



## Lula Commerce Deepens Integration with PDI Through Commerce API

**Philadelphia, PA – May 13, 2025** – Lula Commerce, the leading digital commerce transformation platform for convenience retailers, today announced a major expansion of its [integration with PDI Technologies](#). Lula has taken its PDI integration to the next level by fully utilizing the PDI Commerce API—unlocking even greater value for retailers who rely on PDI to manage their back-office operations.

This PDI-certified integration empowers convenience store operators to fully digitize their in-store and online operations by ensuring real-time sync between Lula's platform and the PDI ecosystem. Retailers can now:

- **Automatically update inventory in Lula Hub and other Lula-powered platforms** using data from their PDI back office
- **Write completed order transactions fulfilled through Lula directly back to PDI**, providing seamless end-of-day reconciliation and bookkeeping
- **Ensure accuracy across all channels**, reducing manual work and inventory discrepancies
- **Eliminate 10–15 hours per week of manual data entry**, on average, for store managers
- **Improve order-level accuracy by over 98%**, across both in-store and delivery transactions

“This is about more than syncing data—it’s about accelerating digital transformation for the entire convenience retail industry,” said Tom Falzani, Chief Product Officer at Lula. “By connecting Lula directly with PDI, we’re removing the digital friction that’s holding stores back and giving retailers the infrastructure they need to compete in a modern, on-demand economy.”

One mutual customer of Lula and PDI, **Sweet Peas**, a multi-site convenience retailer, is already seeing [meaningful benefits from the integration](#).

“Lula’s inventory syncing with our PDI system has helped ensure our online menus are accurate, which has directly led to higher order completion rates and increased revenue. It has also saved us several hours a week of making sure our retail prices were accurate,” said Chris Mathias, Pricebook Back Office Manager at Sweet Peas. “We’re excited about the next step – writing orders back to PDI – and the automation and reporting improvements that come with it.”

Lula and PDI [first collaborated in 2023](#) to integrate product catalog and pricing data between their systems. That foundational work paved the way for the next evolution of their relationship, now enhanced with real-time transactional data syncing.

Building on that success, the PDI Commerce API integration is a critical step in Lula’s mission to help retailers modernize through automation and platform interoperability. It enables a new standard of accuracy and accountability, bridging online and in-store activity with real-time data flow between systems.

Lula continues to invest in deep, purpose-built integrations that eliminate operational silos and support retailers through every stage of digital transformation.

---

### **About Lula Commerce**

Lula Commerce is a premier provider of digital commerce solutions, specializing in the convenience retail industry. Their comprehensive platform offers tools for inventory management, customer engagement, and business intelligence, enabling retailers to enhance operations and drive growth. For more information or to request a demo, please visit <https://www.lulacommerce.com/contact/get-started>.

### **About PDI Technologies**

With 40 years of industry leadership, PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions that serve as the backbone of the convenience retail and petroleum wholesale ecosystem. By “Connecting Convenience” across the globe, we empower businesses to increase productivity, make informed decisions, and engage faster with their customers. From large-scale ERP and logistics operations to loyalty programs and cybersecurity, PDI is simplifying the industry supply chain for whatever comes next. [Visit the PDI Technologies website](#).