



PRESS INFORMATION FOR IMMEDIATE RELEASE

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Powering Profits Through Intelligent Pricing: PDI Launches Fuel Pricing Software in North America

Leveraging over 35 years of working in dynamic fuel markets, the global software company released its fuel pricing solution for convenience retailers and petroleum wholesalers in North America.

ATLANTA, March 13, 2019 – PDI, a leading global provider of enterprise software solutions to the convenience retail, wholesale petroleum and logistics industries, officially launched its fuel pricing solution in North America. Successfully deployed in over 50 countries, this is the first time operators in the U.S. and Canada will have access to PDI's end-to-end pricing solution that brings together backcourt and forecourt data.

"Retailers and wholesalers now have increased visibility into the data and drivers that will allow them to optimize the price of their fuels in both B2B and retail environments. By combining real-time macroeconomic and market data, proprietary historical information and predictive analytics, executives are able to model scenarios and execute automated pricing strategies, saving time and improving profitability" said Linnea Geiss, senior vice president of global solutions and services for PDI. "Being able to react to market conditions quickly and capitalize on margin opportunities in a dynamic environment is key to a competitive pricing program."

How pricing managers can gain a competitive edge

In a dynamic pricing market, site managers face several challenges: hours spent collecting competitor data; manual processes, including spreadsheets; and inadequate business intelligence tools to make informed decisions. This results in reactive pricing decisions, leading to lost revenue opportunities. PDI Fuel Pricing is comprised of several software components that allow operators to set specific pricing rules and optimization-based pricing strategies, as well as provide custom reports with predictive insights that drive higher margins and deliver a competitive advantage.

"Making the right pricing decisions takes more than information; it's a combination of research, strategy and science," said Ethan Walker, a solution engineer for PDI who works closely with customers to determine the best fuel pricing strategy for their business. "We provide a single source of truth, so our customers can control how they implement pricing strategies across their network and remain competitive with real-time data."

The release of PDI Fuel Pricing in North America allows retailers and wholesalers to streamline operational processes using a world-class pricing engine that accesses real-time data to optimize pricing and maximize volume and margin.

For more information about PDI Fuel Pricing, please visit www.pdisoftware.com/fuel-pricing-solutions or [contact us](#).

About PDI

PDI helps convenience store retailers, petroleum wholesale marketers and carriers thrive in a digital economy with enterprise management software. Over 1,500 customers operating more than 200,000 locations across the globe rely on PDI's ERP, marketing, fuel pricing and logistics management solutions to optimize their business and drive topline revenue, regardless of size, complexity or geographic location. For more than 35 years, we've reimagined enterprise management to help our customers transform their business and deliver exceptional experiences. For more information about PDI, visit www.pdisoftware.com.

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