Issue 16: Spring 2014

The Perspective

Published By:
Pinnacle CORPORATION
www.pinncorp.com

A Publication for the Convenience Store and Petroleum Marketing Industries

The Power of Choice:
Pinnacle Software Solutions

The Life of a Support Call
Along with the New OnTime Customer Portal

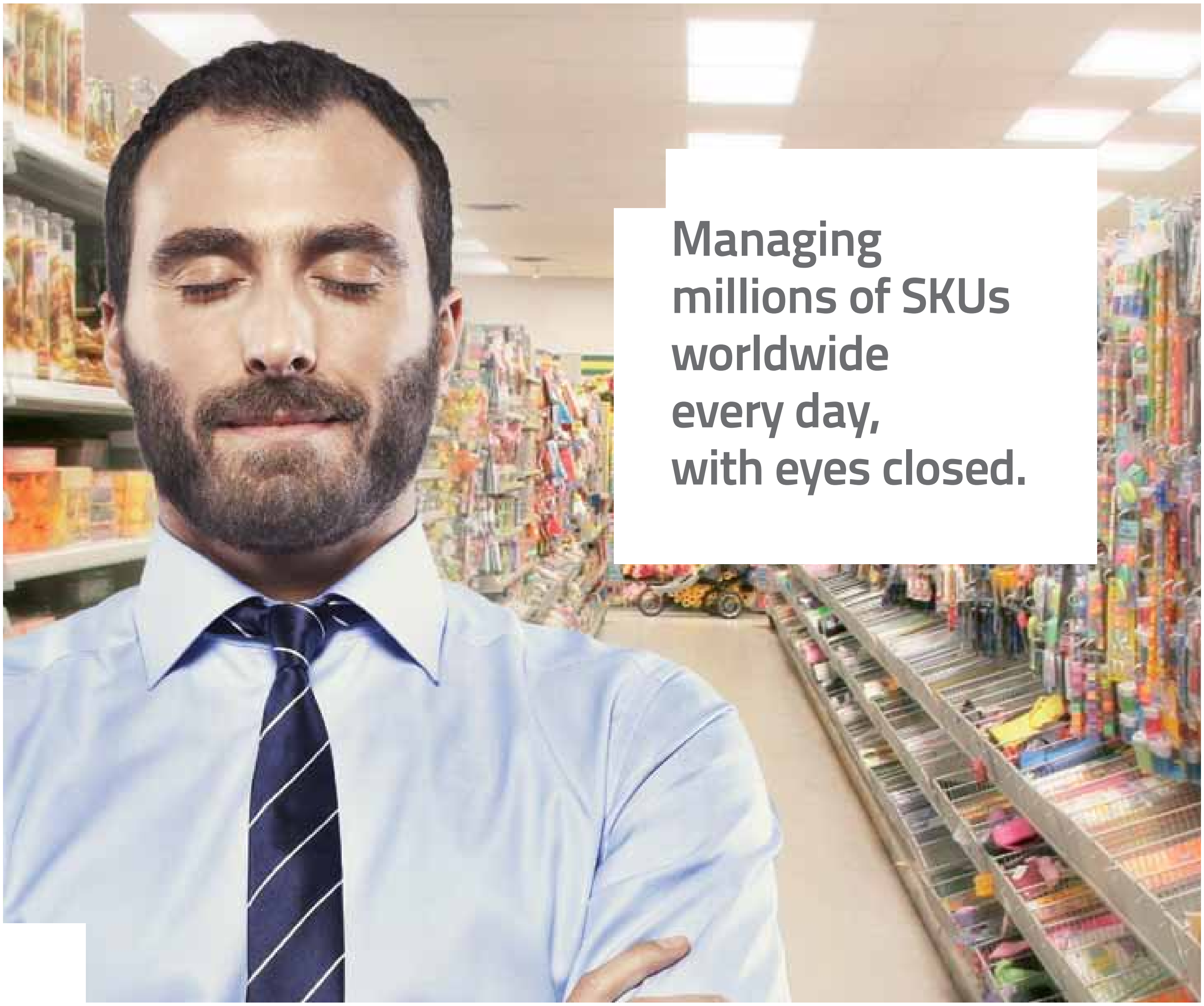
Flexibility & Choice in Payments

Harnessing the Power of Real-Time Business Intelligence

+

Leveraging Fuel Smart® to Cut Your Reconciliation Costs

Summit 2014: Embracing Evolution in Today's Market



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SEPT 9 -11
SUMMIT 2014
DALLAS, TX

OCTOBER 7-10
NACS Show - Booth #5229
Las Vegas, NV

FROM BOB'S PERSPECTIVE

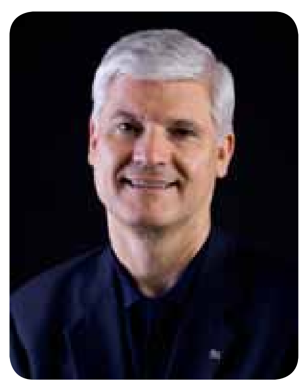
This issue is primarily focused on "The Power of Choice". For nearly 25 years we have had the honor of serving a diverse group of clients, although primarily focused in the Convenience and Petroleum markets, each company certainly has unique attributes that differentiate them from one another.

Over these two-plus decades we have worked diligently to understand the markets we serve, and listen to our clients in order to develop and implement solutions that address their biggest issues or challenges.

One thing we have learned is that although there are many similarities between one Convenience Retailer, for example, and another, there are also differences as well. While the issues or challenges typically don't vary dramatically from one company to another – the 'impact' of those issues or challenges does. It's not uncommon that having timely and relevant information may be "valuable" for one company, yet for another it could be the difference between staying-in, or getting-out of the business.

If it's true that the 'impact' of these issues is unique for each company, then how arrogant is it to assume that everyone needs the same solution. While some vendors require an all-or-nothing approach – Pinnacle had consciously built our systems to provide you the flexibility to choose. Our vast experience within these industries allow us to "recommend" an approach for your business, but we provide you the most flexibility in the industry to leverage your prior investments of time, money, and effort. Our goal is to help our clients have both a vision for growth, and a practical approach to improve the efficiency and effectiveness of your business.

Thank you again for the honor to serve you, and let us know how we can help you address those issue that are most impactful to your business.



Robert S. Johnson
President
The Pinnacle Corporation

FROM OUR PERSPECTIVE

LETTER FROM THE EDITOR

Traveling is a passion of mine and these past few months I've been busy planning a dream trip to Central America. One filled with scuba diving, surfing, hiking through the jungle, zip lining and other adventures. It's been thrilling to piece together a weeklong itinerary based on my preferences and needs. I've really appreciated being able to customize the experience. This is just one example of an infinite number of opportunities where we as the consumer can choose our experience…from our car features to our pizza toppings, there is no veritable end.

Why then should our software solution be any different? Pinnacle prides itself on building a solution to meet the needs of your business, and those needs are likely to vary from another c-store operator or petroleum marketer. You can feel confident that Pinnacle has built our solutions platform with the ability to customize for your business needs in mind.

In this specific issue of The Perspective you'll read accounts of the flexibility and power of many specific Pinnacle solutions. I encourage you to consider how you might implement some of these examples into your own operations for greater automation efficiency.

We look forward to helping you as our clients reach new heights in your business success for many years to come. ℗

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WHAT'S NEW AT PINNACLE?

Welcome to these new Pinnacle Clients!

- **United Supermarkets LLC**

Pinnacle Employees:

Pinnacle welcomes these NEW employees to our team:

Chris Reno – Client Services Representative

Walter Rivera – Inside Sales

Events:

- **Pinnacle Summit 2014** – Pinnacle's annual user conference will take place September 9-11 at the beautiful Sheraton Hotel in downtown Dallas, Texas. Visit www.pinnaclesummit2014.com for more information. We look forward to seeing everyone in Dallas in September!

Training & Documentation:

In the 2nd quarter of 2014, we released 30 documents to www.pinncorp.com for our clients and trained 95 students in 18 classes.

Solution Updates:

Auditor/MWS Version 4.6:

- NEW Radiant POS-BOS Interface
  - » This new MWS Interface utilizes the PCATS NAXML format for scanning and polling end of day summary data.
- NEW Post Electronic Invoices feature for Auditors
  - » This new feature allows the home office staff to post electronic invoices by store and by date in mass from one screen, reducing the amount of time to process invoices which was previously through each store's daily paperwork checklist.
- NEW Ability to Restrict Retail/Cost Modifications on Invoice Entry
  - » You can now restrict a Vendor to not allow for modification of the Cost or Retail columns on Invoices. This feature closes the gap on a OMWS legacy invoice entry feature that allowed customers to configure for which vendors they would allow the store managers to change the cost/retail values and whether or not they want them to be able to change the cost value to a higher cost than what is in Price Book; or change the retail value to a lower retail than what is in Price Book.
- NEW Ability to Restrict Pulled Products on Bill of Lading
  - » You can now limit the Pulled Product pull down menu on the Bill of Lading screen so that it will only show those products that have been linked to the store and are valid based on the combination of Supplier/Terminals selected. This new feature is valuable for those customers who purchase products for their stores from different suppliers and helps to prevent the user from choosing a supplier not authorized for their store.
- NEW Retail Value Inventory Correction screen
  - » For those customers who are keeping inventory @ retail by category, we have added a new feature that will allow them to make adjustments to their inventory in cases where their margins have gotten out of line or when their cost or retail values are not correct. This can sometimes happen when daily paperwork errors are not caught or are not known until later in the month and there previously was not a good way to fix the inventory.
- NEW Database Purge Feature
  - » This process will purge the data associated with the business days included in the closed fiscal year selected. All data will be deleted for the range selected so customers are urged to complete a backup prior to running this secured feature.

EPM:

- New EPM Retalix and EPM Radiant interfaces supporting the PCATS NAXML POS-BOS 3.4 journal specification
  - » Both interfaces deliver extended transaction level data to the EPM BI solution. The format for POS generated transaction data.

Fuel Smart Version 6.2:

- Released for non-Andalé clients
  - » Fuel Smart v6.2 contains several significant enhancements such as, a new report containing stick readings that are captured from Andalé and an enhanced AOD edit screen just to name a few. This release also resolves several maintenance items primarily focusing on User Interface constraints and exports.

    Due to Andalé dependencies, this version of Fuel Smart is currently only available for non-Andalé clients. We currently have Andalé v3.0 in production and expect it to be able for general release in June. Once Andalé v3.0 has been implemented, Fuel Smart v6.2 will be available for all clients including those using Andalé.

Palm POS™ and Payment NIMS:

- WorldPay NIM v4.2 has been certified by WorldPay and is ready for client beta testing. This release resolves a number of maintenance issues and adds support for Alon cards.
- SmartEcho Fuel Systems by Boulder Logic Design is Palm's newest coalition loyalty partner using the Fuel Partner NIM
- RBA v6 is now available for Ingenico PIN pads. This version fixes a number of issues and allows for a single stage load process vs a 2-stage process in the previous version.

Loyalink and Loyalty NIM 3.2.1:

- NEW Alternate ID acceptance
  - » No card required at the POS. Loyalty members can use their cellphone number to get loyalty earn benefits and redeem points.
  - » Supports the assignment of a secure PIN at the PIN pad
- Points can be redeemed at the POS with Alternate ID and secured with a PIN
- Loyalty Web Template updated to support assignment of Alternate ID and PIN
  - » Supports the assigning of an Alternate ID at the POS or the PIN pad.
  - » Supports updates to existing account information, such as address changes
- Sign-up Service
  - » Supports the assigning of an Alternate ID at the POS or the PIN pad.
  - » Supports updates to existing account information, such as address changes

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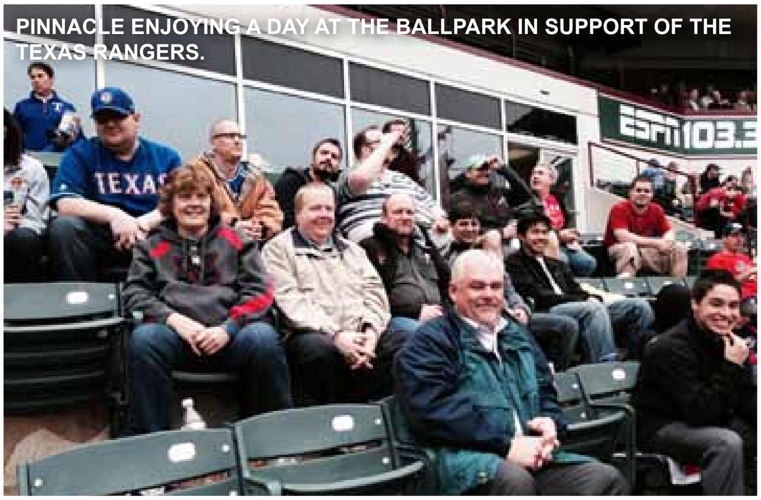
HAPPENINGS

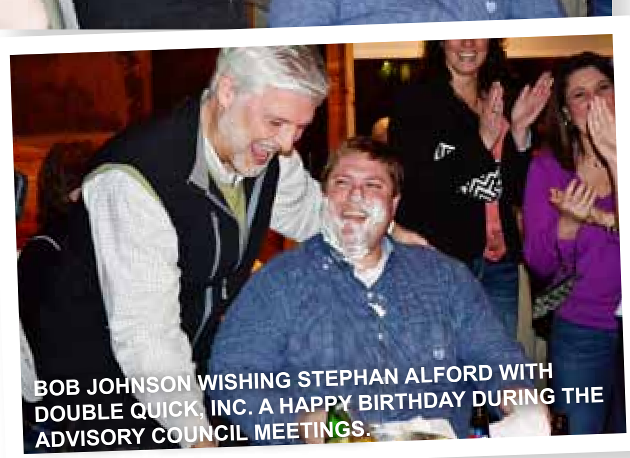


PINNACLE ENJOYING A DAY AT THE BALLPARK IN SUPPORT OF THE TEXAS RANGERS.

DISCUSSING MOBILE PAYMENTS DURING A ADVISORY COUNCIL RECEPTION.

TRYING TO STAY WARM DURING A RAINY DAY AT THE BALLPARK.

JEROME SEDELMEYER GREETING BOOTH VISITORS AT THE WPMA TRADESHOW IN LAS VEGAS.



BOB JOHNSON WISHING STEPHAN ALFORD WITH DOUBLE QUICK, INC. A HAPPY BIRTHDAY DURING THE ADVISORY COUNCIL MEETINGS.

WHAT'S YOUR PERSPECTIVE?

Do you have an idea for a topic you would like to see covered in a future issue of the Perspective? Let us know!

EMAIL TOPIC IDEAS TO:
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The Perspective

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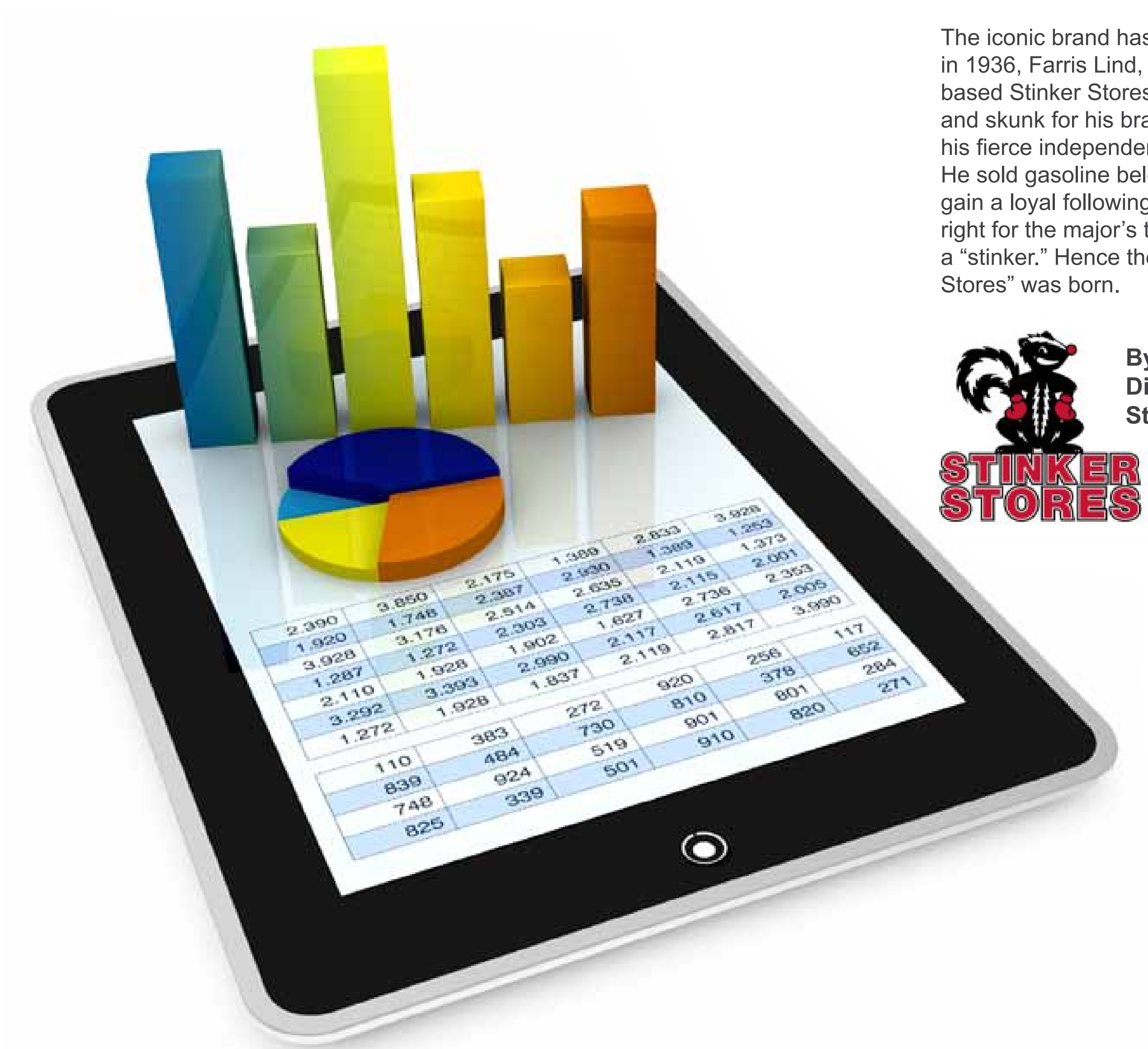
"Why are we making real-time decisions with months old data?" This is the question that kept Charley Jones, CEO of Stinker Stores, up at night. In 2011, he decided to do something about it. Charley challenged his team to find a solution that would give them real-time data at their fingertips.

The iconic brand has a long history. Back in 1936, Farris Lind, founder of Idaho based Stinker Stores, chose the name and skunk for his brand emblem to reflect his fierce independent nature and humor. He sold gasoline below the major's to gain a loyal following and earned the right for the major's to refer to him as a "stinker." Hence the name "Stinker Stores" was born.



By: Cory Mooney, Director of IT, Stinker Stores

Harnessing the Power of Real-Time BUSINESS

> "For any business, forecasting...is going to be a key way to cut uncertainty. The best way to do that is just have a lot of information.. on your own performance..."

Fast forward to 2014 and Charley Jones has grown the business to 65-stores. As a CPA and CFO of several private companies, as well as a recipient of many business awards, Charley understood that business succeeds and prospers by making wise decisions based upon true, hard data. Stinker was an early adopter of business intelligence in the c-store space and invested in early technology, though their parent company slowly lost the vision and interest to support the application.

In 2011, Charley stated, "We need to put near real-time data into the managers hands so that they can make decisions – now – to help move the financial needle. Making a decision a month from now based on month old data does not work."

With that announcement, Stinker began meetings with operational, marketing, and financial managers, asking questions and gathering information from each department. As a result of those meetings, our IT group, along with Lou Aldecoa, CFO, Laura Cox, Controller and Angie Mott our designated "power user", collaborated to define key expectations as:

ANALYTIC REQUIREMENTS

- Loss prevention measures
- Margin analysis
- Operations performance
- Predictive analytics capability

BUSINESS INTELLIGENCE TOOL REQUIREMENTS

- Ad-hoc Flexibility in the Tool
- Full featured Web and Mobile interfaces
- Seamless integration of reporting, analysis, and monitoring
- Ease of use and self service
- Proven data scalability
- Automated report maintainability
- Pervasive security and user administration

DATA INTERFACE CONCERNS

- Strong Partnership and Project management
- Seamless systems integration
- Hands-off data movement
- Strong Convenience Retail background

With the key expectations identified, it was up to my team to identify the solution that would be able to both deliver and mine data from our Fiscal Point of Sale (POS) and retail back office systems.

After deep dives into Enterprise Performance Management™ (EPM) demos and conversations with Pinnacle EPM client users, like Howard Hyche, Director of IT, Double Quick, Inc. and Jenny Bullard, CIO, Flash Foods, Inc. we at Stinkers agreed that the native EPM tool set would meet our business needs and be able to deliver timely, relevant and meaningful data to all stakeholders. Ultimately, we were not looking for anything incredibly customized; we wanted to leverage the tools the business intelligence solution already had.

Confident that Pinnacle's EPM was a good fit to deliver hard data, Stinker Stores introduced the Pinnacle product management team to Fiscal managers to begin the process of mapping out the project plan along with the details of connecting the Fiscal source data to EPM. The two companies worked side by side through many detailed conversations to define file formats, test files and data, and project planning. Stinker agreed to the project plan and kicked into gear a collaborative effort between each company that has resulted in the enterprise-wide roll out of EPM.

In a recent Wall Street Journal article, Stanford University economist Nicholas Bloom notes, "For any business, forecasting…is going to be a key way to cut uncertainty. The best way to do that is just have a lot of information..on your own performance…"

Stinker's management team understands that gut decisions, hearsay from 3rd party vendors, or the comments from a sales associate are not the same as hard data delivered near real time into the hands of the stakeholders who need it the most to make sound business decisions–now. Stinker knows that making decisions today based on yesterday's data can help alleviate uncertainty, drive cash flow, margins, and inventory turns that all help move the financial needle.

As we look to the coming year, we are focused on working with our EPM users to gain full adoption of the system and the analytics we can deliver. Discoveries made in the data that are actionable and result in reduced loss or increased sales will demonstrate the value of business analytics with our users.

As a second generation user of business intelligence, Stinker Stores executives asked themselves these questions, "How old is the data that your management team is using to make decisions? What direction and at what velocity is the financial needle of your company moving?" The use of EPM allows Stinker to continue to live up to their name by staying ahead of the competition. Today we have actionable data and the tools to make a difference.

INTELLIGENCE

PINNACLE'S ADVISORY COUNCILS

VALUING OUR CLIENT FEEDBACK

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

One vital aspect of Pinnacle's product management process includes continuous feedback from existing clients. This is important to ensure our clients are in alignment with our strategic product planning, important for client relations, and in general provides us with a checkpoint to verify that our internal plans make sense for the market. If the clients that use our products today aren't in general agreement with our solutions' direction, we should reconsider our plans. While all clients' voices are important, the purpose of the Advisory Council is to gather strategic knowledge and focused planning goals.

HISTORY OF THE ADVISORY COUNCIL

In January 2008, we developed the concept of an Advisory group for Point of Sale; a small group of Palm POS clients that gathered in Orlando, FL for a two day face-to-face meeting. The group was hand selected by the Palm Product Manager, and intentionally targeted for 5-6 of our largest Palm clients. Since that time the POS Advisory group has meet via conference call on a quarterly basis, with an annual face-to-face meeting. The 2009 face to face meeting was also held in Orlando, FL; timed to coincide with the PCATS Annual meeting in order to reduce TPC and client travel expenses with the expectation that we might encourage more Palm clients to participate in PCATS.

In January of 2009 we extended the concept to include a Fuel Solutions Advisory group. The fuel group met face-to-face in March, and since that time has conducted quarterly conference calls. The face-to-face meeting was held in Dallas in order to minimize TPC travel expenses.

Because of the success of the Advisory groups in not only what Pinnacle was able to gain related to strategic input and understanding of client's needs; but also from a request from our Advisory clients to expand the groups to cover more Pinnacle product lines, we added the Retail Operations Advisory group in 2010, and the Retail Marketing Advisory group in 2012.

EXPECTATIONS, BENEFITS AND COMMITMENT

Becoming a member of Pinnacle's Advisory Councils provides great benefits to client companies, as well as requiring both the company and Pinnacle to agree to some commitments.

MEMBER BENEFITS

- Your voice - Ensure your organization's specific needs are heard
- Roadmap input and validation – Ensure we aren't missing anything in the market
- Direct access to Pinnacle's product management team
- Peer relationships

ADVISORY COUNCIL STRUCTURE

- Company and its individual members are selected by the Pinnacle Product Management team
- 2 year term per company
- Limited to 2 members per company
- 15 maximum members per council

MEMBER COMPANY COMMITMENT TO PINNACLE

- Provide your voice and feedback
- Commitment to term duration
- 1 face-to-face meeting per year and 3 quarterly conference calls per year
- Travel expenses
- Advocate for Pinnacle – Summit attendance, client reference

PINNACLE COMMITMENT TO MEMBER COMPANIES

- Listen to your voice
- Unabridged version of Pinnacle's thinking
- Councils' voice in Roadmap planning
- Communication of changes to the Roadmap
- Gateway to Pinnacle product management team
- Gateway to peers

ANNUAL MEETING 2014

The 2014 annual Advisory meeting was held in early February at the NYLO Hotel in the DFW area. Over two days, the attendees made up of 37 clients representing 23 companies and 12 Pinnacle staff, reviewed progress since last year's 2013 event, analyzed and work shopped topics related to current industry issues and trends, and prioritized pressing immediate and strategic needs into a top 5 list to be planned into upcoming projects.

NOT AN ADVISORY COUNCIL MEMBER?

The Advisory Council is just one of the many ways for Pinnacle's clients to interact and engage with Pinnacle, its partners and its customers. The Summit, Pinnacle's annual client conference is a great opportunity to network with other customers and Pinnacle's staff and partners to gain new ideas and to discuss problems you might be facing.

Pinnacle also offers a world-class team of consultants through our Professional Services organization who is happy to engage with customers to assess and understand their business problems and offer solutions based on best practices.

INTERESTED IN BECOMING AN ADVISORY COUNCIL MEMBER?

Advisory Council member terms are 2-year commitments. The product management team evaluates on an annual basis who to invite to the Council as members terms are expiring. Input to the list of companies included in that evaluation comes from many sources:

- Direct contact with product management team
- Input from conversations with other Pinnacle staff (sales team, help desk, PS, etc.)
- Recommendation from other Advisory Client members
- Interaction at events such as Summit

If you are interested in knowing more, please contact Melissa Fox Hadley, Director Product Management.Ⓟ

Survey Says...

Feedback from Pinnacle Advisory Council Members

By: Jennifer Trafelet, Solutions Analyst, The Pinnacle Corporation

Pinnacle's mission is to be the leading supplier of technology to the convenience store and fuel petroleum markets through our strong client/partner relationships, innovation in technology advancement, commitment to the industry, and experienced personnel. A recent survey revealed that Pinnacle is living, breathing and successfully achieving this mission.

"For the more than 20 years that I have been using Pinnacle products, they still provide the most complete and comprehensive convenience store and fuel management software suite." Bob Carpentier, General Manager - QuickSav

When asking new Advisory Council members what benefits they felt that Pinnacle provides their company, they responded with the following:

- Most complete and comprehensive convenience store and fuel management software suite
- Flexibility in product configuration allowing store locations to determine how the product line should operate and what type of sales data should be collected and utilized
- Open platform providing easy access to data
- Real time access to sales data
- Support of Item Level Inventory
- Support of 3rd Party POS systems
- Well educated client support staff
- Large Footprint

"Pinnacle's Client Services and Support staff are well versed in store and industry needs, and helped us configure Pinnacle products to meet our existing workflow, both at the store and the corporate office." Michael Flannery, Chief Information Officer - Green Valley Grocery

Pinnacle strives on building mutually rewarding relationships with clients and partners. In order for this relationship to be rewarding for all parties, Pinnacle realizes the importance of listening to industry needs while providing an environment that allows clients direct contact to the product management team as well as to other clients.

"Pinnacle is not the biggest juggernaut in the industry; they do not have 10,000 employees and offices all over the world. We like that - we're one of the smaller larger chains in the industry but that doesn't mean we do not have a voice - when it comes to Pinnacle. They treat us like a partner and are there for us when we are in need." Jeremie Myhren, Sr. Director of IT - Road Ranger

The Advisory Council has proven to be exceptionally gratifying for Pinnacle as well as for Advisory Council Members. When surveying new Advisory Council members, they agreed to participate in the Advisory Council for the following reasons:

- Ability to network and establish ties with some of Pinnacle's best clients
- Opportunity to network & get to know Pinnacle employees to help develop a good working relationship
- Be able to provide and receive insight as to how products are being used
- Provide feedback on existing products
- Help focus development tasks and pressing organization needs
- Provide input on future product updates as the industry and needs change
- Ability to be able to brainstorming new ideas with Pinnacle and other Advisory Council members

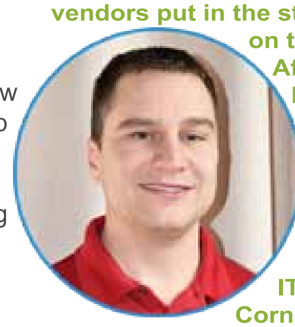
"Vendor partnerships are important to QuickSav. Investing a small amount of time and resource time to help determine future functionality and software direction that will ultimately benefit our company, is, in my opinion, one of those win/win solutions." Bob Carpentier, General Manager - QuickSav

"Participating in the Advisory Council gives us a voice at the table when it comes to driving the direction of the products we use. It's a magical feeling seeing the things we discuss and brainstorm at the AC meetings showing up in the products down the road." Jeremie Myhren, Sr. Director of IT - Road Ranger

New Advisory Council members find that having Pinnacle solutions implemented not only saves them time and money but provides them with the ability to better manage and be in control of their operations.

"Implementing Pinnacle software reduced the hardware and software purchases needed for new stores by $2,500, and reduced Green Valley Grocery support time needed for back office problems by 20 hours per week." Michael Flannery, Chief Information Officer - Green Valley Grocery

"Before implementing Palm, we had a difficult time controlling what the vendors put in the stores and pricing on the merchandise. After implementing Palm and Pricebook, merchandise and pricing is easily maintained from our home office." Thomas Leise, IT Manager - Al's Corners



"Prior to implementing Pinnacle products, we were spending too much time and money collecting, tracking and collating data to manage our business. With Pinnacle's integrated software solution, we save both time and money and have the data needed to make better business decisions at our fingertips." Bob Carpentier, General Manager - QuickSav

Pinnacle continues to shine whether looking for anything from a complete and comprehensive software suite to the ability to be able to network and establish ties with Pinnacle's personnel and clients. At Pinnacle, we continue to provide a complete solution that will improve margins, reduce expenses and increase bottom lines.

The life of a Support Call

Along with the new OnTime Portal

By: Mary Clements, Director of Client Support, The Pinnacle Corporation

We all know how frustrating it is when we have a problem with a software program. Even more frustrating is when we have to report an issue to support and have no idea what is going to happen.

The Pinnacle Client Support team stands ready to assist your internal support teams to resolve your issues.

Internal Review

In the initial stage of a support call, there are several key pieces of information that your Level 1 technician should capture from the cashier/manager/department reporting the issue. This information will help reduce the amount of time your support staff spends in research as well as minimize the time that the issue is impacting your business operations.

These key pieces of information, in addition to helping you expedite your troubleshooting efforts; will also be necessary for the Pinnacle support staff for any issues escalated for Level 2 support. The Pinnacle Client Support team is manned by techs that are sensitive to your company's Level 1 support challenges and stand ready to provide assistance when your internal troubleshooting and research efforts have not produced an effective resolution.

- When did the problem occur?
- In what software version did the problem occur?
- Where in the application did the problem occur?
- Is an error message being displayed in the application? If so, what are the specific error codes and messages?
- What were you trying to do when you encountered the problem?
- Is this the first time you've encountered this problem?
- What impact does the problem have on your business?

So, you've gathered key information and are ready to alert support. This could be an operations help desk for store systems, someone in your IT group, or even a co-worker with more experience using the software. Although this may be a new problem for you, it is possible that a resolution is known to someone else in your company.

Starting with internal support in your organization is helpful in order to eliminate any contributing factors that may not be software related. Questions related to your company's infrastructure should be considered as you begin your troubleshooting. Things such as internet disruptions, system updates, and regular maintenance related to network setup / configuration, DNS changes, firewall updates, etc. should all be examined and eliminated as causes for your issue.

Getting Help from Pinnacle Support

After your Level 1 support efforts are exhausted and you are ready to reach out to the Pinnacle Client Support team for assistance, there are four ways to reach us:

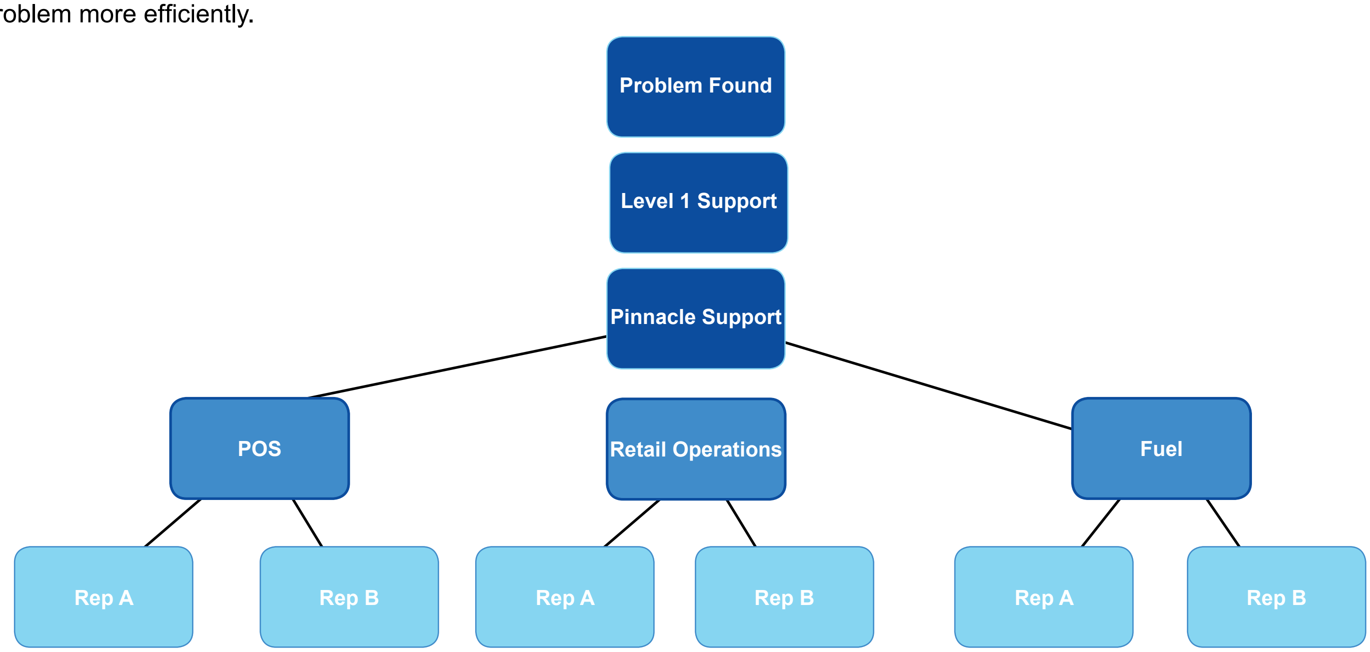
- Email – we recommend you submit to support@pinncorp.com to ensure your message is handled in a timely fashion. Submitting to a specific support person places your message at risk of being missed should they be out of the office.
- Phone – the Client Services section on www.pinncorp.com shows the extensions for each of the solution support teams. These extensions ring on every team member's phone, and the first available representative will answer your call.
- Instant Chat – Pinnchat provides quick access to support staff and can be accessed from each product's main page on www.pinncorp.com
- Pinnacle Customer Portal – we recently retired the old eSupport software tool and have implemented a new program for call tracking. We are pleased to announce that the Customer Portal for this program is now ready for your use. Details on how to access and use this portal are presented later in this article.

The Pinnacle Client Support staff is structured into teams utilizing the concept of Subject Matter Experts (SMEs). Pinnacle's software solutions are very diverse in the day-to-day operations of your business, which lend to an SME structure. This structure affords Pinnacle the opportunity to direct you to the team with the knowledge and experience to handle your problem more efficiently.

Within each team, assignment of your call to a specific support representative is determined by a number of factors--the key ones being availability and SME knowledge within the team/ software solution.

Now that your problem has reached the Pinnacle Support team, what happens next? How will you know what is happening with your problem? Based on feedback received from our most recent semi-annual Client Support Satisfaction Survey, the Pinnacle Support management team is implementing a new process to ensure that you are kept informed through the entire life of your support call. At a high level, we have identified five key steps that each call goes through in its life, and we have instructed all team members to provide you an update at each step.

1. Record call – capture key pieces of information
   - When did the problem occur?
   - Where in the application did the problem occur?
   - What specific error message was received?
   - What software version did the problem occur in?
   - Is this the first time you've encountered this problem?
   - What impact does the problem have on your business?
2. Acknowledge call – the support representative will call you acknowledging receipt of the problem and provide you with a call number for your tracking purposes
3. Review information provided – is there enough information to determine the cause of the problem? Request additional information as needed.
4. Troubleshoot problem
   - Can the issue be replicated?
   - Can the point of failure be identified?
   - Is further assistance needed?
5. Decision Point
   - Problem resolved / fixed? Contact the client with the resolution.
   - Submit reproduced software issues for team review or ask for development / product management help to research the issue.

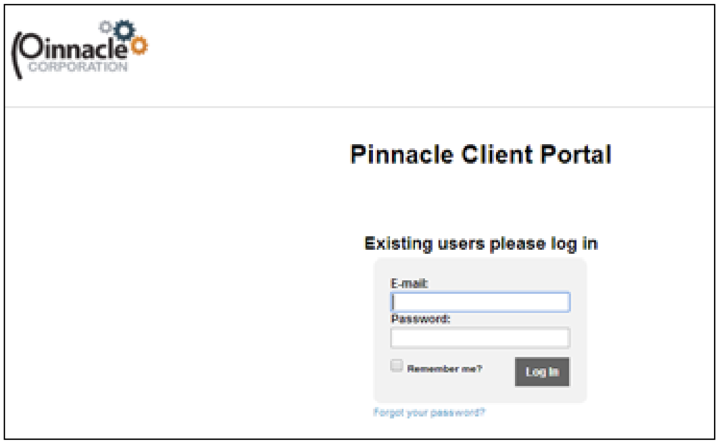


Online with the Customer Portal

Want to monitor the status of your calls without having to call or email support? The Pinnacle Client Portal is the place. You will be able to enter new support requests, monitor the status of your calls, and set up email alerts on your calls all in one place.

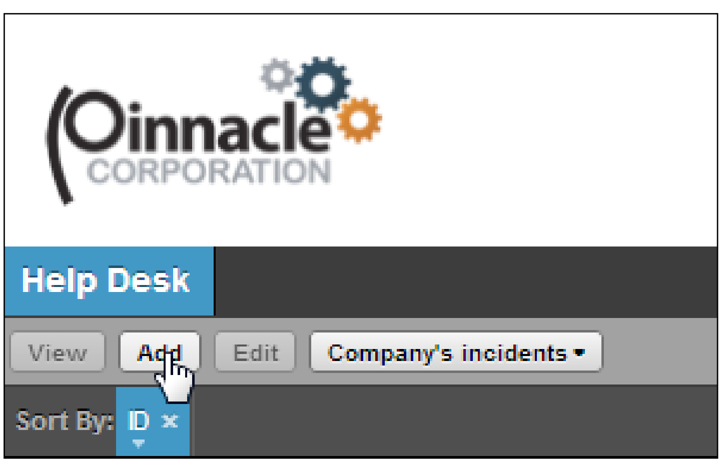
http://pinncorpsupport.com/OnTime2014portal/login.aspx

You may already have received or will be receiving shortly your login information for the Pinnacle Client Portal.

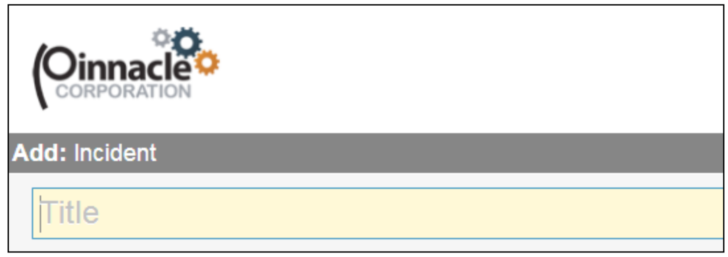


After logging in, the main screen will display calls opened for your company.

In addition to monitoring calls, you will also be able to submit new support requests. Click on the "Add" button at the top of the page to create a new call.

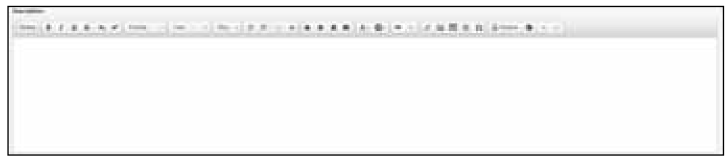


Enter a description of the issue in the "Title" Field.

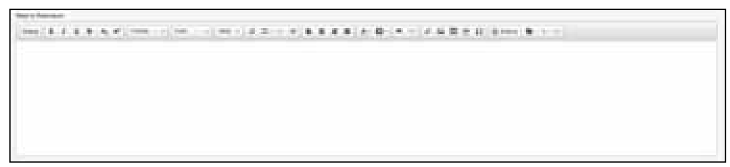


Select the solution in which you are having an issue, such as MWS, from the drop down list.

Next, you will need to write a detailed description of the issue you are experiencing in the "Description" Field.



The next step would be to describe how, what, or where in the solution you are having a problem in the "Steps to Reproduce" field. The more detailed, step-by-step information you can provide will help the Pinnacle support representative replicate, research, and troubleshoot your issue:



If you want to receive an email update each time your call is updated check the 'Notify me of changes…' box.

When you've completed each field and are satisfied enough information is provided, click the 'Save & Close' button at the bottom of the screen. This automatically kicks off an email to the support@pinncorp.com box.

At this point a Client Support representative would pick up the issue and start working the call. This will begin the life cycle of a support call as described in this article.

A Final Word

Having the right information ready for your internal support team will reduce the time it takes to resolve issues you encounter with Pinnacle's products. But when the issue escalates to the next level, know that the Pinnacle Support team is committed to keeping you up-to-date with the status of problem resolutions. Additionally, the visibility offered by the new customer portal will only further improve your experience when reaching out for assistance.

September 9-11, 2014 • Sheraton Dallas

Register Now! www.pinnaclesummit2014.com

Summit 2014: Embracing Evolution in Today's Market

Last year's Summit was the biggest yet and we're looking forward to Summit 2014 being even bigger. This year's emphasize on why being able to adapt and evolve in running your business is key. In addition to compelling speakers and targeted breakout sessions, Summit is an opportunity to connect with fellow clients, share your ideas and experiences, and take home ways to use Pinnacle technologies to innovate and increase efficiency within your company. It is the chance to build relationships and discover how to extend the power of your Pinnacle solutions across all areas of your business.

Client attendees from across the United States and from all professional backgrounds (IT, executive level, marketing, accounting, operations) attend Pinnacle Summit. Through educational sessions, networking opportunities, open forum discussions, and general sessions with industry and technology leaders, Pinnacle Summit serves as a platform for growth and insight into how others in the industry gain efficiencies in their organizations through the use of Pinnacle software.

Why Attend?

- Network with fellow Pinnacle clients and learn how they use Pinnacle solutions in their operations
- Participate in open forum discussions and share ideas and experiences with fellow clients and Pinnacle employees
- Participate in roadmap sessions to see how Pinnacle is responding and planning for changes in our industry
- Meet with Pinnacle employees who are experts on Pinnacle solutions
- Discover Pinnacle solutions you may not be as familiar with and learn how others are using these solutions
- Get the latest industry updates straight from NACS and PCATS representatives
- Meet with Pinnacle partners, ranging from hardware providers to PCI experts in one of our largest partner showcase yet
- Engaging general session speakers that present on the topics that matter to your business
- Have fun - Summit is a great forum for building relationships

2014 Agenda

To see a more detailed agenda, visit
www.pinnaclesummit2014.com

Monday, September 8

7:00-9:00 pm	Early Arriver Happy Hour @Draft Media Sports Bar

Tuesday, September 9

7:45-8:25 am	Breakfast
8:25-8:40 am	Break
8:40-10:25 am	Summit Opening & Keynote Speaker
10:25-10:40 am	Networking Break
10:40-10:55 am	Sponsor Speaker
10:55-11:30 am	Rapid Fire
11:30-12:45 pm	Lunch & Networking
12:45-5:30 pm	Breakout Sessions
5:30-6:30 pm	Partner Cocktail Hour/Partner Showcase
6:30-10:00 pm	The Rustic Evening Event

Wednesday, September 10

8:00-8:45 am	Breakfast
8:45-8:55 am	Networking Break
8:55-9:55 am	Business Intelligence Panel
9:55-10:10 am	Networking Break
10:10-10:25 am	Sponsor Speaker
10:25-11:00 am	Rapid Fire
11:00-11:15 am	Sponsor Speaker
11:15-12:45 pm	Lunch & Networking
12:45-5:30 pm	Breakout Sessions
5:30-6:30 pm	Partner Cocktail Hour/Partner Showcase
6:30-10:30 pm	Casino Night and Party @The Sheraton Dallas

Thursday, September 11

8:00-8:55 am	Breakfast
8:55-9:05 am	Networking Break
9:05-10:00 am	Speaker
10:00-10:05 am	Break
10:05-11:00 am	Client Panel
11:00-11:30 am	Closing Comments & Prize Drawings

Evening Events

A Night of Dinner and Dancing at The Rustic

Our first official night event at Summit will start out with dinner at the new Uptown Restaurant, The Rustic. Owned by famous country singer, Pat Green, The Rustic boats farm fresh food, local beers and a phenomenal patio. Get ready to feast on some Southern cooking while rocking out to a fantastic band under the big Texas sky.

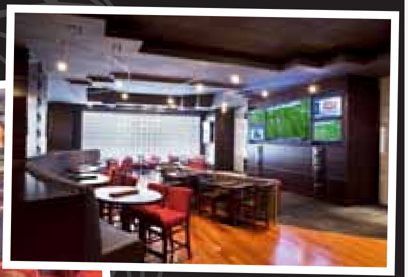
Casino, Prizes & DJ Dance Party at The Sheraton Chaparrall Room

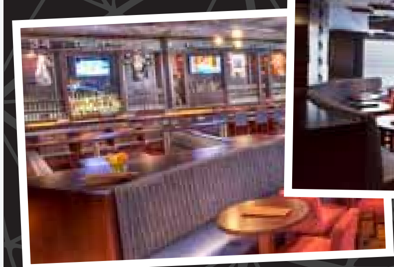
Our last night at Summit will be held in the gorgeous Chaparrall room on the 34th floor of the Sheraton Hotel. This room has a stunning view of downtown Dallas, and that will serve as our backdrop during a night of dinner, gambling and the chance to win some exciting prizes! Get your poker face on and don't forget to bring your dancin' shoes!

Early Arriver Event

Early Arriver Happy Hour at Draft Media Sports Lounge

As an early arriver event the day before Summit begins, we will be holding a happy hour at Draft Media Sports Lounge, a bar and lounge area located at the bottom of the Sheraton Hotel. Boasting more than 23 flat screens, 2 Private karaoke lounges and more than 4,000 square feet of lounge space, Draft is the perfect place to sit back and relax before an exciting and eventful week at Summit.





Welcome to Pinnacle Summit 2014! A few traveling tips…

Accommodations: Summit has a block of rooms at a discounted rate for its attendees at the Sheraton Dallas. The Sheraton is located right in the middle of downtown Dallas. The rooms can be booked online (https://www.starwoodmeeting.com/Book/PinnacleSummit) or by phone (214) 922-8000. Mention "Pinnacle Summit" for the discounted rate.

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.

Websites: Visit www.downtowndallas.org to find out all about downtown Dallas and what it has to offer!

Weather: The average temperature for mid-September is around 90° during the day with the weather cooling off to around 72° in the evenings.

A Dallas Weekend

You may have all heard that everything is bigger in Texas and Dallas is no stranger to that claim.

Summit will be three packed days that will allow you to see some of our beautiful city but there's so much more that Dallas offers. Consider staying an extra couple of days to check out some of these attractions.

If museums are your thing, look no further than the famed Sixth Floor Museum, which features the life, times, death and legacy of President John F. Kennedy. There is also the Dallas Museum of Art, as well as the Perot Museum of Nature and Science. If you'd like to venture outdoors, the Dallas Arboretum and Botanical Gardens cannot be missed. This 66-acre botanical garden is set on White Rock Lake and features special exhibits and truly stunning flora. There is also the Dallas World Aquarium, which hosts exotic birds, mammals and fish as well as a glass tunnel through which you can view sharks and other impressive species.

If you're looking to sit back, relax and people watch while enjoying the gorgeous Texas weather, look no further than Klyde Warren Park, a 5.2-acre park built atop I-35. The park offers games, a reading area, and performances by local musical, theater and dance troupes. If you are looking for a great lunch spot, you can't go wrong with Angry Dog, a hip burger joint in Deep Ellum or Taco Borracho, a small taquería-luncheonette that boasts a fantastic brisket taco downtown.

Schedule for Success

The Most Important Priority When Implementing Software? Yours…

By: Mike Vaughn, Director of Professional Services, The Pinnacle Corporation

No one needs to tell you how schedules impact your business. When you own a C-Store or Fuel Marketing operation, schedules are a major part of your life and business success every day. When you're not lining up cashier coverage for a store you're receiving inventory and fuel. There's payroll to make and taxes to report; store paperwork to close and the audits that follows - every day, every week, every month.

When you think about it, your success (and satisfaction) as a C-Store owner or Fuel Marketer can be traced to how well you control the myriad of schedules that determine how your business is run day in and day out. But that's easier said than done.

Anyone that's run a C-Store or Fuel Marketing enterprise knows there are many factors outside of his or her control when trying to manage a schedule. Employees get sick or quit. Fuel trucks run late. Supplier invoices can be wrong. Meanwhile, your staff expects to get paid on Friday and your monthly liabilities won't wait until you've got time.

That's why you love those employees who show up; reward those vendors who make paying them easy; stay with the wholesalers who keep your tanks full. Because they all help you stay in control of your schedule to provide your business what it needs, when it needs it.

Should you expect less from your software vendor? When you purchase automation software for your C-Store or Fuel Marketing business you necessarily focus on what functions your operation needs, and if the vendor you're evaluating can provide what you require.

But it's just as important to gauge how the software vendor's delivery of your solution impacts your schedule for ramping up the automation your business demands.

How can you gauge a software vendor's potential impact to your schedule? Ask yourself three questions when assessing a software provider's solution.

1. Is the software vendor's solution portfolio flexible enough to schedule the automation capabilities you need first, and the rest in the order that meets the timing you require?
2. Does the vendor's professional services' approach to delivering your solution match the flexibility of their portfolio?
3. Does the vendor's project planning method give as much consideration to your business calendar as it does to target dates?

What you find will illuminate how well a potential vendor can help you stay in control of your automation solution deployment. Let's briefly cover how.

Flexible Software Portfolio

A vendor's flexibility to schedule software deployments so that your highest automation priorities are met first is directly tied to how its portfolio is offered.

- Does the vendor offer a suite of software where different capabilities for retail, POS, fuel, accounting, and workforce management can be purchased and deployed separately or in combinations to deliver the automation you require?
- Or does the vendor offer only one or two products, emphasizing a cookie-cutter, one-size-fits-all offering?

The former (suite of offerings) provides the product foundation necessary for a flexible scheduling method that delivers your solution on your terms. The latter (one-size-fits-all) does not.

Flexible Delivery Approach

Once you find a vendor with the right product foundation for flexible deployment scheduling, find out if their professional services team employs a delivery approach to match.

A simple, yet effective, way to tell is to ask your potential vendor to discuss how their entire suite of products would be delivered. The response you get will tell you much about the vendor's professional services team and if they've built a deployment approach to deliver your automation capability according to your priorities.

Here are a couple of things to look for.

1. Can the vendor show or describe a "typical" sequence and flow of delivery when every product in the suite is purchased at once? If so, that's a good starting indicator.

   It provides the first clue that your potential vendor's professional services team has thought through and employs an approach based on what automation capability is delivered when, as opposed to simply scheduling software installs.

2. How does your potential vendor react when asked to prioritize delivery of an automation capability that's "out of sequence" from how their professional services team typically deploys their suite?

   What you want to hear is a response that essentially says, "Let's make that happen", as opposed to explanation of why it can't. The former ("Let's make it happen") means your vendor's professional services team knows how to mix and match the order of software deployment to deliver the automation you need first in the soonest timeframe possible. The latter (why they can't) – well, you already know what that means.

Project Calendar Fit

When you find a potential vendor that will sequence their delivery so that your most pressing automation priorities are met first, there's still one more question to answer. Will the vendor consider your business calendar when planning and managing their project calendar?

Your business does not come to a halt between the project's start and finish dates. Consideration must be given to those weeks or days in your business calendar that are simply not feasible for the vendor to be onsite, taking your staff's time away from critical events like month-end close or payroll processing. Or it could be as simple as "Mondays are never good".

A good way to determine if your software vendor's planning will be attuned to your business calendar is to ask how much of their work is done onsite and why? Look for the following hints in his or her response.

1. Remote work is part of the delivery approach. This is a strong indicator that your vendor has thought through and structured a delivery approach that respects both your costs and your staff's time.
2. The objective for an onsite visit can be described with an outcome.

A Flexible Portfolio...A Flexible Delivery Approach…

…and planning that fits your Calendar. The automation capability you need is just one piece of the solution you require.

At Pinnacle, we get it. Our approach to delivering your solution starts with the automation capabilities you require. From there, our professional services team will organize your solution project to meet your most pressing priorities first.

And by the time we kick off your project, you'll know week to week what we and your team are doing, through to project completion, and on a schedule that considers and fits your business and operation.

There are many tools in Fuel Smart® that come under the heading of ‘dispatching’. Since the term ‘dispatching’ can be interpreted in different ways, we should start with some definitions. To be sure we’re all talking the same language, it’s a good idea to be clear on the terms.

Pulled Product vs. Dropped Product

The ‘pulled’ product loaded onto a truck is different from the ‘dropped’ (or delivered) product for several reasons, including the fact that multiple pulled products can be blended together to make a single dropped product. And it is also the pulled products that you will see on your invoice from the supplier.

The Dispatching with Fuel Smart Roadmap

By: Lester Norton, Client Support Manager, The Pinnacle Corporation

Wholesale vs. Retail vs. Consigned

A 'wholesale' customer is one to whom you are selling fuel and arranging delivery to their location via a carrier. Meanwhile, a 'retail' customer isn't really a 'customer' in the traditional sense but a way of tracking your own sales outlets and their inventories. A 'consigned' dealer is a combination of your inventory and a third party to whom you may pay a commission for selling your fuel. These terms are important in dispatching, since any procurement steps that involve using inventory levels to determine fuel needs often apply only when a location is retail or consigned (though you may find that certain wholesale customers will provide you with access to monitor their inventories).

Order vs. Load

When you receive a fuel request from a customer, there are several options to record it in Fuel Smart. Using these options creates an 'Order'—a combination of customer, shipto, requested product, gallons, and delivery date that may or may not also include a specific supplier, terminal, carrier, or quoted fuel price.

A 'load' is created when someone puts together one or more specific sources (supplier/terminal/pulled product) and destinations (customer/shipto/dropped product) with the intention of either sending that to a third party carrier or assigning it to one of their own trucks. Loads can be created without an originating order, or they may be made up of one or more Orders that have been entered into Fuel Smart.

Each of these pieces of the dispatching puzzle is assigned their own unique number, and it is important to understand the distinction between them.

The Dispatching Road Map

Generally, dispatching in Fuel Smart consists of the same broad steps:

1. Determination of need
2. Determination of source
3. Loads are created
4. Deliveries are scheduled

For a wholesale customer, the needs are usually determined by the customer. They either call you, or you are under some contract to send a regular delivery to them. The Fuel Smart Order Entry task can be used to key in and track customer orders. It includes a check on the customer's credit status, delivery instructions for shiptos, terminal inspection alerts, license warnings, quoted fuel prices, tank levels from Dispatcher Workstation (DWS), previously scheduled deliveries, and access to the full Customer Inquire task for all the information you could ever need about the customer's prior purchasing and payment history.

Since you will already have the fuel costs and all of the associated tax, freight, and other information in Fuel Smart, the system can generate the ideal source of product and give your customer a specific quoted fuel price. Orders can be combined in the Dispatch task to create Loads.

For your own retail locations and your consigned inventories, the fuel needs can be determined either by tracking inventory levels via DWS or other methods, or by using inventory and sales history stored in Fuel Smart to predict upcoming levels. The Smart Buy module of Fuel Smart takes a daily look at inventory and prior sales to let you know which locations will need fuel that day. It will suggest Loads to be created based on the needs and the best source to fulfill the needs and will create them upon your approval.

Once Loads are created, scheduling the deliveries is simply a matter of either sending dispatch information to a third party carrier via email, fax, or file transfer, or assigning trucks and drivers using the Schedule Drivers task, then sending those loads directly to the driver's handheld device via Andalé.

One of the best things about using Fuel Smart to dispatch is that it completes the circle of billing customers and tracking inventories by allowing you to import the completed deliveries back into Fuel Smart where they are matched to the original Load numbers. Discrepancies between the originally dispatched loads and the final delivery facts are maintained, and you can track them down and/or make corrections.

Overall, Fuel Smart makes it easy to follow a fuel delivery from its birth as a need to its ultimate end as an invoice to a customer or a fuel receipt at one of your stores. If you haven't tried any of the dispatching tools in Fuel Smart, I urge you to take a look. And while there wasn't enough room in this article to go into the details of each task, your friendly Pinnacle support representatives will be happy to assist you.

Changing the way we Train

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

Some exciting changes are coming to the way we train here at Pinnacle. Although we provide multiple forms of training, we know that there is no substitution for the learning that occurs when we train our clients face-to-face in Arlington, TX where our company headquarters and staff are located. Not only does getting away from the day-to-day tasks allow the participant to focus on the topic, but in face-to-face training we also use a supervised ‘hands-on’ approach, with exercises and examples, designed to further facilitate learning.

In addition, being in Arlington provides clients full access to the Pinnacle training staff, which allows for more one-on-one time if questions or issues should arise.

In the past we have scheduled Arlington-based training as the need arose, but we have discovered that many more clients would benefit from training, if they were able to plan around a more structured schedule. As a result of these findings, we have started a new process where we schedule all Arlington based classes three months in advance. *Online or onsite classes will still be scheduled on-demand as the need arises.*

Some courses are “core”, meaning required for clients that are new users of a particular product, and are intended to teach you to configure and use the product more effectively. The core classes are:

POS Comprehensive - This class combines the Palm, Journal Manager, and POS Manager classes. This class teaches setup of all three systems, creation of button and board layouts for stores, and the use of Palm special functions, and how to review data.

- **Auditor Setup** - This class teaches clients to set up Auditor, define and design the store recap screen and explains how Auditor can help with data and store analysis. It concludes with a short session on using Auditor.
- **EPM Introduction** - This class has two parts designed to teach clients general and advanced functionality of EPM. Part one focuses on general tasks such as running, scheduling, and drilling on reports. Part two focuses on advance administrative task such as customizing your setup, report creation, and troubleshooting.
- **Price Book** - This class shows clients how Price Book integrates with other products, then teaches them to set up stores, vendors, categories and items. It also touches on some advanced item pricing.
- **Fuel Smart General Setup** - This class teaches clients how to setup and use beginner functions within Fuel Smart. In this introductory course, clients will learn how to navigate within the Fuel Smart system and gain a working knowledge of how to search, setup, and configure the database to suit their business needs. The class also introduces the client to Fuel Smart reporting.

Other, more advanced classes, are also available.

Pinnacle CORPORATION

June 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Quick Servant	3 Quick Servant	4	5	6	7
8	9 Auditor	10 Auditor	11 Auditor/ Store Inventory Comprehensive	12 Store Inventory Comprehensive	13	14
15	16 Price Book	17 Price Book	18 Price Book/ EPM Introduction	19 EPM Introduction	20	21
22	23 POS Comprehensive	24 POS Comprehensive	25 POS Comprehensive	26 Loyalink	27 Loyalink	28
29	30					

If you are not able to attend the scheduled training, you can request a class at a different time and we will try to accommodate you, but please keep in mind there is a fee for off-schedule courses.

While we believe Arlington based classes are the way to go, we understand that sometimes clients can’t travel. In these cases, we can always schedule online or onsite classes. The online classes can also include an optional video of the class, which we recommend. You can reuse the video as often as you need for training, retraining or refreshing the memory.

If you feel that any of these classes would be a benefit to either yourself or a colleague, simply go to Pinncorp.com, login, and select the Training tab from the top menu. Once the Training page displays, you will find links to our calendar and our training classes. The calendar includes three months of scheduled classes; one month is shown to the left as an example. After completing the core courses, you can request advanced courses.

Once you decide on a class and a time or place for it, simply contact me at jwalther@pinncorp.com and I will help you with the enrollment process.

We believe this new method of training, and the focus on Arlington based classes, will be beneficial to all our clients.

Arlington based training offers a greater return on investment for our clients and we are excited about the new changes being implemented, as we continue to strive to bring our clients the best training experience possible. Ⓟ

Since security updates for your Operating System (OS) are a Payment Card Industry (PCI) requirement, it is especially important in a Point of Sale (POS) environment to make sure you have a supported operating system. With Microsoft's recent announcement ending support for XP if you still use XP on your Palm Point of Sale™, you should convert to another supported OS as soon as possible in order to get security updates and reduce your risk.

Pinnacle Palm POS now supports both POSReady2009 and POSReady7 operating systems. Either of these OS options will provide a long life for your investment. Microsoft has published the following life cycle dates for POSReady:

	POSReady2009	**POSReady7**
lifecycle start	March 2009	September 2011
mainstream support	April 2014	October 2016
extended support	April 2019	October 2021

Converting the operating system that came with your POS terminals to either POSReady7 or POSReady2009 requires a new operating system license from Microsoft, and only the supplier of your POS equipment can legally provide these licenses per Microsoft's licensing terms. Clients should contact Pinnacle's Fullfilment Specialist to obtain pricing information for licensing POSReady 7 or POSReady2009 for any Palm terminals sourced from Pinnacle. Clients that purchased Palm hardware from other suppliers must obtain licenses through that manufacturer.

Chelsea Pritchett, Fulfillment Specialist. 817-795-5555 ext. 262, cpritchett@pinncorp.com

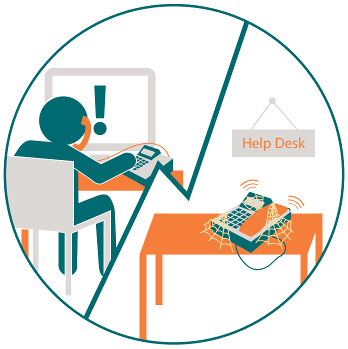
Windows XP Support is Ending

As of April 8, 2014 Microsoft will stop providing support for its Windows XP operating systems (OS), the software that supports almost **one in three**[1] computers. Security updates and patches will no longer be available, and any payment systems and computers still running XP will be vulnerable to attacks.

If you're running outdated software on your computer, your business could be at risk. Why?

You no longer have support

You're on your own to fix any problems that might come up, causing downtime for your business and putting your systems at risk.

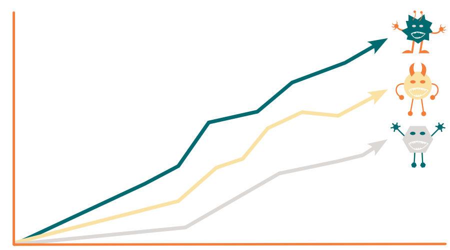


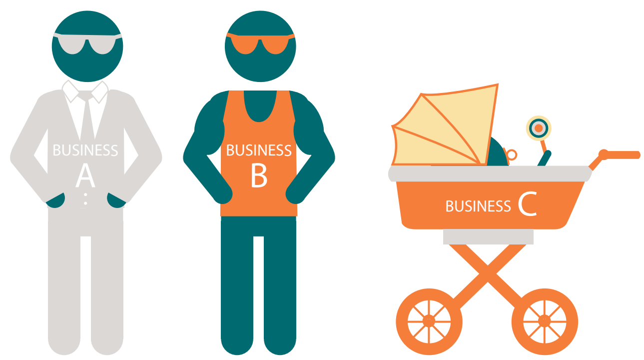
No security patches and updates

Without the latest protection for your PC against viruses, spyware and other malicious software that can compromise your system, you're leaving the door open open for hackers.

Malware is on the rise

Between June and September 2013 alone, McAfee discovered 20 million new pieces of malware[2] and is one of the most common attacks on small businesses used to steal valuable information,[3] which are the most victimized of all companies.[4]





You are an easy target

If you accept payment cards, you already have something hackers want, and now you're making it easier for them to get it. Remember, they always go after the low-hanging fruit.

95% of the world's ATMs are powered by Windows XP[5]. Considering that there are 420,000 ATMs in the US alone,[6] the migration to a new OS is indeed a massive endeavour.

Don't make yourself an easy target, talk to your technology provider today to make sure your PC and systems are not putting your customers' confidential payment card data and your business at risk. Visit the Microsoft website here for more information.

For information on unsupported operating systems and PCI DSS compliance, check out **PCI FAQ 1130.**

Visit **www.pcisecuritystandards.org** to learn more about PCI Security Standards and how to apply them to your business.

PCI Security Standards Council®

This infographic was created and produced by the PCI Security Standards Council. Please visit www.pcisecuritystandards.org to learn more about PCI Security Standards and how to apply them to your business.

Sources: 1.http://www.netmarketshare.com/operating-system-market-share.aspx?qprid=10&qpcustomd=0 2.McAfee Lab Threats Report: Third Quarter 2013: http://www.mcafee.com/us/resources/reports/rp-quarterly-threat-q3-2013.pdf 3.Symantec: http://money.cnn.com/2013/04/22/smallbusiness/small-business-cybercrime/ 4.2013 Verizon Data Breach Investigation Report: http://money.cnn.com/2013/04/22/smallbusiness/small-business-cybercrime/ 5.http://www.digitaltrends.com/computing/95-percent-worlds-atms-run-windows-xp-gulp/ 6.http://www.businessweek.com/articles/2014-01-16/atms-face-deadline-to-upgrade-from-windows-xp#p2

Leveraging Fuel Smart to cut Your Reconciliation Costs

By: Kathy Phillips, Fuel Manager, Pilot Oil & Lonnie Buerge, Senior Solutions Engineer Specialist, The Pinnacle Corporation

Fuel marketers today must operate on narrow margins that leave little room for inefficiency and waste. Each step in the process must add value or it is suspect for elimination or change. With the technology available today, a company with an eye to lower costs has many opportunities to beat the competition and still offer its customers a good value with a fair price.

We all look at gross margin but the costs of managing the process can easily add up. However, it is difficult to know if the process that is in place today is one that works for the company and the bottom line or just keeps up the status quo.

The use of study groups has helped our industry develop better practices and create both a value and a return-on-investment mentality that looks at the internal processing requirements. Those issues are not going away and will likely increase, so a company that can lower their internal costs can dominate the marketplace. However, evaluating specific costs in a study group can be challenging when the business models are different and when different software is deployed. Some software tools are strong in some areas and not as efficient in others.

Fuel Smart® has proven to be an effective and efficient back-office tool to manage the thousands of bills of lading that pass through the hands of successful marketers. However, its usefulness will only be as good as the company's influence and control over status quo; the willingness to resist the inertia present and make changes.

> "Kathy Phillips, Fuel Manager at Pilot, reports that the 40% increase in their fuel volume just made us a little busier…the use of EDI files and the auto-reconciliation (in Fuel Smart) helped absorb the additional gallons."

One long-time client of Pinnacle saw their status quo change abruptly when their business increased by 40% overnight. Pilot Oil purchased the Flying J stores in July, 2010. After that acquisition, Pilot also acquired Western, Maxum, and Simons petroleum companies. With all of the additional business, Pilot now processes more than 4500 bills of lading per work day (when holidays are considered). These bills of lading come from their own internal carrier and from 60-70 common carriers that they utilize across the country. The bills of lading are gathered through a variety of channels including store entry, fax, email, and electronic files. In April of 2014, Pilot processed 633,389,512 gallons of product through Fuel Smart. Approximately 11% of that volume was hauled by a common carrier.

Today, Pilot uses a total of 11.25 full-time equivalent positions to receive the bills of lading, import the invoices and reconcile both the product and the freight invoices. That is approximately 400 bills of lading per day per employee!

Even more impressive is that this number includes resolving any variances between the bills of lading and the invoice. When Pilot pulls their own product, the failure rate is "0" during reconciliation. Of course, Pilot has good control of this data which makes up 40-50% of the 4500 bills of lading. The failure rate for the other half of the volume is around 20%. Pilot receives manual invoices on about 10% of their volume and those also fail around 20% of the time.

Kathy Phillips, Fuel Manager at Pilot, reports that the 40% increase in their fuel volume just "made us a little busier… the use of EDI files and the auto-reconciliation (in Fuel Smart) helped absorb the additional gallons." Pilot added three positions in support and analysis with the new business. Later, when Pilot acquired other oil companies, another position was added.

In addition to the efficiency of the Fuel Smart Auto-reconciliation process, Kathy appreciates the flexibility to correct data on the fly and easy recalculation of the bill of lading and inventory margins. Along with the easy correction, she takes advantage of the immediate update to fuel inventory and margin reporting whenever a bill of lading is corrected. With Fuel Smart, there is no need to wait to get the corrected number.

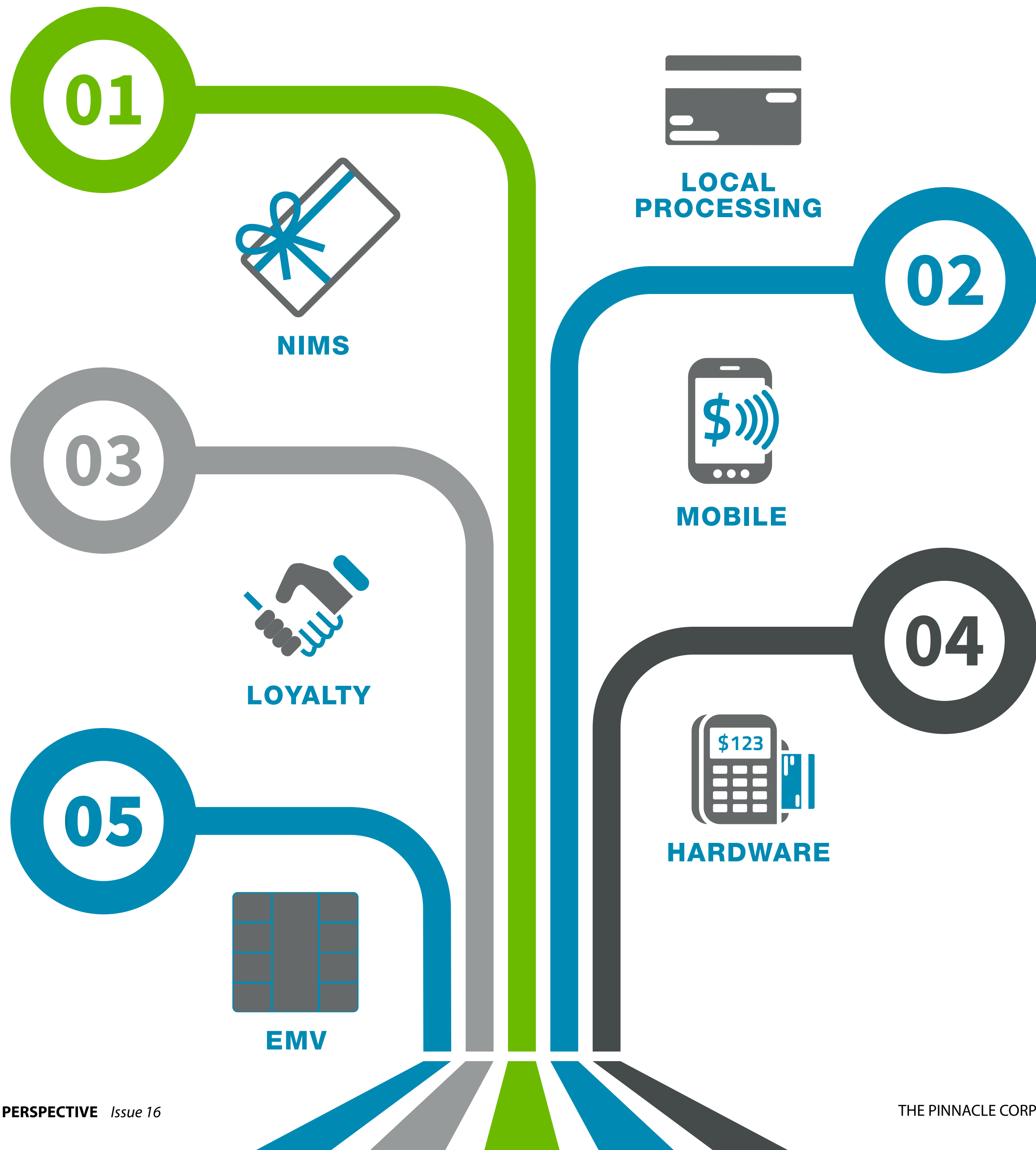
Pilot is a large marketer of fuel through their own retail outlets and their wholesale division. Due to their high volume, they can achieve some economics of scale. However, their example shows us what is possible when using Fuel Smart reconciliation. We cannot control what data comes to us but we can manage it efficiently and effectively in Fuel Smart.

Do your own math. How close to these numbers are you? Can you wake up the Status Quo? Don't let Inertia slow you down. Get them both in gear to serve your company. Fuel Smart is a power-house of capabilities that can adjust with you as you grow and make changes to become more and more efficient. By questioning the status quo and resisting the inertia that wants to keep the process "like we have always done it," your company can realize gains in efficiency that go directly to the bottom line.

So, take a moment and evaluate your current processes. How many bills of lading are being managed today per company position? What does that cost equate to in dollars? Is there room for improvement? If you are using Fuel Smart, maybe it is time for a little tune-up in the internal processes through the Pinnacle professional services team. If you are not currently using Fuel Smart, maybe it is time to take a look and charge up the inertia and boot old Status Quo.

Flexibility & Choice in PAYMENTS

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



The days of cash or credit as your primary payment options are long gone. There are a variety of payment choices available today, and there seems to be no end in sight for new tender options that your customers want to use at your stores. Fortunately, if you have Palm POS™ you have plenty of options, and a flexible architecture that makes it easier than ever to support the latest payment trends.

Primary card processing is handled by a variety of network interface modules (NIMs) that are tested and certified with Palm. There are a number of specialty NIMs that support various other payment options such as checks, gift cards and loyalty cards. Pinnacle's point of sale (Palm POS) architecture allows you to combine several NIMs at a store to accommodate your primary card processing as well as any specialty payments such as gift cards, checks or loyalty programs. If you have more than one NIM, you can control which cards process to specific NIMs by configuring the bank identification number (BIN) ranges in Palm.

Primary Payment Processing Networks

Palm has an assortment of primary NIMs that are certified with the most popular branded and unbranded payment processors that serve the petroleum convenience store industry. Each NIM supports the normal array of bank cards and each has its own specific support of various card types above and beyond credit and debit. Most support electronic benefit transfer (EBT), fleet and specific gift cards and the unique prompting and handling of each. In addition to these card types, many of the major oil NIMs also support their branded national card programs and loyalty programs. Since all these NIMs handle bank cards, all of these primary processing NIMs have been validated as a payment card industry (PCI) approved payment application.

Local Processing

Many c-store retailers now offer a local proprietary card program as a payment option for their regular customers. These cards are managed and approved by the retailer rather than an external processing host. Palm accepts local cards when implemented with a local NIM called Account Status, a.k.a. Acct Stat NIM. Using Acct Stat, Palm clients can set up local accounts using International Organization for Standardization (ISO) standard card formats and manage acceptance of cards at the store level. Acct Stat enables Palm clients to manage local account programs, local proprietary card programs, and local fleet programs. Features supported include: custom prompts, velocity checks, account look up, paid in amounts, and product restrictions.

Acct Stat also has the capability to manage locally approved checks. Palm clients can set up and manage personal check acceptance via a positive/negative file at the store level. Standard magnetic ink character reconition (MICR) read, image read and manual entry are all supported. Palm clients can use Acct Stat for local cards and/or local checks simultaneously.

Specialty NIMs

Pinnacle has a number of specialty NIMs that give you alternatives for lower cost transactions and enable value-added programs in addition to what your primary NIM offers. Specialty NIMs are collaborative efforts developed by Pinnacle partners according to Pinnacle 3rd Party software development kits (SDK), and are then certified and supported by Pinnacle. Pinnacle's POS architecture offers you the distinct advantage of being able to accept a wider variety of payments at your stores on an integrated POS rather than on a multitude of separate devices.

Specialty NIMs typically support one area of functionality as opposed to the primary processing NIMs that support a full range of cards types and transaction messages. Pinnacle currently has NIMs to support gift cards and wireless cards, electronic checks and ACH debit - including a mobile option.

Prepaid gift cards continue to be popular and we are partners with three of the leading providers (Coinstar, Incomm and Payspot) and have a NIM available for each. We also partner with NPC to bring you LoyalDebit, an ACH debit option, and have recently extended it to launch LoyalDebit Mobile (LDM). For those who want more efficient check processing we have partnered with ZAMCO and Check Assist to provide you with NIMs that specialize in electronic check clearing.

Loyalty Options

Loyalty programs of all kinds continue to gain in popularity. For consumers, one of the strongest appeals of becoming a member of a loyalty program is to get discounts and/or accumulate rewards or points that can be used as tender. Pinnacle's Loyalink offers the ability for retailers to design and manage their own loyalty rewards program. Your customers can sign up for an account and you issue them a card that you can swipe or scan during the transaction to grant a discount and/or let them accumulate points that can be redeemed same as cash. If you do not want to issue a card, Palm can accept a scan from a phone as an alternative.

Coalition Loyalty is the latest loyalty trend. For the most part coalition programs are the same as traditional loyalty except that points and rewards are earned somewhere else, like a grocery store for instance, and then redeemed at your store. This allows you to tap into a popular grocery chain's loyalty program and attract their customers to your stores. Pinnacle Palm works with several coalition loyalty partners including Centego, Fueland, Kickback Rewards, FIS and SmartEcho Fuel Systems.

Loyalty partners license a software development kit from Pinnacle and create an interface to Palm via either the Fuel Partner NIM (fuel discounts only) or Loyalty Partner NIM, two NIMs

“Research has shown that different demographics favor different payment types, so the more options you support the easier it is to target more of the population. Having a multitude of payment options at your disposal lets you satisfy as many customer preferences as possible.”

specially designed for third party and coalition loyalty programs. As the loyalty landscape continues to evolve, Pinnacle has been able to quickly offer our clients a variety of coalition program options using these two NIMs. The SDK supports functionality such as discounts, gallon limits, and alternative ID which is an alternative method of identifying a loyalty customer by using a numeric code or a phone number.

Mobile

LoyalDebit Mobile Debit (LDM) is a mobile option that extends Pinnacle’s Loyalty suite of products. It provides a mobile option for LoyalDebit, an ACH debit payment solution. LDM lets retailers customize a mobile app with their own branding to promote their own loyalty program or store brand. LDM provides a secure transaction that does not include any sensitive payment card data, a very simple activation process and a very fast transaction. Consumers simply download the app and complete three quick steps when they want to make a fuel purchase using LDM: 1) Open the app and press Pay For Purchase, 2) Log in to get a security code, 3) Enter code on PIN pad or at dispenser.

A Word about EMV

EMV credit and debit cards are just beginning to be found in consumers’ wallets. For now and for the foreseeable future EMV cards continue to support the traditional mag stripe as well. This duality will continue for a number of years as the industry moves toward adopting EMV technology. The first step toward accommodating EMV card payments is deploying EMV capable PIN pad devices. Palm supports Ingenico and Verifone EMV capable PIN pads that meet the requirement for EMV capable devices and will be ready for EMV transactions once that feature is enabled. Pinnacle is still waiting for EMV specs from most of our primary NIM processing partners, but it is expected that all NIMs will require a change.

Hardware

PIN pad and scanner hardware plays a role in payment options too. Palm supports several devices that can extend your portfolio of payment options by offering an alternative method of entry for some tenders. Image readers and magnetic ink character recognition (MICR)s support electronic check processing, scanners and image readers support scanning a local card or a loyalty card, and our PIN pads support radio frequency identification (RFID) and special prompting for your branded card programs or loyalty programs.

The Benefits of Flexible Payment Options

Target marketing is one benefit not frequently talked about in payments discussion. Research has shown that different demographics favor different payment types, so the more options you support the easier it is to target more of the population. Having a multitude of payment options at your disposal lets you satisfy as many customer preferences as possible. The general trend is that younger Millennials use traditional credit cards less and favor options that provide an interactive experience and instant gratification. Mobile payments and Loyalty programs are a natural fit for this demographic.

Another benefit of flexible payment options is lower costs. You can better manage your interchange costs by encouraging your customers to use a non-bank card form of payment, or a less expensive option such as ACH debit. Getting regular customers to want to switch to a tender option with cost benefits to you is often a key focus of a loyalty program and in fact can help justify and fund such a program.

The vast number of payment options in the market are a challenge for both retailers and consumers to keep up with. Pinnacle Palm gives you the flexibility you need to offer a wide variety of payment options. Payment flexibility lets you not only satisfy your customer’s payment preferences, but also design a payment strategy that attracts loyal customers while lowering your interchange costs associated with processing payments.

Pinnacle Employee Spotlight

Mike Vaughn

Director of Professional Services

When did you join TPC?
2013

Products You Work With
All of them. The next voice heard and the next face seen by a client after they've purchased Pinnacle software is someone from the Pinnacle Professional Services Organization.

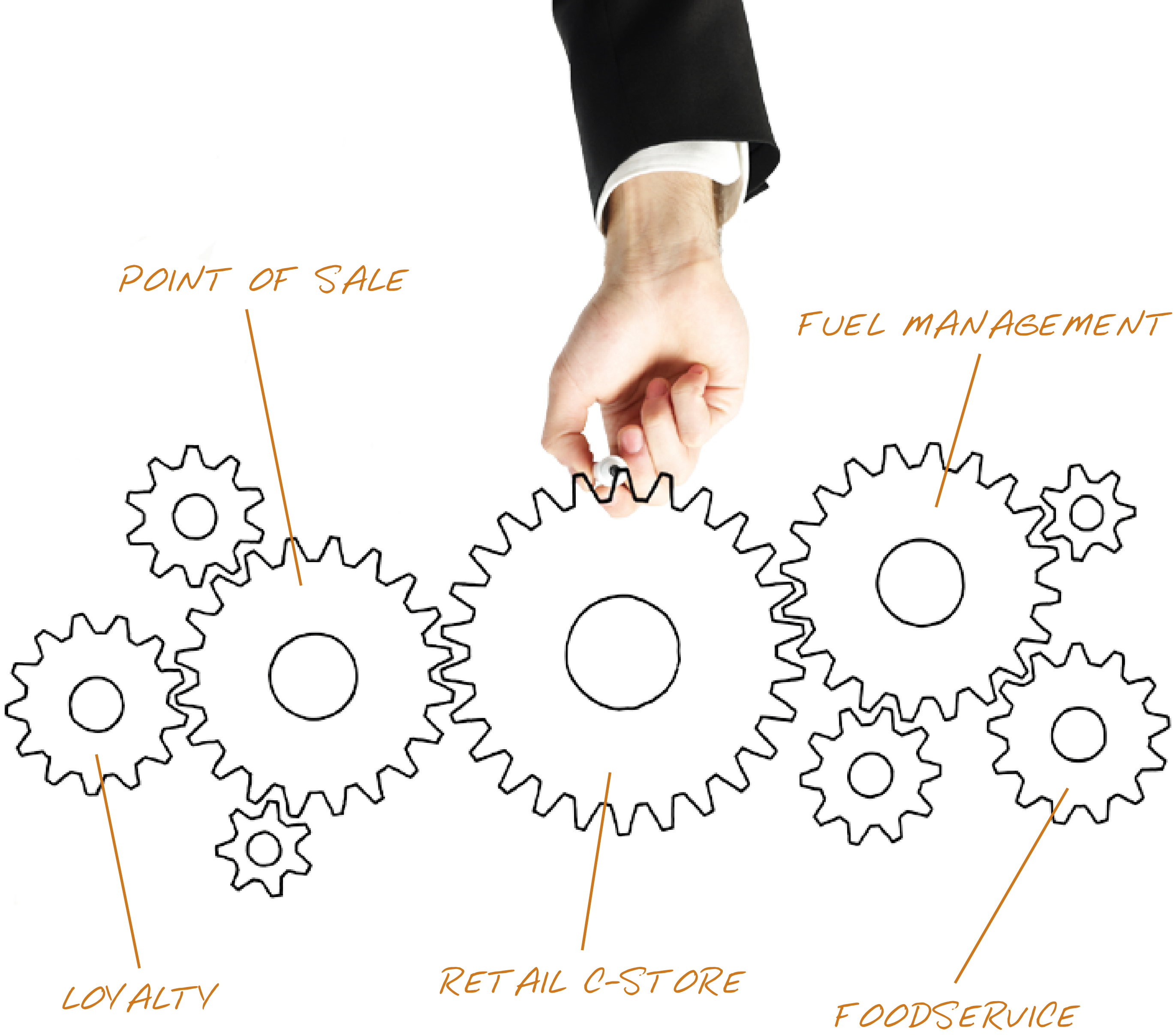
About Mike:
I grew up in Picayune, Mississippi; a small town about 50 minutes northeast from New Orleans and the same distance from the Mississippi Gulf Coast. I "lit out" for the big lights of Dallas long ago and it's been home ever since. I married my high school sweetheart and we have two sons and a daughter, all grown, along with a little grandson.

When I learned that the light bill came every month, I went to work in computers to make a living instead of following my Dad into the retail business. Thirty-something years later I'm still in computers but now I'm plopped down in the middle of the largest retail industry in the U.S. I'm sure later on I'll extract something weighty from that to bore my grandchildren with.

What do you like to do when you're not at Pinnacle?
I've never had a hobby because I don't like activities that don't pay. Instead, I enjoy time away from work doing ordinary, simple things. Eating out, going to a movie, taking trips when I can, and playing with my grandson. ☺

What do you do?
I'm the Director of Professional Services. Bottom line–I'm on the hook for the quality, timeliness, and buyers' satisfaction when Pinnacle delivers new automation solutions to our Clients.

Favorite Aspect of Your Job
"*I'm fortunate to lead a team that's made up of real subject matter experts who've been in this industry and profession for a long time. I most enjoy working with them to dissect how we do things and then improve upon that. It's my privilege to learn from them… and I'm grateful they still keep putting up with all my questions.*"



ONE TECHNOLOGY COMPANY. EFFICIENCY ACROSS THE BOARD.

For over two decades, The Pinnacle Corporation has been providing technology automation solutions to help convenience retailers and petroleum marketers operate with higher efficiency. With the broadest, most comprehensive suite of solutions available from any single supplier in the industry, Pinnacle enables you to streamline your entire enterprise from end to end. From retail c-store operations, to point of sale, to loyalty, foodservice management, and retail and wholesale fuel logistics, Pinnacle addresses all areas of your business with the total solution. Now that's software made convenient.

Learn how to run your business more efficiently by visiting www.pinncorp.com or calling 800.366.1173

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