FOR IMMEDIATE RELEASE

ADD SYSTEMS ANNOUNCES A NEW INTERFACE WITH PRICEADVANTAGE

Flanders, New Jersey, January 2, 2020 – Advanced Digital Data, Inc. (ADD Systems®), the leading supplier of software solutions to the energy distribution and convenience store industry, is proud to announce an interface with PriceAdvantage.

PriceAdvantage provides software for fuel pricing management. Their streamlined processes allow retailers to push the right price to the right stores at the right time. When asked about the new interface, Chris Kiernan, Director of Retail Applications, said “There are many important factors to consider when determining your fuel price. ADD eStore is processing the sales and inventory data across many sites, so leveraging that data and sending to PriceAdvantage assists retailers in their pricing strategies.”

The interface implements real-time exports of fuel volume sales and wholesale costs into PriceAdvantage so clients can analyze data, visualize trends, and measure target vs. actual performance.

John Keller, PriceAdvantage Division Director, shared: “Considering the retail fuel industry’s volatility, it is critical for those folks who price fuel to quickly and easily reference daily volumes, historical performance, and replacement costs when determining fuel prices. This new integration automatically aggregates that information, along with competitor prices and pricing strategies, to optimize fuel prices in just minutes – rather than hours.”

ABOUT ADD SYSTEMS
Since 1973, ADD Systems has been a leading provider of software for the petroleum, HVAC and convenience store industries. Their software solutions include ADD Energy E3® and ADD eStore® back office solutions, Atlas Reporting®, Raven® and Pegasus® mobile truck computers, and SmartConnect®, a Web services gateway. Visit their web site and learn more at addsys.com or contact the national sales office at 800•922•0972.

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ABOUT PRICEADVANTAGE
PriceAdvantage creates Software to Fuel Your Pricing Strategy™. Our easy-to-use, highly configurable solution allows fuel marketers to execute their unique fuel pricing strategy faster and more accurately by reducing manual processes and human errors. PriceAdvantage enables customers to make rapid, informed fuel pricing decisions based on their unique business rules, then automatically post new prices to their POS systems, fuel pumps and price signs, and then receive price change confirmation – all in just minutes. PriceAdvantage is singularly focused on fuel pricing software and is a division of a privately held U.S. company, Skyline Products, which produces software solutions and thousands of American-made gas price and transportation signs annually. Learn more at www.PriceAdvantage.com.