

FOR IMMEDIATE RELEASE

Vroom Delivery and ADD Systems Expand Partnership to Offer Fully Integrated Digital Commerce Solution for Convenience Retailers

Edwards Oil/Quik Mart, GoBears, Holiday Oil, Ayerco, and Big 10 are some of the retailers currently live on the new integrations, automating their online ordering processes

Miami, FL (July 24, 2025) — [Vroom Delivery](#), a provider of digital commerce solutions for convenience retailers, and [ADD Systems](#), a provider of convenience store back office software, have partnered to offer an enhanced digital commerce solution that allows mutual customers to access enterprise-level integrations and automation.

The integration is already live at hundreds of stores around the country, including notable brands, such as Edwards Oil/Quik Mart, GoBears, Holiday Oil, Ayerco and Big 10. The integration allows any retailer on ADD Systems to fully automate their menus, inventory, and ring-ups across multiple digital channels, such as their first-party app and website, as well as their third-party channels such as DoorDash and Uber Eats. The integration allows retailers to offer full in-store inventory online, including age restricted products, SNAP/EBT eligibility, mix-match/combo deals, loyalty programs, and more.

Vroom can also ingest transaction data into ADD so that no manual ring-up process is needed — this includes app, website, marketplace, and even in-store kiosk orders. The transaction import process is particularly valuable for third-party marketplace orders such as DoorDash and UberEats where retailers often markup retail prices, and marketplaces remit taxes in most states, both of which create complicated reconciliation without the sophisticated integrations between Vroom and ADD.

“Vroom continues to listen to both their customers and their back office partners” said Chris Kiernan, ADD Systems Director of Operations – Retail / Wholesale. “Their most recent round of enhancements makes the reconciliation process easier and allows for detailed reporting from our Atlas Reporting.”

“Vroom integrated with our back office provider ADD Systems, the three major third-party marketplaces, as well as our loyalty provider, Patron Points,” said Jason Ekern, head of IT for Big 10. “This was instrumental in getting our online ordering program off the ground quickly.”

“Complex back office integrations are the most important part of any retailer’s digital commerce offerings,” said John Nelson, CEO of Vroom Delivery. “Without them, it is nearly impossible for retailers to manage large menus across multiple channels. With these new integrations with ADD Systems, more retailers now have access to menu and order automation that historically have only been available to large retailers.”

Several more retailers will be launching their online ordering programs with this new Vroom-ADD integration in the coming months, allowing them to increase their online sales across multiple channels.

About Vroom Delivery

Founded in 2016 and headquartered in Miami, FL, Vroom Delivery is a full-stack digital solution for convenience stores, providing every technical aspect required for chains of convenience stores to operate and manage their own digital commerce and delivery services – including in-store kiosks, 1st party ordering, and 3rd party marketplace management. For more information, visit www.vroomdelivery.tech.

About ADD Systems

ADD Systems provides efficiency-gaining software for the convenience store & fuel distribution industries. For more than 50 years, ADD has been developing back office and mobile software solutions to meet and exceed the ever-evolving landscape. Their software helps clients spend less time on administrative tasks and more time on great customer experience and improved financials. Designed with client advisors from top industry chains, ADD software exemplifies a modern c-store application with unprecedented efficiency and visibility and tighter merchandise and fuel management.

Media Contacts

John Nelson

John.nelson@vroomdelivery.com