



## PRESS INFORMATION FOR IMMEDIATE RELEASE

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### **PDI Acquires CStorePro, Providing Single-Store Operators Software to Run and Grow Their Business**

*PDI combines pricebook software with PDI Marketing Cloud Solutions, broadening reach to 97,643 U.S., single-store operators.*

**ATLANTA – May 20, 2019** – PDI (<http://www.pdisoftware.com>), a global company with leading enterprise software solutions serving the convenience retail, petroleum wholesale and logistics industries, has acquired CStorePro Technologies Inc., a provider of simple, self-provisioning and cost-effective mobile software designed to give single-store operators centralized visibility into sales, pricing and promotional data with real-time dashboards. The CStorePro software powers over 2,500 locations, enabling owners to easily monitor and manage their pricebook and store operations from anywhere. Paired with PDI Marketing Cloud Solutions, this acquisition positions PDI to help operators run better and grow store profits.

“We look forward to combining CStorePro’s cloud-based pricebook software with our proven loyalty platform to evolve the PDI Marketing Cloud Solutions portfolio,” said Brandon Logsdon, senior vice president, Marketing Cloud Solutions at PDI. “Busy store owners value CStorePro’s intuitive interface and the convenience of a mobile solution, and this acquisition uniquely positions PDI to help operators leverage data and run more efficiently.”

A key part of the value proposition for operators is the ability to access and execute CPG-funded promotions and offers, and pairing the CStorePro pricebook with the PDI Marketing Cloud Solutions Loyalty Management Portal, which brings national brand dollars to local stores. In addition, CPG brands gain access to the hard-to-reach, coveted, single-store operators, and major oil companies and petroleum wholesalers can look forward to an optimized network of sites that can finally take full advantage of their marketing and loyalty programs.

“We’re excited about the future and PDI’s vision for the market,” said Arif Momin, co-founder of CStorePro. “The power of these solutions coming together will bring significant value to our customers.”

According to newly released NACS State of the Industry data, there are 97,643 single-store operators in the U.S. Many of these businesses have not realized the value of engaging with their consumers through loyalty programs because they lack a cost-effective option for managing their promotional strategy with their pricebook and sales data. The acquisition of CStorePro accelerates PDI’s ability to bring more value to single-store operators.

“CStorePro is a welcome addition to PDI's leading portfolio of ERP, fuel pricing, logistics, and marketing cloud solutions and brings simplicity to daily operations for single-store operators,” said Jimmy Frangis, CEO at PDI. “PDI will continue to invest in technology to help convenience retailers of any size transform their business.”

### **About PDI**

PDI helps convenience retailers and petroleum wholesalers thrive through digital transformation and enterprise software that enables them to grow topline revenue, optimize operations and unify their business across the entire value chain. Over 1,500 customers in more than 200,000 locations worldwide count on our leading ERP, logistics, fuel pricing and marketing cloud solutions to provide insights that increase volume, margin and customer loyalty. For more than 35 years, our comprehensive suite of solutions and unmatched expertise have helped customers reimagine their enterprise and deliver exceptional customer experiences. For more information about PDI, visit [www.pdisoftware.com](http://www.pdisoftware.com).

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