

Most people immediately think of a traditional brick and mortar petroleum marketer/jobber operation or a convenience store as a fuel buying group. After all, they buy fuel and resell it, and of course pay and account for it. Pinnacle is well known for catering to the petroleum marketing business sector and has many unique software solutions designed to provide specific technologies for different tasks.

And then there are Commercial Industrial Fuel Users (CIFUs). These are organizations that purchase enormous quantities of fuel for their specific needs, but not necessarily for resale. For many CIFUs, the top line expense for fuel can run neck and neck with the cost of labor, if not exceed it. Fuel is a necessary expense to run their business.

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

What Goes Up, Must Come Down

The drop in fuel prices this past spring was mostly attributed to lower worldwide crude oil prices. The price of West Texas Intermediate (WTI) crude oil fell nearly \$30 per barrel in just a few months' time. Crude oil prices started to drop from concerns centered on global economic weakness, primarily with European bailout worries, and what appears to be a slow-down in the Chinese economy. The "speculators" that we all hear so much about have connected the dots and apparently discovered that it takes money to buy fuel at the pump, hence the dramatic drop in crude oil prices.

But just like in a suspenseful movie, when it comes to oil and fuel prices, about the time you figure out what is going on, there seems to be a surprising twist...

The Spike Heard 'Round the World

In late June (the 29th), oil had its fourth largest one-day jump in price on record. Oil leaped \$7.27 per barrel, which was attributed to an oil worker strike in Norway. Then if that wasn't enough, days later, the Iranian government decided to show the world they have perfected the art of rocketry with a display of their military missile might, after western sanctions on Iranian oil imports. Approximately one third of the entire world's oil supply is transported by barge through a 40-mile-wide pass called the Strait of Hormuz, which is bordered by Iran. So in one month's time, attention tuned from what was clearly demand, to what is now a dramatic concern for future supply.

Real-Time Impact

A company that requires large quantities of motor fuels as a major part of their business model is highly susceptible to losses due to the absence of complete information or a lapse of attention. In late June and early July, prices changed so fast that just by taking the 4th of July off to spend a day at the lake could have very likely caused problems for many fuel buyers. Reading the news every day can play as big of a part in fuel buying as any other piece of information.

Purchasing fuel as a matter of timing can play a big part in profitability. Depending on volume, a 10 cent average increase over a year's time is an enormous amount of cash. Most of us sensitive to the volatility of fuel prices are familiar with how Southwest Airlines recently managed to remain profitable when most of their competitors were suffering major losses. Southwest Airlines gave credit where credit was due, attributing their profitability to their fuel buying department.

CIFU Fuel Requirements

The fuel requirements of the CIFU are not all that different from those of a traditional petroleum marketer: fuel supply, logistics, and accounting. The biggest difference is that a CIFU doesn't necessarily re-sell the product. Fuel is used as a necessary component for

accomplishing a task. However, passing on the costs are not always as simple as it may seem. Price volatility of fuel can potentially disrupt any plans for profitability. Especially for an industry that is highly competitive, such as the oil field services industry.

In the (Oil) Field

This past year, Pinnacle has gained the opportunity to provide fuel solutions to the oil field services industry. One of the main reasons why the cost of natural gas has dropped in the last 3 years is due to gigantic technical leaps with oil well fracturing, or "fracking," operations. In order to frack, an intense and sustained fluid pressure is required for large periods of time in order to penetrate and break up the deep underlying source rock for oil and natural gas. In order to create the tremendous hydraulic pressure required for the job, gigantic pump trucks that use large amounts of diesel each hour show up on location. With several of these diesel-guzzling pump trucks connected together to generate the needed hydraulic pressure to accomplish the mission, it is not unlikely for an oil well frack job to consume as much as 1000 gallons of diesel an hour.

One major oil field service provider is now utilizing Pinnacle fuel solutions to plan their fuel logistics and inventory for just-in-time deliveries, manage their accounting (reconciliation and payables), and capitalize on real-time fuel pricing information to make best buy decisions. Paying attention to all the various nuances of their fuel operation is making a tremendous impact on their bottom line.

Up in the Air

Another CIFU type business that Pinnacle has had a long history with is in general aviation. General aviation can be described as just about every aviation category that is not military. From airlines to crop dusters, Pinnacle aviation CIFU clients use almost all of our fuel solutions to manage their fuel operations, accounting, and customer service.

Pinnacle real-time inventory solutions play an important role at the regional airport Fixed Based Operator (FBO) level. Light general aviation aircraft, like a small Cessna or a King Air, require fuel when they land. Fuel sales volumes at a smaller airport can often go several days without a single sale of fuel. The pricing of aviation grade fuels follow the same swings as conventional gasoline and diesel, so just-in-time inventory management is crucial to FBOs for profitability.

By paying attention to the marketplace and responding with the right technology, it is possible for fuel operators to remain profitable throughout price swings. And as a matter of recent history (and history will repeat itself) expect oil and fuel prices to change at any time. Are you ready for it? ©





A Golden Opportunity: **Innovation through Collaboration**

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

As the c-store industry continues to be competitive, retailers look for innovative ways to gain market advantage and be successful. Not surprisingly, one way retailers find innovation is to work with their technology vendors to find solutions that make the most sense for their businesses. Such collaboration can take many forms, including integration projects, consulting, and deployment services. CHS, Inc. is one example of a Pinnacle client who has used all of these methods to deploy and support Palm POS™ to their market.

CHS saw Palm POS as a good fit for many of their co-ops, but given the highly configurable nature of Palm, they faced a challenge in deploying Palm because the co-ops, more often than not, are autonomous single stores that are locally owned and managed without much IT expertise of their own. They

found the solution by partnering with Pinnacle to define a pre-configured image, which they refer to as the Palm.Cenex™ Gold Disk, and having that image staged by UTC onto the UTC 3100 hardware before shipping to the field.

“The nature of our agriculturally based energy retail business is unique in many respects. As such, our POS requirements differ from a traditional retail environment,” says Akhtar Hussain, Manager of Petroleum Equipment/New Technology for CHS Inc. “We needed a POS system that worked with multiple dispenser types at the same retail location, handled locally based charge cards, and interfaced with island payment terminals. These requirements, coupled with the lack of IT support within many of our agricultural co-ops, posed some serious challenges. We proved that with the right partners, our unique requirements quickly became reality.”

The Gold Disk image includes a pre-designed set of menu buttons, departments, tenders, and special function buttons. It also includes all the basic components needed to support the Cenex local card program, which is an established loyalty program for loyal Cenex card holders and essential for any POS to operate in the Cenex co-op environment. Palm, Bit9, Acct Stat, and Journal Manager are all included in the Gold Disk image. That Gold image along with the UTC3100, Allied Nexgen, and various peripherals comprise a Palm.Cenex POS.

The Pinnacle client services team consulted with CHS to determine the many default configurations needed for their typical co-op installation. These include everything from taxes and discounts to specific peripheral settings and various alerts. Once the image is established and CHS approves it, Pinnacle gives it to UTC so systems can be shipped directly to the store with the latest version of the Gold Disk image.

Once at the store, since the system is mostly pre-configured, the installer has fewer settings to change and user training is more streamlined. Primarily it is the unique site-level things that are left for the installer, like fuel set-up and specific configuration to support whatever back office system is being used.

"The ability to standardize our feature set and basic configuration through Gold Disk on Palm.Cenex afforded us many advantages," says Mr. Hussain. "We're able to train installers quickly, have units configured out of the box, and minimize set-up variables equating to quicker installations. Pinnacle, along with their channel partners UTC and Allied, have been innovative, responsive, and understanding of the variability of our end users' requirements. I'm confident that we'll continue to develop new features for the Palm.Cenex platform, allowing our cooperatives to provide value and innovation to the farmers and local communities that they serve."

"CHS, UTC, and Pinnacle have really come together to deploy Palm.Cenex using the Gold Disk model," says Denise Lewis, Pinnacle's Retail Solutions Manager for POS Solutions. "It has been a 3-way partnership that has brought innovation in both process and product. The real benefits of pre-staging are saving time and shipping costs because systems can be drop shipped directly to the site. Installation is faster. Training is designed around what is pre-configured. For the co-op environment where IT support is limited, the Gold Disk model makes perfect sense."

There were several changes to the Gold Disk during beta and early deployments, as various site complexities were added; incremental changes were added to include such things as scanning, Opak island payment terminals, and unattended mode. Gold Disk was also revised to upgrade to the latest versions of Palm or Acct Stat in order to take advantage of new features such as local card product restrictions and back office interface adjustments. Cenex and Pinnacle are preparing to release their 5th revision of the Gold Disk in late summer 2012.

For more information about how Pinnacle and UTC can help your company with pre-staging services, contact sales-info@pinncorp.com ©



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- ★ Meet with Pinnacle Partners, ranging from hardware providers to PCI experts
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Silver



*As of August 3

★ AGENDA ★

Below is a general outline of the Pinnacle Summit 2012 agenda. To find the most up-to-date information about sessions, speakers, and to register for Summit, visit the website: www.pinncorp.com/summit2012.aspx

TUESDAY, SEPTEMBER 11

6:00 pm Early Arrival Event at the Rangers vs. the Cleveland Indians game

WEDNESDAY, SEPTEMBER 12

8:00-8:40 am Breakfast/Registration
 8:45-12:00 Solution Forums
 12:00-12:55 Lunch/Registration
 1:00-1:30 General Session: Summit Welcome
 1:30-2:45 General Session: Opening Keynote Speaker
 2:45-3:00 Networking Break/Partner Showcase
 3:00-3:15 General Session: Partner Presentation-Allied Electronics
 3:20-4:30 General Session: Management By Strengths
 5:00-6:00 Partner Cocktail Hour/Partner Showcase
 6:30-10:30 Evening Out in the City of Cowboys & Culture

THURSDAY, SEPTEMBER 13

8:00-8:55 am Breakfast/Registration
 9:00-11:55 Track Sessions
 12:00-12:55 Lunch
 1:00-1:55 General Session: Data Security
 2:00-2:15 Networking Break/Partner Showcase
 2:15-3:10 General Session: Retail Design Trends
 3:15-3:30 General Session: Partner Presentation - UTC Retail
 3:35-3:45 General Session: Partner Presentation - Simmons
 3:45-4:00 Networking Break/Partner Showcase Open
 4:00-4:45 General Session: Client Panel Discussion, Social Media
 5:00-6:00 Partner Cocktail Hour/Partner Showcase
 6:30-10:00 Billy Bob's Texas

FRIDAY, SEPTEMBER 14

8:00-8:40 am Breakfast
 8:45-11:55 Track Sessions
 12:00-12:15 Closing Comments and Prize Drawing

★ EVENING ACTIVITIES ★

Wednesday, September 12 Night Out in the City of Cowboys & Culture

We'll start our evening out in Fort Worth with a rooftop reception at **Reata**, a world class restaurant with Texas infused cuisine. Later in the evening, we'll be entertained with a private show by **Four Day Weekend**, a renowned improvisational comedy group that has customized their performance specifically for Pinnacle Summit!



★ EVENING ACTIVITIES ★

Thursday, September 13 Billy Bob's Texas



It's said "everything's bigger in Texas," and you'll find that to be true at **Billy Bob's Texas**! Located in the historic Fort Worth Stockyards, Billy Bob's is the world's largest honky tonk. Our evening will include Texas BBQ, live music, and plenty of other surprises to give you a real Texas experience!

★ EARLY ARRIVAL EVENT ★

Tuesday September 11, 2012
Texas Rangers vs. Cleveland Indians

As an early arrival event the day before Summit begins, we will be attending a Texas Rangers vs. Cleveland Indians baseball game. A separate registration is required. The cost for the game is \$40 and includes round trip transportation from hotel, 1 ticket to the Texas Rangers vs. Cleveland Indians game and \$15 Captain's Cash (can be spent on food/beverages at the ballpark).



★ FORT WORTH, TEXAS ★

Welcome to Pinnacle Summit 2012!
A few traveling tips...

Accommodations: Summit has a block of rooms at a discounted rate for its attendees at the Hilton Fort Worth. Wi-fi is included with the room reservation. The Hilton is centrally located in the heart of downtown Fort Worth. The rooms can be booked online (www.hilton.com) or by phone (817-870-2100) using the Pinnacle code "PCS". The cutoff date for reserving is August 11, 2012.

Transportation: For ground transportation to and from the airport, SuperShuttle (877-770-4VAN) or Yellow Checker Shuttle (817-267-5150) are ready to meet your transportation needs. If you'll be driving, valet parking with the hotel is available at a discounted rate of \$17.00 per day.

Websites: Downtown Fort Worth (www.dfwfwi.org)
The Fort Worth Stockyards National Historic District (www.fortworthstockyards.org)

Weather: The average temperature for mid-September is 78° during the day with the weather cooling off only slightly in the evenings.

★ A FORT WORTH WEEKEND ★



Making your trip to Fort Worth a weekend getaway after Summit? Let us recommend some other spots you won't want to miss after the conference. If you still want more of an authentic Texas experience, look no further than the historic Fort Worth Stockyards. For a world class symphonic experience, you won't want to miss a performance by the Fort Worth Symphony Orchestra at Bass Hall. If you feel the need for speed, you won't be disappointed by watching a race at the Texas Motor Speedway. For those art aficionados, be sure to spend an afternoon at the Kimball Art Museum and the Amon Carter Museum. If you are looking for a great place to have some authentic Tex-Mex, look no further than Joe T. Garcia's Mexican Restaurant.

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That's why Pinnacle customers like **The Jones Company (Flash Foods)**, **Quality Dairy**, and **K.E. Austin (Go Gas)** trust Coalfire as their IT Governance, Risk and Compliance (IT GRC) partner.

**For more information and
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paced

direct

what's your color?

By: Jim Walther, Training & Documentation Manager, The Pinnacle Corporation



structured

extrovert

Management By Strengths (MBS) is a system that identifies people's personality traits and provides ways for those people to work together. It is based on the principle that the better you know someone's personality and work with that person accordingly, the easier it will be to work with them and the more productive both parties will be. Pinnacle uses MBS in this way, and has been a client since the mid-1990s.

The MBS website (www.strengths.com) provides detailed descriptions of the 4 primary dominant personality traits (Direct, Extrovert, Structured, Paced) and assigns a color to each trait to simplify recognition (Red, Green, Yellow, Blue). In addition, the website allows you to run reports comparing the traits to each other, and how people of varying "colors" can successfully work with one another.

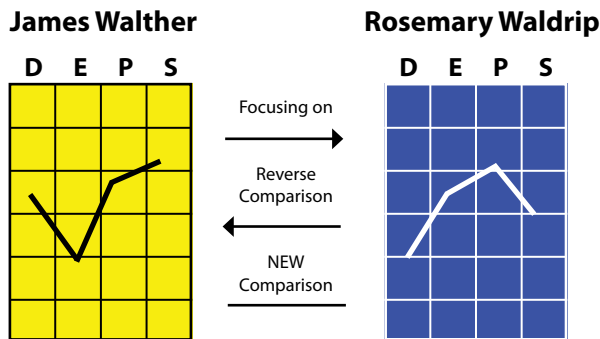
When I use MBS (daily), I use two types of comparison reports on the MBS website. One is a profile comparison between two people. The other is a multiple grid profile.

Profile Comparison

The profile comparison feature on the MBS website is easy to use and very helpful. At Pinnacle, most of us know the 4 colors and their corresponding dominant personality traits; however, we often forget what color people are classified as, what those colors mean, and how to work with people according to their color. That's where the profile comparison comes in. When I'm working closely with someone on a project, I run the profile comparison to see how to work with that person. For example, I work with Rosemary Waldrip, Pinnacle's Marketing Manager, on a variety of

Figure 1

MBS Profile Comparison: Jim to Rosemary



James needs to meet with Rosemary as soon as possible and discuss ideas

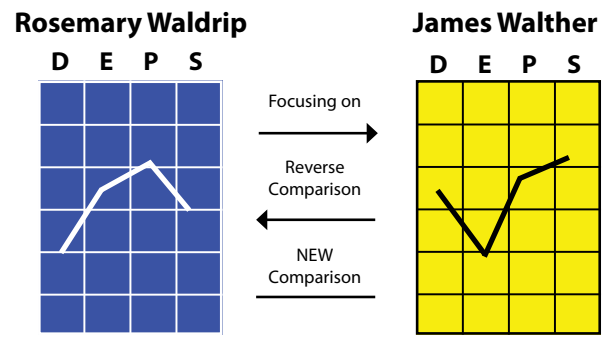
Be persuasive, friendly and interactive

Take a non-threatening approach with Rosemary; don't come on too strong

Be willingly to listen and provide feedback

Figure 2

MBS Profile Comparison: Rosemary to Jim



Rosemary needs to get agreement as to the correct way to accomplish the goal. James wants to be right.

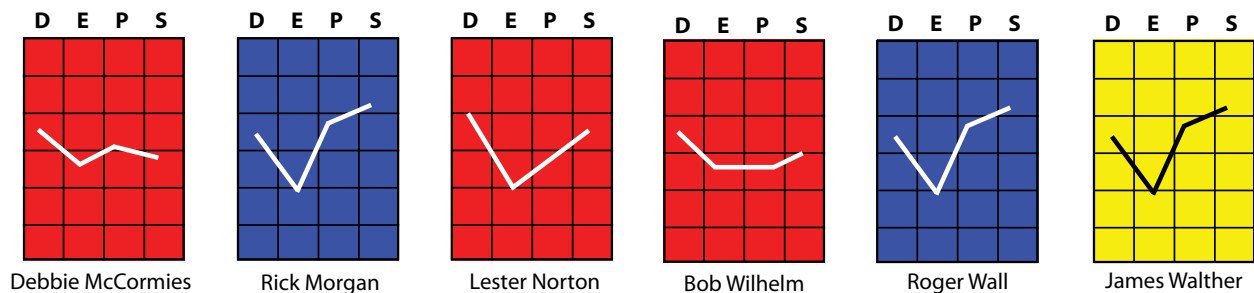
Be direct and candid. Avoid sounding critical.

Provide James with information in writing as soon as possible.

Give James some space and time to consider any change

Figure 3

Client Services Management Team



projects. It is important, then, that I know the best way to work with her. So before starting a project, I run the profile comparison, focusing on how I should best approach working with her (see figure 1).

As you can see, the comparison shows that Rosemary is "Blue (Paced)" while I am "Yellow (Structured)," so we work in different ways. The comparison tells me the best way to work with her and offers some suggestions on how to do that.

Ideally, Rosemary would run a similar comparison, focusing on how she should approach working with me (see figure 2).

If only one of us uses MBS, it is still effective, but it becomes even more so when both parties use it.

Multiple Grid Profile

Another way to use MBS is to run a profile comparison with multiple grids. This comparison provides a snapshot of any group I might work with and helps me understand how to work with the other people in it.

For example, I belong to a team of Client Services Managers. When I know I'm going to be working with the others, I can quickly run the following comparison of multiple grids (see figure 3).

From this view I can see that I have three "Red (Direct)" people and two "Blue (Paced)" people to work with. I can then use my knowledge about MBS to figure out the best way to interact during the

meeting or project, or I can run multiple comparison reports and use those. The snapshot is nice, though, because it helps me figure out the team itself along with the ways to work with the other people.

You can learn more about MBS at www.strengths.com or by joining us at Pinnacle Summit 2012, where MBS founder and president, **Michael Postlewaite**, will be speaking. ©





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SPREADING OUR EPM™ WINGS:

BROADENING THE SCOPE OF BI

//JANE SINN GABRIEL

Retail Solutions Manager

The Pinnacle Corporation

Innovation is not only invention, it is reinvention and advancement. These are concepts that people in our industry understand well. As we considered how best to move forward with the Pinnacle business intelligence solution, EPM™, we realized the thing we needed to do was to get the EPM solution in more people's hands. With more people providing feedback and asking questions, we would be sure to advance in the right direction.

So what broad areas of focus would result in achieving that objective of getting more information into the hands of more people? Here are our answers:

1. Support more POS systems
2. Offer more and easier access to EPM information
3. Broaden the variety of data being analyzed

SUPPORT MORE POS SYSTEMS

Let's talk about the first objective of supporting more POS systems. We have to write new interfaces to accept data from more POS systems. Not just the traditional daily store report data; we need to capture the transaction detail data.

So we began our pursuit of POS interfaces. Today our EPM system supports transaction data from Pinnacle Palm®, VeriFone Sapphire™ and Gilbarco Passport™ POS systems. The VeriFone Sapphire interface has been available since the fall of 2010. The EPM Gilbarco Passport Interface is now entering the marketplace.

The key to developing these new POS interfaces was the adoption of the PCATS NAXML Back Office standard. Pinnacle has worked shoulder to shoulder with



“ The close communication and cooperation of our always helpful clients has been critical. Sharing information is the only way we can refine our understanding of the POS systems’ data and processes. ”

industry leaders, competitors, and partners over the years to define and maintain POS to Back Office Data Standards. Adoption of these standards by Pinnacle and other suppliers has allowed us to create a variety of interfaces swiftly and with confidence.

Even with a well defined set of standards, building a POS interface to capture all transaction data can be daunting and, of course, we experienced some bumps along the road. You shouldn’t be surprised to hear that knowing the rose’s “other name” is the key to success. But, with good partnerships on the POS side and good clients to work with, we were always able to figure out the solution.

The close communication and cooperation of our always helpful clients has been critical. Sharing information is the only way we can refine our understanding of the POS systems’ data and processes.

Of course, the goal is to get the data from the POS into our EPM solution for analysis and distribution. The added benefit is that, as we add other POS users to our EPM list, we learn more about the information POS systems generate each day.

OFFER MORE ACCESS

Every day, our EPM team members work toward the shared objective of getting more information into the right hands in your organization. We aim to provide the analyses that will allow you to achieve your goals. Sometimes the answer is to create an alert that is delivered to a named list of email recipients; or it could be that exports (PDF or EXCEL) are posted to local network folders for access by a variety of personnel. Recently we have

added another user package called the EPM Store User.

The new EPM Store User package is designed to allow you to provide store managers with insightful analysis without overwhelming them with a tool they won’t use. The EPM system will do the work for them by delivering the information in straightforward, familiar formats like EXCEL, PDF, HTML, and Adobe Flash files.

The real power behind this user package is that a single run of a report will generate and deliver store specific results to each named Store User. Our embedded EPM BI tool, MicroStrategy, supports data level user security. In other words, user permissions can be limited to a specified data level. In the case of the new package, each store manager will get analysis for their store alone.

As part of the standard Store User package, we deliver a limited set of store reports intended to help you get a quick start. With this set of reports, you’ll be able to get information out to your stores, while at the same time, determine which other EPM reports should be added to the list. Maybe you’ll create your own reports for your store managers? We believe that store managers should have more and better information available to them, and that’s why we created this package.

BROADEN THE DATASET

Aggregated corporate and individual store inventory statistics are available in our newest module, EPM 150 – Merchandise Inventory Analysis. This new module is our first foray into the manager’s inventory

system. We chose to start with this dataset, as inventory numbers can affect more than one area in your organization.

EPM 150 analysis is populated with inventory item counts for purchases, sales, and adjustments, not to mention the beginning and ending quantity on hand. Along with counts, we have the inventory retail and average and current costs. The measures include item movement trends, merchandise turn numbers, possible out of stock recognition, and gross margin return on investment.

The EPM team has delivered the logic to load the right information into your EPM warehouse and the reporting that allows you to be proactive in correcting inventory.

“Having seen the data, we know that EPM 150 will give us what we don’t have in our database today, the ability to alert managers and supervisors that stores are in a negative sales mode on items. This is a huge plus for store operations to know this information promptly so that we can keep our item level inventory accurate. Correct inventory levels result in correct amounts of product ordered through computer assisted ordering,” says Jenny Bullard, CIO, Flash Foods, an industry leader in item level inventory practices.

So what’s next? The EPM team will continue to look for opportunities to help you get the right information to the right people at the right time. We will continue to ask what areas of focus will have the greatest impact: additional data sets, more POS system support, more mobile support, or more user definitions. We’re listening, so what do YOU think? ©

INNOVATION

10 Guidelines for Creative Thinking

By: Rosemary Waldrip, Marketing Manager, The Pinnacle Corporation

1

DAYDREAM

It's not just for kids! In fact, the idea for Post-it Notes came about when an engineer at 3M was daydreaming in church, thinking about how annoying it was that the bookmarks he'd placed in his hymnal so frequently fell out. He then remembered hearing a 3M colleague talk about a new glue he'd developed – a paste so feeble that it could barely hold two pieces of paper together. Many people thought this weak glue was completely useless. But thanks to the daydream of one man, a new (and useful) product was born!

2

BROWSE

Read articles online, browse through trade publications, and observe what's around you at tradeshows and industry events. Seeing what others in the marketplace are doing is one of the best ways to stimulate ideas that might work for your own company!

3

CAPTURE

One of my favorite marketing professors in college used to require his students to carry a small notebook around at all times, just to jot down any random ideas that came to us. It's amazing how many lightbulb moments you can have in one day...and how fast you will forget them if you don't write them down! (Full disclosure – that favorite marketing professor also happened to be my dad)

4

VISUALIZE

One of the most important concepts to master in creative thinking is to visualize. Visualize the present – what products, processes, business models are currently in place; what's working really well; what's NOT working? Then, check your practicality at the door – it's time to put on your "idealist" hat and imagine all of the things that COULD be. If Henry Ford had asked people what they wanted, they would've said "faster horses". No one could visualize the idea of a mechanical vehicle at that point.

5

INVEST

Creativity and innovation, like any other business principles, need to be nurtured and promoted. This means that a certain amount of time, energy, and resources need to be continually invested in, promoting the importance of them within your organization. I'll mention another 3M anecdote, simply because I believe they are one of the most innovative companies in the world. Did you know that 3M actually requires their engineers to rotate departments every so often, just to keep the ideas fresh, and allow for cross-functional application? Let the people in your organization know they are encouraged to think creatively. You never know who will have the next great idea!

6

TAKE RISKS

Google is the perfect example of a company who took a giant risk (and as we all know, it paid off big time)! When search engines were first coming around, the most popular ones (Yahoo, AOL) assumed that internet users would first want to read the news, check the weather, and then perhaps search for something. But when Google came along and got rid of all of the other stuff and focused on JUST the search part, they quickly won the race. Google's trademark empty homepage has earned them the largest search engine market share, with no sign of being dethroned anytime soon.

7

FOCUS

I know, I just told you to daydream a few paragraphs up...but trust me, this is not a contradiction to that. What I mean by focus, is to make sure you don't lose sight of the end goals of innovation – to create better or more effective products, processes, services, technologies, or ideas. Creative thinking, or allowing yourself to daydream, is just one path that helps get you there!

8

LISTEN

I read an article on Inc.com a few days ago about the habits of remarkably charismatic people. One excerpt that really resonated with me said this, "You already know what you know. You know your opinions. You know your perspectives and points of view... But you don't know what other people know, and everyone, no matter who they are, knows things you don't know." Take advantage of other people's knowledge and unique perspectives – not only will it help you think creatively, but people will gush over your remarkable charisma!

9

CREATE

Ah, and so we have come to the root word for "creativity." So many people think there are creative people and non-creative people. That's simply not true. The act of creating – whether it's cooking a meal, or building a bookshelf, or writing software code – will stimulate your brain cells and encourage them to continue thinking creatively, whatever that may mean for you.

10

DISCUSS

What good are ideas if they go unshared? Starbucks actually has a website devoted to customers who want to weigh in on new product/service ideas (www.mystarbucksidea.com). One customer recommended that Starbucks create coffee and tea products specifically for use in the popular Keurig® Single-Cup brewer. Starbucks responded by introducing the K-Cup®, which now comes in several varieties of popular Starbucks blends. ©

Sources: www.nytimes.com



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POS PARTNERSHIP: PINNACLE AND UTC RETAIL

BY: DENISE LEWIS, RETAIL SOLUTIONS MANAGER, THE PINNACLE CORPORATION

UTC RETAIL continues to be a strong Pinnacle partner for POS hardware. UTC works closely with Pinnacle to provide a POS hardware platform that is suitable for the c-store market. The current UTC platform, UTC 3100, has been available to Pinnacle clients since its launch in spring of 2010, when it was introduced as the next generation platform replacing its predecessor, the UTC 1870.

Several Pinnacle clients are in various stages of rolling out UTC 3100 hardware. Cenex Harvest Stores, Flash Foods, Honey Farms, Tedeschi Food Shops, and Road Ranger LLC are among the Pinnacle clients currently rolling out UTC 3100. Some are replacing old legacy systems and others are upgrading from the UTC 1870 platform. The overall feedback has been consistent – UTC3100 is fast and performs at the high level needed by the busy and demanding c-store environment.

Deploying the 3100 without a pole display is a popular trend. This trend parallels the migration toward using more

advanced PIN pads with customer-facing scrolling receipt functionality, making the pole displays redundant in many cases. Besides saving hardware cost, deploying without the pole display also saves valuable counter space real estate.

UTC 3100 boasts great reliability ratings, you can typically experience up to 50% less failures than PC-based cash drawers. If that doesn't put your mind at ease, UTC's generous coverage plan surely will. UTC 3100 comes standard with a 3 year warranty, which is above and beyond most other POS systems in the industry. In addition, retailers have an option to upgrade the warranty to a 5 year plan if they choose.

Besides offering a robust POS product, UTC also offers value-added services such as software staging and consolidated shipping. CHS has recently started deploying UTC 3100 and is taking advantage of UTC's pre-staging services to load a Gold Disk configuration on the hardware before shipping. Soon they will begin to also use UTC's consolidation services. As a consolidator, UTC's role is to be the consolidation point for all

the various components of Palm.Cenex POS which, besides the 3100 platform, includes a scanner, PIN pad, printer, power protection, and Allied NexGen box. Pinnacle places the order with all the various vendors who then ship their component to UTC and all the pieces are shipped together to the store for installation.

"The ability to standardize our feature set and basic configuration through Gold disk on Palm.Cenex afforded us many advantages," says Akhtar Hussain, Manager of Petroleum Equipment/New Technology for CHS Inc. "Pre-configuring the systems before shipping minimized set-up variables and led to quicker installs. But our installers asked us to help them be more efficient by delivering all the components together, so that's what we were trying to accomplish by utilizing UTC's consolidation services."

For more information about UTC 3100 or to learn about UTC's value added services such as Gold Disk staging or consolidated shipping, contact sales-info@pinncorp.com. ©

Pinnacle Employee Spotlight

2011

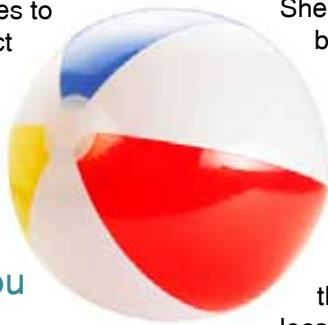
MELISSA FOX HADLEY

MANAGER OF THE YEAR



What do you do?

Ultimately responsible for the strategic planning and execution for all Pinnacle Retail and Fuel Solutions, the Director of Product Management owns and evangelizes concept, execution, and delivery to market all product management related functions. I work closely with cross-functional teams to ensure product management related goals are aligned with other company functions, and drive new process or related initiatives to streamline product management teams.



When did you join TPC?

August, 1996

Melissa has been with Pinnacle since August 1996 and has held a number of positions, including roles in client support, technical sales and currently in product management as a retail solutions manager. Her responsibilities within the product management group focus on the retail auditing and manager workstation solutions, along with the food service inventory management, handheld, and workforce management applications.

She was born in Warsaw, Indiana, a small Indiana town about half-way between Fort Wayne and South Bend. The majority of her family still lives there - mom, dad, 2 brothers, 2 sisters-in-law, 2 nieces, 2 nephews, and assorted other relatives. She moved to Mansfield, Texas, in 2009, along with her husband Doug and daughter Chloe, and they have since welcomed the newest family member, Daisy the Dog.

Melissa, Doug and Chloe enjoy spending time together cooking, exploring new places, hanging out at the pool, watching the Texas Rangers, and participating in local theatre, where Chloe is a budding actress and singer.®



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“Working with great people. Over the years, the favorite aspects of my job have changed and evolved, but the one constant form of encouragement has come from meeting people and building lasting relationships and friendships with our clients and partners and fellow Pinnacle employees.”



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