

Pinnacle Summit 2019



Pinnacle Company Updates

Bob Johnson, President and CEO

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Welcome to Southlake, TX

- **Thank you for your support and business**
- **This is our 30th conference**
- **We couldn't do it without you**

Pinnacle Summit 2019



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Summit 2019

Innovation Through Collaboration

- **Palm POS is now 24 years old**
- **Pinnacle celebrates its 30th year anniversary in January**
- **LoyaLink born 2003**
- **Affiniti Cloud Platform rolling out**
- **Affiniti POS is coming...**



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Pinnacle Update

- **Overarching objective:**
Deliver products and services that
Increase revenues
and/or
Increase profitability
- **We need your help with:**
References
Evangelists
Feedback
- **This especially true with Major Oils**



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Pinnacle Update

- **Turbulent times**
Industry consolidation continues
Competition increasing
- **Technology is needed to**
Control costs
Manage resources
Drive revenues
Satisfy consumers



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Pinnacle ASC Program

- **Welcome to our ASC Partners!**
We appreciate your confidence and support



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Pinnacle ASC Program

Addresses couple of points...

- 1. ASC local presence**
- 2. Largest segment of the market is...**

We are certainly learning so thanks in advance for your patience!

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Pinnacle POS Strategy

Doesn't change our go to market strategy for larger accounts...

Welcome Phil Harper, National POS and Payments Sales Executive

Afiniti Cloud Platform

- **micro-services based architecture**
- **unique strategic advantages**
- **foundation for next POS platform**
- **increasing ROI for you with our traditional products**

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Client Updates

- **New POS sales through ASC program**
- **Double Quick**
- **Quality Dairy**
- **JiffyTrip**
- **Git N Go Market**
- **Tarbell Management Group**



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Product Direction

- **EMV Certifications**
- **EPS (Commander)**
- **Ingenico Payment Terminals**
- **Affiniti Cloud**



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Pinnacle System Development

- **Custom Development**
- **Expanding and leveraging Pinnacle products**
- **Other IT projects**
- **Sam Davis, President of SRL**



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Pinnacle Leadership Team

- **Bob Johnson, President**
- **Melissa Hadley, VP Marketing & Innovation**
- **Mike Vaughn, VP Software & Service**
- **Peter Steele, VP R&D**
- **Sam Davis, VP, President SRL**
- **Dee Johnson, Controller**



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Thank you!

Your participation, education and enjoyment is most important to us. Thank you for being valued Pinnacle Clients and Partners. Have a wonderful time and don't hesitate to ask a Pinnacle team member for anything.

“For me, conferences are like little mental vacations; a change to go visit an interesting place for a couple days, and come back rested and refreshed with new ideas and perspectives.” - *Erin McKean*

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