



ADVANCED DIGITAL DATA®

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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

## **Al's Corner Oil Company Selects ADD Systems Software and Keeps Pinnacle Palm POS**

**Flanders, New Jersey, June 25, 2018** – Advanced Digital Data, Inc. (ADD Systems®), the leading supplier of software solutions to the convenience store and energy distribution industries, is proud to partner with Al's Corner Oil Company as their back office software provider.

Al's Corner needed a system that would increase efficiency and connect all aspects of their business. Their business has grown over the years to include Sparky's One Stop convenience stores and a commercial and residential fuel delivery business. After more than five months of extensive research on software providers, Al's Corner has decided to partner with ADD Systems for their convenience store and fuel businesses.

When asked about their decision to work with ADD Systems, Thomas Leise, IT Manager at Al's Corner Oil Company said, "We needed a new system that would allow us to automate time-intensive processes, like creating delivery tickets and contracts, increase efficiency and create quick turnaround for billing. One of the reasons we chose ADD Systems is that they provide a solution that would allow us to connect our convenience store, home heating, and bulk fuel businesses into one streamlined system. The capabilities of the software are a huge step in the right direction for us."

In addition to ADD eStore® and ADD Energy E3®, the back office systems for stores and energy operations, Al's Corner Oil Company will implement Atlas Reporting®, ADD Systems' solution for business intelligence and reporting. Atlas provides operational reporting and analytics for the stores with real-time POS reporting, as well as increased efficiency and visibility into the energy distribution operations. Al's Corner also plans to implement Raven®, the ADD mobile delivery solution, in their fleet in the future.

Al's Corner will be keeping their existing Pinnacle Palm POS™ systems. ADD Systems is excited to partner with The Pinnacle Corporation on the integration between the Palm POS and ADD eStore back office system.

Melissa Fox Hadley, VP Marketing and Innovation at The Pinnacle Corporation, explained, "We are thrilled to be partnering with ADD Systems to offer our clients a choice in back office solutions and look forward to helping them provide Al's Corner, and future clients, a certified, fully integrated, Palm POS™ and ADD Systems interface that delivers back office

integration, as well as journal transaction integration to support business intelligence and reporting.”

Vice President of Sales, John Coyle explained, “We’re excited to work with Al’s Corner to improve their business operations. The ADD solutions will allow them to simplify complex processes so they can spend more time growing their business. Our new partnership with The Pinnacle Corporation will also allow us to provide more options for our clients when searching for POS vendors.”

### **About ADD Systems**

Since 1973, ADD Systems has been a leading provider of software for the petroleum, propane, wholesale, gasoline and convenience store industries. Their software solutions include ADD Energy E3, ADD eStore, Atlas Advanced Business Intelligence, Raven and Pegasus® mobile truck computers, and SmartConnect®, a Web services gateway. Visit their web site and learn more at [www.addsys.com](http://www.addsys.com) or contact the national sales office at 800-922-0972.

### **About Al’s Corner Oil Company**

Al’s Corner Oil Company has been a family owned business since 1934. Al’s Corner is the home office for their 27 convenience stores located in west central Iowa. They pride themselves on being a local, family owned business with a focus on customer service in rural Iowa. Sparky’s One Stop convenience stores offer a wide variety of fuels, food service, Chester’s Chicken, Godfather’s pizza and other amenities. In addition to the convenience store chain, they offer farm fuel and propane delivery for both commercial and residential customers. They are also a distributor for Sinclair Oil & Lubricants.

### **About The Pinnacle Corporation**

The Pinnacle Corporation provides leading-edge point of sale, loyalty, and both corporate- and consumer-facing mobile technology to the rapidly evolving convenience store industries. Pinnacle delivers products that drive traffic and increase profits, while helping retailers retain consumer loyalty and enhancing labor efficiency. Nationwide, Pinnacle’s products and services are used daily in thousands of convenience outlets to improve their store operations and extend the brand of retailers through the ever-increasing mobile landscape.