Issue 13: Spring 2013

The Perspective

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A Publication for the Convenience Store and Petroleum Marketing Industries

12 Tips for Efficient & Effective Support

NAVIGATING THE RETAIL JUNGLE: Do You Have the Right Tools?

NO MORE HEADACHES

Fuel Inventory Management Made Simple

Time is Money

+

THE MAGIC OF SCAN-AND-GO LOYALTY SIGN-UP

FLASH FOODS SAVES TIME AND MONEY WITH REAL-TIME BOL CAPTURE

FEATURES

COMING UP...

MAY 2-5
SIGMA Spring Convention
Scottsdale, AZ

MAY 6-10
THE Tech EVENT
Dallas, TX

MAY 8-10
Southwest Fuel & Convenience Expo
Fort Worth, TX

MAY 21-24
Phillips 66 Conference & Tradeshow
Las Vegas, NV

SEP 17-19
Pinnacle Summit
Fort Worth, TX

FROM BOB'S PERSPECTIVE

I'm writing this note after returning from the NACS SOI Summit in Chicago. If you've not been to the meeting, I highly recommend going. The SOI Summit is where NACS publishes data from last year's performance, both merchandising and financial; and brings in speakers to prognosticate about the future economy. It's a great opportunity to view the scenery through the rear view mirror and front windshield at the same time, and a real time saver for information gathering!

There will be much published from the Summit in the next few days, so I'll not try to cover it from that perspective. I've reduced my observations from the meeting to my top 5 list:

1. *The general economy is not as bad as I had been thinking. The one-two punch from economists David Nelson and Dennis Gartman has me rethinking my investment portfolio!*
2. *However true number one may be, it must also be said that "Bubba is hurting," per Peter Tedeschi. As a core convenience customer, this is important to keep in mind. His evidence is compelling – Bubba only has so many dollars to spend, and their data shows that when the lottery pots become huge, Bubba shifts the dollars he has to spend out of high profit inside sales items and into a low profit chance to win the good life.*
3. *Fuel prices this summer will be a bit higher, but not in record territory; and there will be considerable volatility in the market, per Tom Kloza. And if anyone should know, it's Tom!*
4. *There are gobs of crude oil out there, as explained by Dennis Gartman, and mostly backed up by Tom Kloza. Better technology in exploration and drilling has continued to expand reserve forecasts; this has resulted in the US being energy independent, if you consider our cousins to our north and south as part of our immediate family.*
5. *The impact of the internet on nearly every facet of consumer behavior is dramatic and increasingly becoming even more dramatic! However, as Peter Tedeschi pointed out, we are an increasingly mobile and time-starved people. No other industry has a better opportunity to capitalize on that than the convenience store industry.*

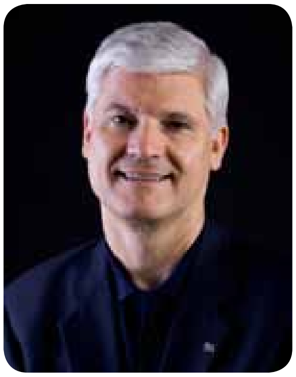
Total industry sales topped $700 billion for the first time ever last year. And, while Pinnacle was nowhere near those numbers, we also had a record year. My thanks go to all our clients and staff who made 2012 a great one for us. I'm grateful that our efforts in improving the convenience retail experience continue to resonate with the market.

Our 2013 is off to a fantastic start and looks to be another record year for Pinnacle. Again, my deep appreciation to our staff and clients!

Speaking of Summits, our client user conference, Pinnacle Summit, is right around the corner. We are returning to Ft. Worth based upon the very positive response we got last year. The meeting is September 17-19; planning is in full swing, speakers have been secured, presentations are being made ready, and everyone is geared up for a great event… are you joining us? Early registration has started. Consistently, clients who attend the Summit report high levels of excitement and enthusiasm (I could be wrong, but I'm fairly certain it's not from something in the water) and 99% of them recommend that you attend! See you there!

And speaking of seeing you, the rebranded, reimaged, reimagined NACS technology show, THE Tech EVENT, is May 6-10 here in Dallas. Pinnacle will be there, and we hope to see you there too!

Best,



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FROM OUR PERSPECTIVE

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LETTER FROM THE EDITOR

Tuesday, April 16th started out like any other normal day. I spent the Monday evening before packing for my trip to Indianapolis for the M-PACT show. I checked and double-checked to make sure I had everything I needed in my suitcase, confirmed my flight status on the American Airlines iPhone app, and made sure to get to DFW airport a full 2 hours before my departure time. Upon arrival, I walked right up to the touch-screen kiosk where a small group of fellow passengers were also checking in for flights, confirmed that I would be checking 1 bag, and got my boarding pass...and that was the very LAST "normal" part of my day.

On Tuesday, April 16th, American Airlines experienced major issues with their computer systems, forcing the company to cancel over 400 flights and delay dozens of others all over the United States. Now, I don't fly all that often – maybe 4 or 5 times per year. But on this particular Tuesday, I was there, stranded in DFW Terminal C, with no way to know when or even IF my flight would indeed be taking off that day.

On that Tuesday, American Airlines learned very quickly about the value of time. Travelers wanted to know how long they were going to be stuck in the airport, when the airline expected to have their systems fixed, and what were the available options for getting to their final destination in a timely manner. When you're in the business of getting people to their destinations, everything hinges on time. After all, time is money, right?

The same can be said for our industry. The word "convenience" is defined by the intention to save resources (such as time, effort, and energy).

If you hadn't already gathered as much, this issue of The Perspective features articles that deal with the highly valuable (and limited) resource: TIME. As you read through this issue, I hope you'll find something that inspires you to find ways to make the most of your time, your employees' time, and most importantly, your customers' time.

Best regards,

Rosemary

Rosemary Waldrip
Editor in Chief

WHAT'S INSIDE...

WHAT'S NEW AT PINNACLE?

Welcome to these new Pinnacle Clients!

- **First Coast Energy, LLP**
- **Southwest Convenience Stores / Alon USA**

Pinnacle Employees:

Pinnacle welcomes these NEW employees to our team:

Mary C. Clements – Product Manager Fuel Solutions

Chad McManus – Client Services POS Support Rep

Awards:

- Pinnacle was recognized as an *Excellence in Dashboard Design* winner for its EPM™ business intelligence solution by MicroStrategy® Incorporated, a leading worldwide provider of business intelligence (BI) and mobile software

Events:

- **Pinnacle Summit 2013 –** Pinnacle's annual user conference will take place September 17-19 at the historic Hilton hotel in downtown Fort Worth, Texas. We are excited to introduce a slightly new format for the agenda this year; in response to 2012 feedback, there will be more focus on specialized track sessions, networking opportunities, and success stories from Pinnacle clients at the 2013 event. Registration opens May 1!

Training & Documentation:

In the 1st quarter of 2013, we have released 27 documents to www.pinncorp.com and trained 70 people in 15 classes.

Solution Updates:

Invoices/Electronic Invoices:

- Added enhancement to auto import and validate electronic invoices.
- Invoice Entry – Added vendor item lookup to see items in a list and add them to the invoice.
- Added feature to display the retail value for cost Inventories in the entered retail column when you enter invoice detail for a PB Vendor.
- Added enhancement to allow user to create invoices at the home office with a fractional value in the quantity and post to MWS Store.
- Added support for XML imports for Electronic Invoices.
- Added support for exporting CSV order/invoice to supplier from Electron Invoice queue. This feature is used when creating an open order on the handheld and submitting the order to the Vendor.

Item Level Inventory Reporting:

- Perpetual Item Inventory Report - added a total for average cost.
- Added 2 columns to Item Inventory Average Cost report.
- Added column to Inventory Group Average Cost-EOD report for current cost.
- Added a column to Retail-Cost by item report.
- Inventory Group Total Cost - This new report replaces Inventory Group Average Cost and has two new columns for average cost and current unit cost.
- Item Inventory Total Cost - This new report replaces Item Inventory Average Cost and has two new columns for average cost and current unit cost.
- Retail-Cost by Item- Added a new column for total average cost.
- Retail-Cost by Item - Detail - New report that has the same information as the Retail - Cost by Item report except it lists the information by item number.
- 4 New reports run in place of the old reports at the end of the Physical Inventory Process. The new reports are:
  - » CountInventoryBeforeCounts(countinventoryitems)
  - » CountInventoryBeforeCounts(forgottenitems)
  - » CountInventoryBeforeCounts(Itemsnotininventory)
  - » CountInventoryBeforeCounts(Not Counted Items)
- Added a new Inventory Item review report that you can run on a physical count from the physical audit review application that displays when you run the Physical Inventory Count task.
- In progress now - Support automatic linked items in Invoice Entry; Support of PCATS NAXML invoice import

Handheld Inventory Management - Audit, Price Verify, and Receiving:

- Version point release resolving client reported issues, and including enhancements to processing of data sync to/from the handheld.

Payments:

- Heartland NIM ready for beta
- WorldPay NIM 4.1 certified and released

POS Manager v4.0:

- Enhancements to support the configuration of discounts, Fuel, and Fuel price changes
- Support of Palm v12.0

Palm POS:

- v12 is general released and available for Palm clients
- Western Union has certified Palm v12 as compatible with their new Hypercom software version 8074. If you use Palm's interface to Western Union money order devices, you may be receiving this update to your Hypercom terminal.
- v12 supports remote price changes with POS Manager
- Odysii upselling solution compatible with Palm v10 SP1

Fuel Solutions:

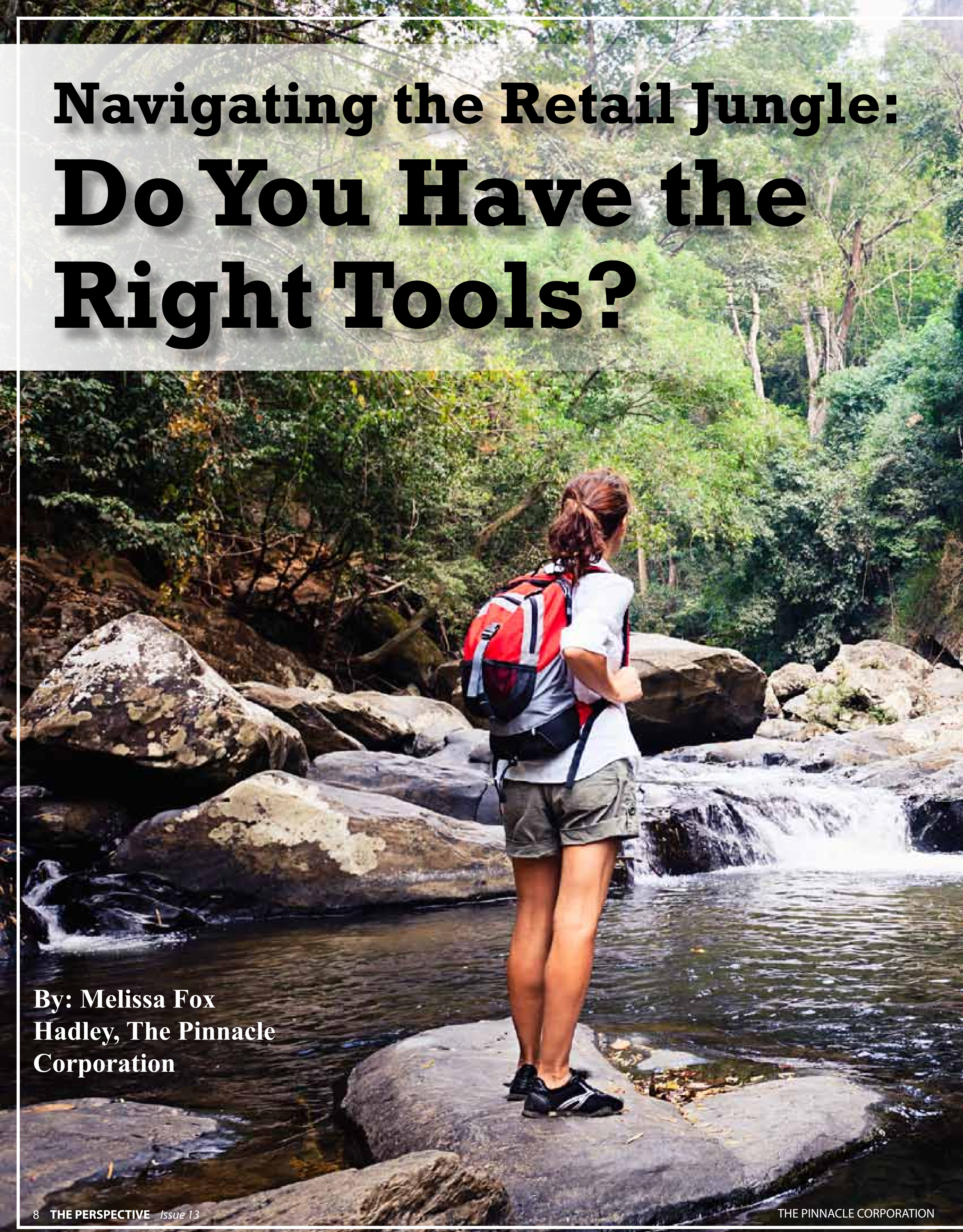
- New Carrier Dispatch Notification format available. This new format can include calculated liabilities to allow the driver to leave an "invoice" with the customer
- Modified Liability Rate screen. The "Max Calculated Rate" field has been re-labeled to "Max Calculated Rate per Gallon" for ease of use when establishing a max liability rate
- New export in support of Lawson General Ledger and Accounts Payable now available
- Deferred Tax Invoices now designated with a "T" upon Supplier Invoice import allowing for unique identification of invoice type
- FuelSmart 6.0 presenting a refreshing new look will be available in Q3-2013 ⓟ

HAPPENINGS

Some of the activities Pinnacle's been doing recently (clockwise from the top): 1) Melissa Fox Hadley during the Advisory Board meetings held in February, 2) Bob Johnson sporting his (now vintage) Pinnacle shirt, 3) Some of the Pinnacle team enjoying the Souper Bowl lunch.

4)Rick Davis at the M-PACT show, 5) Advisory Board meetings in Tampa, FL, 6) Rosemary Waldrip cutting up cake to Joe Fulton and Ben Stembridge during the logo launch party.

Navigating the Retail Jungle: Do You Have the Right Tools?



By: Melissa Fox Hadley, The Pinnacle Corporation

Waiting days for store information to be available for reporting and analysis is an impediment to a successful organization. Access the data you need, when you need it - or even before you're aware you need it - through reporting, exception management, and alerts.

Pinnacle's Retail C-Store suite is a complete solution designed to address the needs demanded by today's retail environment, and provides the information you need to run your business efficiently.

Tool 1: Store Daily Paperwork & Home Office Audit

With a central database and central application, you can provide a consistent user experience for store managers, district supervisors, auditing staff, help desk and technical support, Price Book and category managers, and all others in your organization.

- Leverage the power of the internet – get immediate visibility to store performance with access to data from any web browser
- Manage the entire enterprise with centralized data control – with one single database, there's only one version of "the truth"
- Get real-time results – no more waiting for accurate data to be available
- Requires a much lower hardware investment, which also means a smaller footprint

Tool 2: Price Book

Part of the fully integrated Retail C-Store solution suite, Price Book is not just an add-on. It is the mission control center of your entire organization when it comes to item pricing and control.

- Integrates with POS systems
- Handles electronic information from vendors and suppliers
- Distributes accurate item pricing to stores
- Analyze velocity data

Tool 3: Lottery Management

Pinnacle's Retail C-Store suite allows you to reduce shrink by tracking lottery inventory levels. This solution provides store managers with a tool they can trust to control and maintain their instant lottery ticket inventories and reconcile lottery ticket sales with the POS.

It also provides auditing and accounting staff with the data they need to reconcile with the state lottery authority. You can receive and maintain lottery tickets into your inventory as necessary, and move to POS when they are ready to be sold. This provides supervisors and operations management with historical data to analyze inventory levels, trends, and potential theft.

Tool 4: Item Level Inventory (ILI) & Computer Assisted Ordering (CAO)

The ability to effectively maintain and control inventories is an absolutely essential and integral part of any retail operation. Pinnacle's Retail C-Store solution suite gives you all the tools you need to manage cost, retail, and item level inventories

- Increase your gross profit
- Increase your inventory control
- Reduce out-of-stocks, reduce overstocks
- Decrease your labor hours
- Decrease your inventory theft

People cannot steal what is not there. When you know what products are selling, what items are necessary to have in stock, and what is overstock, keeping an accurate balance of inventory at the stores is actually possible.

Tool 5: Handheld Inventory Management

Empower your staff with mobility. Pinnacle's Handheld Inventory Management solution is a cost-effective answer that removes the complexities of taking inventory counts and makes it easy for store managers and audit crews to stay on top of inventory levels, meaning you stay on top of profit margins.

Tool 6: Software Version Management

Ensure your software version integrity with a store component that is installed on each PC where a Pinnacle application has been installed. With this tool, Pinnacle products report to the corporate database automatically every 24 hours, ensuring that you know exactly what versions your stores are running of each application.

Help desk staff can use this tool to not only troubleshoot specific problems, but to proactively spot potential trouble spots before they become a problem. IT staff can use the tool to determine which applications need maintenance upgrades, and which ones don't.

A detail report provides a listing of all product data gathered at each store. This report is helpful for the client's support help desk, IT, or operations personnel to assist in support calls, maintenance upgrades, or other software service needs. It is also a useful tool for Pinnacle's support personnel to assist clients with their support needs.

Tool 7: Time Clock & Workforce Management

Streamline one of your largest variable expenses…LABOR. Significant savings can be achieved through automating time and attendance, providing a significant and fast return on investment and, in most cases will provide an ROI of less than 1 year!

- Employees can clock in/out from any PC based system, even directly from the Point of Sale
- Improve employee productivity by replacing all manual time sheet calculations, overtime, shift differentials, and rate calculations with 100% pay rule automation
- Restrict unnecessary overtime and other exceptions by having access to this information quickly
- Assign resources more effectively and reduce the time needed to schedule employees
- Significantly cut down on payroll processing time and eliminate manual payroll errors
- Eliminate the need to calculate vacation, sick, or compensation time accruals
- Identify and eliminate time abuses (break, meal, buddy punching, etc.)

Tool 8: Business Intelligence (BI)

With the right business intelligence tool, you can do it all – increase profits, improve sales, and drive traffic. Pinnacle's business intelligence tools are browser-based, so you can access them from your desktop, notebook, tablet, or other mobile device.

This modular set of tools collects and analyzes store data quickly and accurately showing trends and exceptions to help you make good decisions quickly. Utilize BI to its fullest potential:

- **Create and Customize reports and dashboards.** Don't settle for canned reports, create your own or build your own personal dashboards. With the data relationships built in, this tool allows you to customize or build reports in minutes and make ad-hoc changes on the fly to deliver the information in the format you need at a moment's notice.
- **Measure performance** – the people, the places, the things. Using time analysis and trend lines to identify changes in the people, the stores, the product movement you will be able to make more educated decisions and make plans that leverage the high performing elements (locations, products, times of day, etc).
- **Focus your daily activities** with scheduled exception based reporting. This type of reporting only arrives if there is an exception that requires your attention. Each person can decide what they consider an exception and schedule their reports accordingly. This is an excellent tool for Loss Prevention and Operations support.
- **Distribute information** inside and outside your company, automatically. Scan based Trading is possible with this type of report delivery system. Automatic distribution really allows your staff to work on making the business better, rather than running reports.
- Let the system tell you what where you need to focus with automated **alerts and notices.**
- **Drill into the detail** – go beyond the initial report results by drilling for the detail you need. Sometimes the summary is all you want. Sometimes the summary shows you what you need to look at next. With drill capability you can take the next step without running another report.
- **Filters** help you isolate outliers after you've looked at the overall. The nice thing about this is you can have a report that shows you all transactions for the day, which is great information, especially with an hourly chart. But, maybe you need to know when there are sales that are less than 0.99 because 0.99 is your minimum. Rather than having a special report, you can apply a temporary filter to find out where those types of sales are happening.
- Critical data can be accessed in near **real-time** on web-enabled devices in the home office or while the user travels.

And BI is not just for one person in your organization…EVERYONE can benefit from real-time data.

Executive and C-level officers can use reports to track corporate performance, profits, traffic, sales, best locations, best people, best-selling products, etc.

Operations directors, managers, and clerks can use reports to track loss prevention, operations, associate training, merchandising, auditing, customer relationship management, market basket analysis, and more. Even store support and personnel can use reports to track store automation, maintenance support, supervisory and management tools, store and associate assessments, etc.

Suppliers can also benefit from BI, using reports for replenishment planning, pay by scan, and product assessment.

Navigating the retail jungle will never be "easy"…but with the right tools in place, it CAN be efficient and profitable.℗

Real Results

When reviewing the results of implementing CAO and item level inventory with the cigarette category, our clients have found that the estimated dollars invested in unnecessary overstock of inventory was on average $82,000 at each store.

Controlling inventory in the backroom has always required managers to maintain a delicate balance between inventory levels and out-of-stock conditions. CAO can control that balance across your entire range of products.

Implementing CAO greatly decreases the number of hours spent by a store manager in the manual order process, including creating build-up sheets and other replenishment associated activities. CAO has helped some retailers see as much as a 30% decrease in their order processing time.

Suggestive Selling Optimizes Your Inside Store Sales

Once you get your customers in the store, how do you make the most of the short time they spend with your cashiers during a transaction? That's the brief moment in time when you have the best opportunity to directly influence your customer's transaction and hopefully get them to add an item or two to the ticket.

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

You have probably maximized the space around the cashier with impulse items that are commonly added to a ticket, but are your cashiers equipped to be more direct and engage the customer to make the best upsell suggestions?

Many c-store retailers have told us that systematic suggestive selling is a feature you are looking for in order to optimize transaction time and increase your overall inside sales. Systematic suggestive selling via a POS interface takes the burden off the cashier and helps them facilitate upselling to your customers without slowing down the transaction. There are a number of vendors who offer suggestive selling solutions, and Pinnacle has recently introduced a Palm POS® interface to one of them: Odysii. Palm's transactional data easily provides the details necessary to analyze the market basket in progress and make smart, logical recommendations to add to the ticket.

The foundation of any suggestive selling solution is to make useful recommendations to the consumer about adding items to their purchase, recommendations that the consumer finds valuable so that ultimately the suggestions get converted to sales. That's just what Odysii does. Palm POS transaction data is read in real time and, based on what is in the transaction already, Odysii makes targeted suggestions about what other items might be of interest to the consumer to add to their transaction. Odysii can deliver these targeted upsell messages to either the consumer or to the cashier, or both, via separate display screens. Odysii's messages use simple, easy to read graphical content that are clear and reduce the possibility of miscommunication.

Because Odysii communicates the upsell messages in real time there is no impact on the transaction time. Another benefit is you don't have to rely on the cashier to know the logical item to suggest or to remember what the current promotions are, tasks which simply get overlooked during busy peak times. Odysii systematically determines the appropriate items to recommend and can display a message to the cashier to suggest, or directly to the consumer. Most importantly, the system ensures that you won't miss a sales opportunity because every customer is exposed to targeted promotional upsell messages that result in increased store sales.

There is a new setting in Palm v10 SP1 supports the Odysii interface. Ⓟ

simmons
Fuel Management Technology and Solutions

The Case of the Missing 1%

In 1988, the EPA mandated that all petroleum storage tank (PST) inventories be reconciled on a monthly basis. At that time, a standard was created, thereby allowing for a variance in fuel inventory each month of ±(1% of sales + 130). This margin of error standard was created as an inevitable acceptance that 1% may be the closest most tank operators could realistically achieve with the lowest common denominator of technology available…a wooden measuring stick.

While some states and municipalities have stricter guidelines, the EPA 1% over/short margin of error remains the law of the land today, and the same effort is routinely accepted for business accounting purposes as well. In the mid-1980s, fuel costs were on average below 90 cents per gallon; and with time being money, the hunt for inventory usually stops once 99% inventory reconciliation is accomplished. Over time, total acceptance for a seemingly mediocre accounting practice has been cast in stone and today most fuel marketers call it a day if reconciliation to within 1% is accomplished. After all, it takes time to look for every drop of gas! But for inquisitive minds, the question has always been…

"Where did the 1% go?"

Many of us have also been treated to ill-informed "flat earth" interpretations of the laws of physics; misinformed explanations of lost fuel due to the expansion and contraction of volatile liquids. But the truth is this: the reason why it has been virtually impossible to reconcile 100% of tank inventories is due to **incomplete information.**

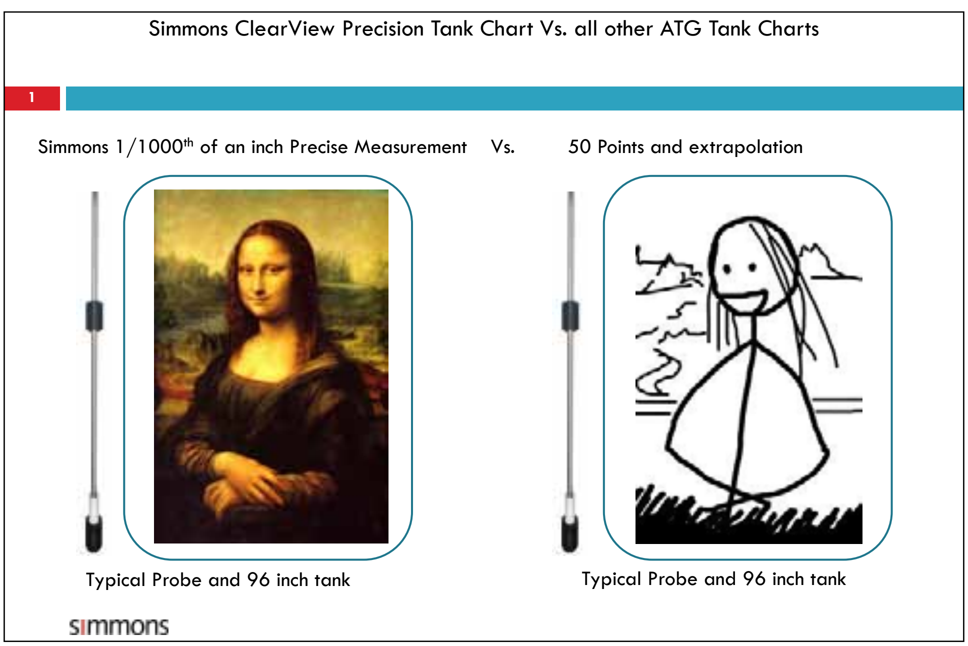
With modern Automatic Tank Gauge (ATG) information, it is virtually impossible to reconcile 100% of Fuel inventories. The reason is that ATG information is incomplete. The problem begins at the tank factory where tank charts are created. Most tank manufacturers provide disclaimers that tank charts are not 100% accurate. The variance between the tank chart and the actual tank may be up to 10%. A common installation practice for ATG tank strapping is to use four known points from the factory tank chart and interpolate between the points to obtain volumes. This is an imprecise way to utilize a very precise instrument – the ATG probe.

Today with $3.00 and greater cost of fuel inventory per gallon, a more precise method of accounting for fuel inventory is absolutely essential. In today's market, a 1% margin of error for a typical 8,500 gallon transport load of fuel is 85 gallons. At $3.00 per gallon, inventory losses of $255.00 per load are routinely disregarded.

Only with a concept known as continuous fuel monitoring can all fuel inventories be tracked accurately. Simmons Corporation has created a product called ClearView™ that can utilize an existing ATG, along with the fuel control systems to determine the causes of missing fuel. The Bill of Lading (BOL) is the basis from which fuel is paid to suppliers. This is where the investigative process begins with ClearView.

Simmons compares BOL information provided from Pinnacle's Fuel Smart®, Andalé™, or Auditor™ systems with actual deliveries into the tank. The ClearView system also creates a precision tank chart to 1/1000th of an inch accuracy. This precision figuratively creates a view inside the tank to see how much product goes in and out. ClearView then monitors metered sales via the Palm POS®/Allied Pump Controller combination. This provides petroleum marketers with an investigative look to where all fuel has gone from the terminal to the nozzle. With ClearView, it is possible to determine events such as leaks, unrecorded removals (theft), meter drift, and short deliveries.

In today's market 1% margin error is a sub-standard practice for profitability. With ClearView from Simmons and the Palm POS from Pinnacle, 100% accuracy has a much nicer ring to it!



Fueling

Convenience & Efficiency

By: Jennifer Trafelet, Solutions Analyst, The Pinnacle Corporation

Acting as a hub of fuel operations with a tightly integrated solution, Pinnacle's Fuel Suite provides a sense of ease for everyday fuel management needs, from planning, to accounting, to business intelligence for wholesale, retail, and consigned dealers.

FUEL TRANSACTION MANAGEMENT

With predetermined pricing strategies for customers, quotes are easily generated.

Eliminates time spent searching for past quotes by providing the ability to view historical quotes.

Streamlined procurement, replenishment, quoting, order entry and dispatching process.

Internal and external notifications are submitted for scheduled deliveries.

Optimizes distributions by allowing the system to determine how loads will be dispatched.

Automatically processes an acknowledgement of delivery updating the back office and dispatch system.

FUEL INVENTORY MANAGEMENT

Having tank inventory, along with historical and trend information at your fingertips, allows for more efficient and economical inventory and buying decisions to be made.

Being able to easily track fuel inventory at multiple locations allows for a more efficient process to be implemented for replenishment, load scheduling and deliveries.

Providing a customizable alert functionality, dispatchers or fuel buyers are promptly notified of locations that require attention.

ACCOUNTING

Gain control of accounts receivable and manage sales more effectively by having the ability to track invoices, process receipts and analyze customer activity.

Reduced time consuming checking of errors with the automated functionality of receiving electronic bill of lading and acknowledgement of delivery.

Automated check and balance of discounts, terms, bill of lading and deliveries ensures that invoices are created accurately and the payment is properly accounted for.

Using a tightly integrated solution results in a quick and accurate reconciliation process.

Integrated with Microsoft Dynamics GP.

REAL TIME BILL OF LADING (BOL) MANAGEMENT

Automated process from order entry to delivery increases accuracy in the bill of lading resulting in lower labor costs and additional time available for closing the month's financials.

Electronically capturing real time information of the bill of lading and delivery allows for a faster turnaround in invoicing and receiving payment which can increase company revenue.

CUSTOMER REQUEST & FUEL REQUEST MANAGEMENT

Providing a web-based solution allows customers the ability to have instant access to their account. Customers are able to easily access:

- » Invoices
- » Quotes
- » Statements
- » Real-Time Information
- » Current and Historical Rack Prices
- » Ability to create Fuel Requests

Frees up time and allows for customers to be able to manage their fuel account at their convenience.

BUSINESS INTELLIGENCE

With graphical visuals and interactive dashboards, fuel executives, fuel buyers and sales staff are able to make faster and more solid executive and financial decisions.

12 Tips for Efficient & Effective Support

By: Pinnacle Client Support Team

Your time is valuable; and while the Pinnacle Client Support Team is always here to help, we know that no one likes having to call the support desk, and keeping support expenses down is a top priority. There are several things you can do to help make your interaction with the support desk as efficient as possible, which in turn will keep your support expenses to a minimum. Here are a few ways you can make your support desk interactions efficient and effective:

#1 Keep your software versions up to date. The newer the version, the more reliable it will be.

#2 Know what version you're running in production. The support desk will invariably ask!

#3 Capture as much information about the situation as you can, especially if the issue is happening at a store. This will avoid several back and forth conversations with the help desk.

#4 Make sure you capture all the processing steps involved with any situation that causes you to encounter an error. Being able to efficiently reproduce the error is always helpful when looking for the root of the problem.

#5 Keep your personnel fully trained. Proper training is less expensive than support desk charges.

#6 Learn how to utilize the eSupport system to create and track support calls. Instead of spending time on the phone, you might be able to more accurately explain your issue or see its current status with a simple click of the mouse (www.pinncorp.com). This is the most efficient and effective way to submit support requests, as it ensures that your issue gets into the system that we use internally to manage and track all support calls.

#7 For quick questions, try using PinnChat Live from pinncorp.com to chat with a support representative in real-time.

#8 Attend pertinent solution webinars for information on new features and enhancements that could save you time and effort during implementation.

#9 Continue to monitor the support area on pinncorp.com for new documents that can help with questions that may arise.

#10 If you think you have encountered an issue before, but cannot remember how to address it, try looking up your old calls in eSupport to see how an issue was resolved in the past.

#11 Make sure you are backing up your data and that you know where and how to restore it in case of an emergency. If the support team needs a copy of the data, it will save time if you already have last night's backup ready to transfer, or have already started the transfer before calling the help desk.

#12 Try not to address a single support rep, but copy "support" when communicating a support request via email. Copy "support@pinncorp.com," to your email request, or use one of the product-specific email addresses, i.e.:

- » Fuel Solutions: fssupport@pinncorp.com,
- » EPM: epmsupport@pinncorp.com
- » Price Book: pbsupport@pinncorp.com

Using these group email addresses will ensure that your message doesn't end up sitting in the inbox of a support rep who has gone on vacation or is out sick.

Most of these tips are easily implemented, so take advantage of these tricks of the trade for more efficient and effective interaction with the support desk. ℗

UPDATE YOUR PIN PADS FROM ANY LOCATION!

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

Site visits – they cost you time and money. While sometimes they can't be avoided, there are some ways to cut out unnecessary trips.

At Pinnacle, we are always looking for ways to help you remotely manage your stores as much as possible. In a world increasingly bound by strong security measures mandated by PCI, which are seemingly designed to limit your options for remotely accessing the POS environment, remote management is not always easy. Navigating things like segmented firewalls, secure routers, whitelisting applications and 2 factor authentication can make the specific access you need cumbersome and sometimes impossible.

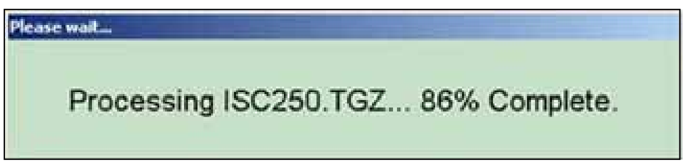
There is one piece in your store that CAN be easily managed remotely: your PIN pads. To get the most out of your PIN pads as a vehicle for promotional advertising, you need to be able to change the graphics on the screen quickly and painlessly. Unfortunately in the past, updating the graphics on your PIN pad usually meant a dreaded site visit. Enter: the latest generation of cool new PIN pads, the Ingenico Telium line. They're practical because they are secure. They're cool because they offer great new features, including large color screens, audio, and the capabilities to deliver customized store-level marketing messages to your customers.

The latest version of Pinnacle Palm POS® (v12) has made updating your Ingenico Telium PIN pads much easier. You can use the new PIN pad subfolder in the "Updates" folder to deliver updated graphics directly to your PIN pad. It uses the same update methodology used to send Price Book updates to Palm. Just send your new graphics in the form of a compressed file package to the PIN pad subfolder and the update process takes over from there.

EASY AS 1-2-3

- The cashier presses the updates icon to initiate the update process. They will get a reminder that the update could take time, so if they don't want to do it now they can press "No" and wait until later.

- During the update, the POS is locked and the cashier screen will display a progress bar that indicates the percentage completed.



- Once the update is 100% complete the PIN pad will automatically reboot and the update will be applied. The cashier will see a message indicating the reboot is happening.

Palm's new updates feature streamlines the process for delivering updates of all kinds to your PIN pads, but graphics are arguably the most common thing you will want to change. You can also deliver updated video, audio, prompting, and RBA updates through this new update procedure. You will still need to build a compressed file package that includes your changes, but delivering them to the PIN pad is now much easier than ever before. This feature is supported by Palm v12 and Pinpad.dll v12.0.0.2, along with Ingenico RBA 6.1 or higher.

Pinnacle currently supports several models of Ingenico's Telium-based iPP and iSC PIN pad units. These units support full VGA color touchscreens and full motion video which can be changed using Palm's new update process. ⓟ

No More Headaches:
Fuel Inventory Management Made Simple!

By: Jennifer Trafelet, Solutions Analyst, The Pinnacle Corporation

Fuel tank inventories out of control? Need to know when gallons being sold per hour exceed a specific amount of gallons? Or when fuel tank inventories are below a specific gallon amount? Or most importantly, when fuel tank inventories have reached a critical level and need attention?

Not knowing or being able to accurately estimate the current fuel inventory levels for locations and tanks can get pretty costly, not to mention the risk of depleting a tank. In order to be more efficient, it is crucial to know what products to transport, how many gallons of each product are needed, what location needs the delivery, and by when the delivery is needed.

So how do you keep the headaches of managing fuel tank inventory from controlling you and your day? Make the process easier! Pinnacle's Dispatcher Workstation™ is a browser-based solution designed to aid in maintaining fuel tank inventory more effectively and efficiently while reducing time and cost. Being completely browser-based means being able to monitor fuel tank inventory anytime and anywhere from a device that has internet capabilities and access, including mobile phones and tablets.

Integrated with the automated tank gauge (ATG), Dispatcher Workstation is able to capture and store fuel tank inventory information into a database. Through the use of sophisticated algorithms and pre-configured inventory data, including tank readings, Dispatcher Workstation is able to determine how many gallons per hour (GPH) being sold, and estimate a projected run out (PRO) time in which a tank's fuel inventory will be depleted.

So now you have a database that is storing fuel tank inventory data and using that data to make predictions on how many gallons per hour are being sold and when a projected tank run out time is; but how does that help in determining what locations and what tanks need replenishing, and when they should be replenished? Using a graphical user interface, Dispatcher Workstation provides the ability to be able to monitor all tanks at multiple locations and provide notifications based on predetermined rules. Rules are customizable and based on your business needs. For example, rules can be configured to display a warning notification when gallons sold per hour exceed a predetermined amount, or when the fuel tank inventory reaches a certain gallon amount, or when a fuel tank is at a critical stage and needs immediate attention. It's completely up to you.

The rule-based notifications are displayed based upon the status of the fuel tank with the most critical notification appearing first on a tank by tank level. When a fuel tank reaches a level in which a predetermined rule has been set, not only will the notification be triggered, but the notification will contain critical information such as the estimated Product Run Out Time, Gallons per Hour Sold, and the Tank Volume. Implementing rule-based notifications will promptly notify dispatchers or fuel buyers that there are fuel tank locations that require immediate attention.

Receiving notifications and having the ability to easily track fuel tank inventory at multiple locations allows dispatchers and fuel buyers the ability to implement a more efficient process for replenishment, load scheduling, and prioritizing deliveries. Having an effective process in place can reduce (if not eliminate) the costs and stress associated with frantically trying to replenish a fuel tank that has been unexpectedly depleted or is critically near depletion. Dispatchers and fuel buyers are also able to greatly reduce the risk of costly dispatch errors that are associated with carrying an excess fuel inventory amount of slower selling fuel grades.

Taking advantage of the stored fuel tank inventory data and going one step further, Dispatcher Workstation produces graphs for each fuel tank that is in a notification status. The graphs displayed will provide information relative to an overview of the fuel tank information, fuel tank readings, and historical fuel sales, which in turn are used to produce a predicted sales trend.

A significant swing between the historical sales graph and the predicted and/or actual sales graph could be an indicator that attention may be required. While the variance could be attributed to factors such as road construction, severe weather, or even maintenance issues, the variance could also represent a fuel price differential between the location and its competitors. If the actual sales graph is higher than the predicted or historical graph, it could be an indicator that the competitor's fuel prices have increased, or that there is an issue associated with the tank or a dispenser. If the sales graph is lower than the predicted or historical graph, it could be an indicator that the location's competitors have dropped their fuel prices.

Using the fuel tank inventory data that is provided in Dispatcher Workstation, more efficient and economical inventory and buying decisions can be made, which in turn can save valuable time and costly errors. ⓟ

A New Approach

The Master Plan to Successful Implementation

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

Over the last several years during our software implementation projects, the project team realized they were becoming caught up in the "nuts and bolts" of configuring the software while missing the most important reason for implementing the software in the first place – how to use it. In response, our professional services team looked at this scenario and created a different approach to our traditional implementation project.

The Scenario

Pinnacle's software can, at times, be complex to setup; this is in large part due to the flexibility of the software – which is designed to adjust to the client's business practices, instead of requiring the client to conform to the software. In reviewing our traditional implementation philosophy, we found that our implementation team spent the majority of our time training clients how to setup and maintain data or processes which seldom would need to be addressed again after the initial install. We discovered that the majority of our new clients want their basic configuration to conform to NACS standards. And in reviewing the training portion, we also realized that in trying to streamline the training timeframe, we lost the original purpose of the training experience – which is to teach clients how the system works and configure the application to meet the client's business needs. Armed with this information, we knew it was time to re-focus the project activities to ensure we are giving clients what they need during the implementation period.

The Plan

For our first step, we built a "shell" or "template" company, based on NACS standards, which encompasses all of Pinnacle's integrated software products – that is, all software which requires a category structure as the foundation of the business functions. By doing this, we could alter the way we approached the basic activities of the implementation project.

Going forward, our classroom training will now focus on configuring the application(s) using the client's desired business structure instead of a classroom model. The client's business structure will be defined and documented prior to attending class. Based on the client's business structure and information questionnaires completed by the client prior to attending class, the class will be tailored to build the client's configuration during the training session. When the training session is complete, a large portion for the application will also be complete.

In our traditional implementation model, the professional services consultant assisted the client with building the application configuration. With this new approach, the client will already have the knowledge to configure the application from their classroom training sessions, and the professional services consultant can concentrate on teaching the client how to use the software from a business perspective, rather than technical data entry point of view. If a client does not wish to use NACS standards, we simply modify the "shell" company to meet their business needs.

The Benefits

Incorporating this new process will result in:

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

We have already rolled out part of this new process in a limited number of projects during late 2012. The newly structured classroom training sessions will be put in place in early 2013. As we refine the process and roll this new approach out to more projects, our goal will always be to increase the success of the project deliverables and client satisfaction. ⓟ

SAVE A TREE (AND YOUR TIME)! GO PAPERLESS WITH ELECTRONIC RECEIPTS

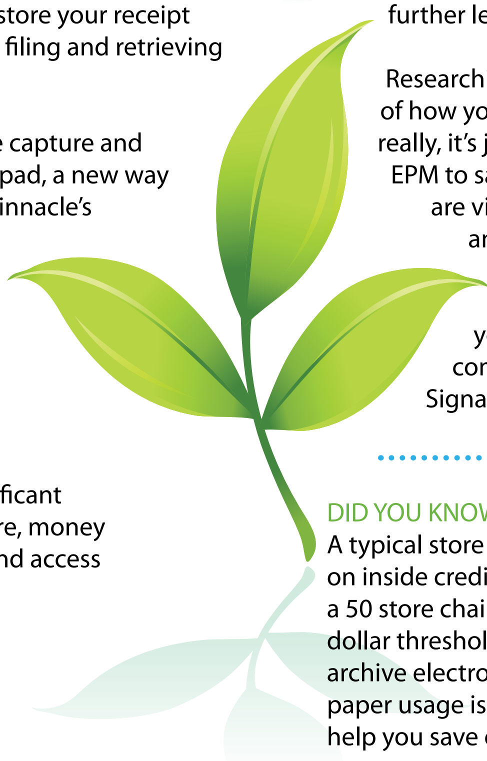
By: Jane Sinn Gabriel, Retail Solutions Manager, The Pinnacle Corporation

"When a chargeback is reported, the transaction is looked up with EPM and is delivered to the bank well before the deadline. That's savings. The chargeback is repealed, and the time it took to do the research is less than a minute."

Filing, research, distribution…paperwork, paperwork, PAPERWORK! It all takes time and money. One area where you have an opportunity to reduce the amount of money you spend each year on paperwork is in the management of electronic payment receipts.

Electronic payments cost your organization money a lot of money, and it's more than just the transaction fees. You also pay for the receipt paper, the space to store your receipt copies, and the labor hours devoted to filing and retrieving those receipts.

With the advent of electronic signature capture and Palm POS® support of the Ingenico pinpad, a new way to retrieve receipts was developed in Pinnacle's business intelligence solution, EPM™. Reproducing a receipt in EPM doesn't require the presence of a signature, but if you can capture the signature, you really enhance your ability to legitimize transactions that are being disputed.



Companies using EPM appreciate significant savings in time and space and, therefore, money when it comes to being able to store and access transaction receipts.

If you are using EPM, you should be using the Transaction Detail to look-up and reproduce receipts. You can seek a particular transaction or a list of transactions that include a common event or item. There are a number of departments in your organization that can take advantage of this one document.

Flash Foods, Inc. is just one EPM client using Transaction Detail every day, and sometimes several times a day. In discussing their use of the tool, Flash Foods CIO, Jenny Bullard, noted that in the past, responding to an automatic chargeback on a credit card transaction was an "iffy" proposition that didn't always result in a reversal of the chargeback. The clock is always ticking on a chargeback appeal. There is a deadline, and in the past, the clock ran out before the transaction receipt could be presented. It started with the store having to locate the transaction in question. The hunt wasn't always successful. It took time, sometimes lots of time. Even when the receipt was located, it may not have been delivered before the clock ran out. That costs money…the chargeback was applied, and the time it took to do the research was lost altogether. Today, that doesn't happen. When a chargeback is reported, the transaction is looked up with EPM and is delivered to the bank well before the deadline. That's savings. The chargeback is repealed, and the time it took to do the research is less than a minute. And, don't forget, the signature is in the EPM report, which only further legitimizes the transaction.

Researching transaction chargebacks is just one example of how you can use EPM to save time and money. And really, it's just one example of how to use ONE report in EPM to save time and money. The reporting capabilities are virtually endless, and could save you a ton of time and money when utilized effectively.

For more information on the amount of money you could be saving with EPM, go to pinncorp.com and lookup the ROI calculator for Electronic Signature Capture. The numbers will inspire you!

DID YOU KNOW?

A typical store uses an equivalent of 19 reams of paper per year on inside credit receipts. That's 1.2 trees per store, or 60 trees for a 50 store chain! Palm allows you to suppress receipts based on dollar thresholds and electronic capture allows you to keep and archive electronic copies rather than paper copies. Every store's paper usage is unique but one thing is sure, Palm POS and EPM help you save on paper costs!

- 1 carton (10 reams) of office paper uses 0.6 trees
- 1 tree makes 16.67 reams of copy paper or 8,333.3 sheets
- 1 ream (500 sheets) uses 6% of a tree
- 1 sheet of paper supplies 4 receipts

Estimates based on data from www.conservatree.org and actual c-store data

2013 PINNACLE SUMMIT

September 17-19 | Fort Worth

WHO SHOULD ATTEND?

IT PROFESSIONALS | EXECUTIVE LEVEL | MARKETING | ACCOUNTING | OPERATIONS

CONNECT. SHARE. INNOVATE.

As the primary educational and networking forum for Pinnacle clients, 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 to experience this event. Through targeted 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 Pinnacle software. We hope you will join us for Pinnacle Summit 2013!

FEATURING

MIKE D. MERRILL
Opening Keynote

RICK DAKIN
Coalfire

MICHAEL DAVIS
NACS

BARRY SCHUSTER
Master of Ceremonies
Double Quick, Inc.

GRAY TAYLOR
PCATS

FIND OUT MORE

www.pinncorp.com/summit2013

Agenda

This year's meeting agenda will features more of an emphasis on user-led roundtables and breakout sessions. We are expecting this year's program to be the strongest technical program to date. Visit the website for the most up-to-date program agenda!

Registration

Register Now:
www.pinncorp.com/summit2013

New for 2013! Special early bird rate for multiple company attendees when registered by July 17, 2013.

HOTEL INFORMATION

Hilton Fort Worth
815 Main Street, Fort Worth, TX 76102
Tel: 817-870-2100, Fax: 817-882-1300
Website: www.hilton.com

Hotel Reservations:
Must be booked through the hotel, and the cost is not included in the Summit registration price. Please call 800-HILTONS and ask for the Pinnacle Corporation room rate at the Hilton Fort Worth. Alternatively, book your room online using the discount code "PINN". Our group rate is $159.00/night and includes free wi-fi. Reservations must be made by August 16, 2013. The special negotiated rate for Summit may be applicable three days before to three days after the official meeting dates, subject to space availability.

EVENING EVENTS

After a full day of educational sessions and open forum discussions, each evening of Summit attendees will experience the beautiful downtown Fort Worth. Due to the overwhelming positive response from our evening event last year at Reata followed by the comedy show at Four Day Weekend, we will be returning to those venues for the Tuesday evening event. Not to be outdone, Summit attendees will spend Wednesday evening at Pete's Piano Bar for the sing-along, clap-along, drink-along, have-a-great-time-along bar! You won't want to miss this year's fun!



THE MAGIC OF SCAN-AND-GO LOYALTY SIGN-UP

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

What makes a loyalty program powerful is how the information can be used to better serve your customers and your organization.

While it's possible to run your program with the majority of your membership being "anonymous," you have a much better chance to affect your members' lives (and in turn, your bottom line) if you can contact them directly. In order to do this, you have to invest in gathering the "intel" and getting it into your system. So how do you do it?

Option 1: Paper Registration

The most basic option for gathering member information works, but it's probably the most expensive option. That's the paper form. You have to pay to print the forms, they take up space at the POS and in the back office, and there's the potential for a lot of waste, as they're taken but never returned. If the applicant returns the completed form, you have to get the information into the loyalty system in order to take advantage of it.

Option 2: Web Registration

The next option is much better than paper registration, and serves the loyalty system even after the initial registration. That is web registration. This method takes the paper and the data entry out of your expense side. You pay once for the form to be created, and once it's going, it works over and over and over again. Your members are doing the data entry for you, and it's likely to be more accurate than a clerk's interpretation of a well-meant scrawl. You also have opportunity with a website to promote the benefits of participating in the program; telling new members about the site and the upcoming loyalty promotions. Your website and social media sites are the most cost effective marketing tools you have to promote your loyalty program. As effective as this option is, you will still experience some "shrinkage" in the number of members who actually come to the site and register their card.

NEW Option: Loyalty Sign-Up Service

A new option that is a great complement to loyalty webpages is Pinnacle's Loyalty Sign-Up Service™, a scanner-interfaced application that captures customer data automatically with the scan of a driver's license and saves it to the central loyalty membership database. The add-on application supports multiple scanners and allows for manual data entry with an actual or virtual keyboard.

This new application can be used with Pinnacle's Palm POS® or as a stand-alone application setup on a separate workstation at a store or at your home office. Sign-Up Service provides a user friendly interface that will display on a cashier's POS or on a stand-alone PC. In addition to personal information (name, address, birth date, etc.), the Sign-Up Service application also captures the loyalty card ID number as part of the card activation process and, in the case of a LoyalPass® pump authorization enrollment, the customer's driver's license number will also be captured and stored.

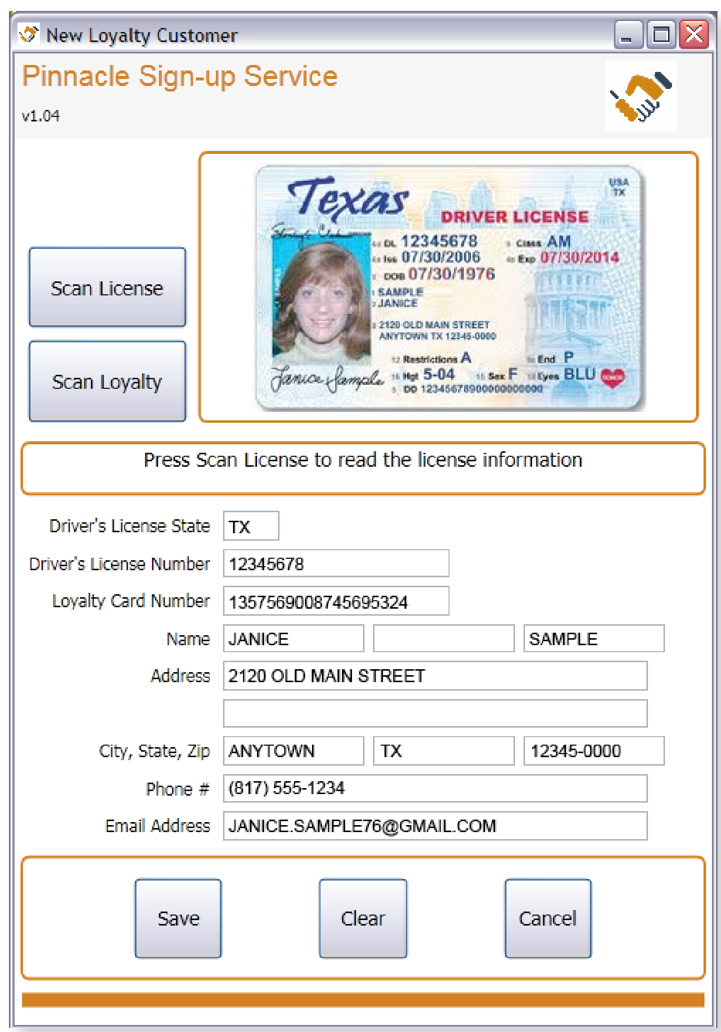
As part of Sign-Up Service, a new web service will run on the loyalty host server, taking the data and posting it to the loyalty database. Sign-Up Service can also work as a home office data entry form for adding or updating new customer account information from paper registration forms.

Sign-Up Service at the POS is intended to be very quick and easy for the customer and the store employee; and it is.

Your store associate will learn to scan the license, scan the loyalty card, and review the information on screen with the customer. Additional information can be added with the use of a virtual keyboard. So now, your associate can get the customer's telephone number and email address in seconds. With a push of the button that information is sent, along with the loyalty card ID into the loyalty system.

Sign-Up Service takes mere seconds, not minutes. There's no paper. There's no additional data entry. It's done. That is a time savings for your organization and, better yet, for your new loyalty club member.

Saving time and money are not the only benefits your organization will garner with the use of Sign-Up Service. You may be able to deliver customer specific benefits without knowing a name or contacting them directly, but you can't really communicate. You can't call your customer by name, or send them a personal note of thanks. The real opportunities with loyalty programs come with being able to have direct communication with individual members so they know how much you value them as customers. Sign-Up Service is one more way to show them you value their time and patronage.



flash foods saves time and money with REAL-TIME B

Company Overview

Flash Foods (www.flashfoods.com) is headquartered in Waycross, Georgia, and operates a chain of 180 convenience stores in Georgia and Northern Florida. A Pinnacle client since 1996, Flash Foods utilizes an enterprise-wide suite of Pinnacle applications including point-of-sale, back office, home office, fuel management, fuel accounting, and fuel distribution. The Jones Company is the holding company for Flash Foods, and also owns Fuel South, Inc., Distribution South, and the Walker Jones Auto Dealership.

Challenges:

The biggest challenge Flash Foods was facing was that they couldn't quickly or easily know the in-ground cost of their fuel inventory. The only information they had to rely on when making retail fuel price changes at the store level was the replacement cost. Not knowing the in-ground cost of inventory could, and sometimes did, result in lesser gross margins than anticipated.

Flash Foods experienced a loss in time and profit due to the manual and time consuming process they had in place for dispatching fuel loads and receiving carrier BOL information. Fuel delivery drivers had no way to immediately report their BOL information to the home office, drivers would collect all of their BOLs and deliver them to the home office via truck or mail which sometimes took several days.

The process of store manager entry of BOL information was time consuming, inconsistent, and on many occasions, inaccurate. The majority of Flash Foods' stores are unbranded; therefore, bill of lading information on a store to store basis is not consistently located in the same place on every BOL. Once all the BOLs had been delivered by the drivers, store managers had to find the needed information on each BOL before inputting the information, being required to enter it in timestamp or product code formats. Not only did this inconsistency lead to a loss of time due to the manual process of looking and finding the needed information on all of the companies BOLs, it also led to inaccurate data entry into their accounting software, resulting in costly mistakes.

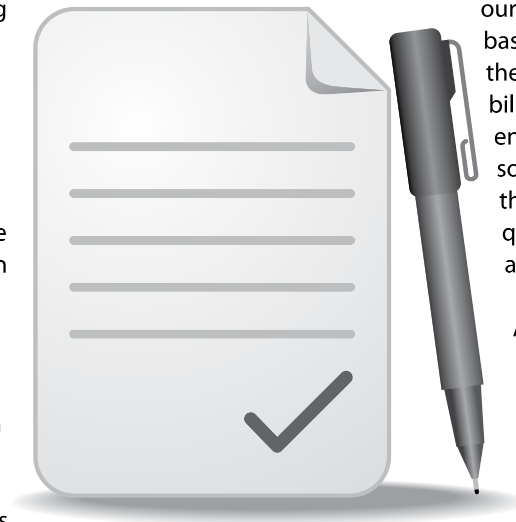
Project Goals:

- Obtain real-time BOL information to enable real-time in ground cost of fuel inventory calculations at all Flash Foods locations

- Reduce lag time of receiving BOL information
- Reduce lag time in data entry
- Reduce errors in data due to manual entry

Solution:

Flash Food selected Pinnacle's Andalé™ solution for automated, real-time BOL capture. Andalé is a web-based solution focused on the automation of the fuel supply chain from the point fuel is ordered by a retailer until it is delivered by the wholesaler. Andalé facilitates instantaneous BOL entry, reducing the lag time between dispatching a fuel load and receiving the carrier BOL. This ability enables retailers and fuel suppliers to increase revenues and gain operational efficiencies.



Andalé is simple to learn and easy to use. The process begins with the fuel wholesaler dispatch office entering the fuel order into the Andalé system. The driver receives notification of new orders via a web-enabled cell phone, then proceeds to pick up the fuel load at the terminal and receives the hard copy BOL. The driver then enters the BOL number and necessary information into the Andalé system with their web-enabled cell phone. The driver also enters in delivery information from dropdown list of choices. Andalé also provides for split deliveries and splash blending information as well. The fuel wholesaler/retailer then receives the BOL information instantly on the Andalé system, enabling faster customer billing, more informed pricing decisions and the ability to maintain tighter control of fuel inventory. BOL information is then easily exported into virtually any 3rd party fuel accounting software. Andalé is a SaaS (Software-as-a-Service) based solution, hosted by Pinnacle which eliminates the need for clients to implement software.

Client Opinions:

Debbie Butler, Business Manager at Fuel South, was tasked with rolling out Andalé for all Fuel South drivers and Flash Foods locations. Implementation to all 180 stores and 50 drivers was completed in 6 months. According to Butler, "The biggest challenge during implementation was convincing the petroleum truck drivers that accessing emails and the internet on their Blackberry was a painless process. Once we convinced them to give it a try, our drivers were surprised with how easy it was to use, and we were surprised at how quickly they adapted."

Results:

Our drivers are far more familiar with the product and bill of lading information and they have taken to this new technology well", says Debbie Butler. "Andalé has given us a quicker response time in evaluating our inventory, giving the ability to know our in ground cost of inventory on a daily basis. It has also reduced labor cost with the efficiencies gained from more accurate bill of lading information. Andalé is a great enhancement to Pinnacle's Fuel Smart® solution. We have been impressed with the ease of implementation and how quickly our drivers have learned to use this application."

Andalé provides real-time bill of lading information into Flash Foods fuel accounting system, enabling Flash Foods to know how much product is in the ground at any time as well as in-ground product costs, information that is crucial to making retail fuel price changes.

Andalé has increased the efficiency of Flash Foods' delivery drivers. Drivers have become more familiar with Andalé and the bill of lading information. Lag times between delivery and BOL delivery information has been eliminated, and the information is now exported to Flash Foods's fuel accounting system. Andalé has reduced manual entries and duplicative data entry processes, increasing accuracy as well as efficiency.

Residual Benefits:

In addition to the original goals Flash Foods met with the implementation of Andalé, they also experienced some unexpected benefits. With the increase in accuracy and timeliness of information flow into their fuel accounting software, Flash Foods is now able to produce monthly financial statements in record time.

OL CAPTURE

sharpen your skills:

Benefits of Training

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

Calling support for problems = 5 hours. Rebuilding your database = 80 hours. Learning to use the product so you don't have to spend time on issues = PRICELESS.

Time is money, and there is no sense in wasting it. This adage dates back to Benjamin Franklin; in his work "Advice to a Young Tradesman, Written by an Old One," Franklin writes:

Remember that TIME is Money. He that can earn Ten Shillings a Day by his Labour, and goes abroad, or sits idle one half of that Day, tho' he spends but Sixpence during his Diversion or Idleness, ought not to reckon That the only Expence; he has really spent or rather thrown away Five Shillings besides…

While written in 1748, this advice still holds true today. Time spent redoing a job or waiting on someone else to resolve your issue costs you money.

Training can be useful in many ways. It will increase productivity, as people who know what they are doing can work faster and more efficiently. Aside from support calls and potentially rebuilding a database that was originally built incorrectly, employees will work faster and without interruptions. And the faster an employee can do the job, the more time that is saved. And as we know, time is money.

Additionally, training can help reduce employee turnover. Ever take on a new job without being trained? It's hard to know what to do, where to start. I remember the first time I saw Price Book™, I was at a complete loss for what to do with it. The only thing that saved me was a training class I took that same week.

Training can also increase job satisfaction and morale. Once someone knows how to do their job, they will be happier, having less stress, thus more satisfaction. And as we know, satisfaction leads to a higher morale.

So time is money, and you can save time through training. Any time saved, people doing their job faster, not waiting on someone to resolve your issues, or not redoing your work, will save you money. And in the end, we all want to do our jobs faster, better, and cheaper. Training can help you do this. For more information on the training classes Pinnacle offers, feel free to email me at jwalther@pinncorp.com.

Pinnacle Employee Spotlight

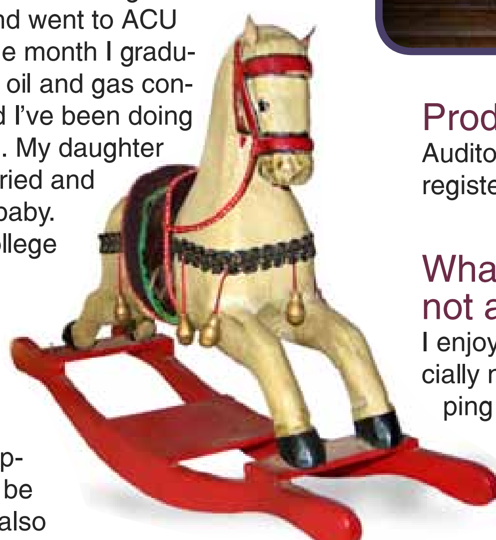
Julie Hicks

Senior Analyst

Julie received the Pinnacle Client Support team's "Top Dawg" award in 2012, which recognized her for closing more support calls than any other client support representative during the year. Pinnacle's Senior VP of Client Services, Roger Wall, commented, "What was remarkable was that we also got outstanding feedback from these clients that she was doing such a fantastic job for them. Julie is all about customer service, and yet she is able to help so many clients." Pinnacle was proud to recognize Julie for her great effort in handling numerous support calls, while maintaining a focus on providing excellent customer service.

About Julie:

I was born and raised in Abilene making me a 'West Texas Girl'. I stayed there and went to ACU where I played volleyball. The month I graduated I started working for an oil and gas convenience store business and I've been doing it ever since. I have two kids. My daughter graduated from college, married and has given me my first grandbaby. My son will be graduating college this December.



What do you do?

I'm a Senior Analyst and which means our primary responsibility is providing support for our clients. This can be both internal and external. I also participate in the Pinnacle Business Platform Development Team.

When did you join TPC?

July 1999

Products You Work With

Auditor, MWS, MWS Store, Handheld, 3rd party register interfaces and classic products.

What do you like to do when you're not at Pinnacle?

I enjoy hanging out with friends, family and especially my grandson. I love antiques (or junk shopping as some might call it) and doing some travel. And I enjoy spending time outdoors, whether that be working in the yard or watching a ballgame. ⓟ

Favorite Aspect of Your Job

> *"I just love our clients. We really have a good bunch of clients. There aren't too many places you can work where the clients are so nice. And I love always learning something new."*