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### **PDI Acquires Outsite Networks, Expanding its Position to Serve Convenience Retailers and Petroleum Wholesalers with a Unified Customer Marketing and Engagement Solution**

*Combining Outsite's Loyalty Solution with Previously Acquired Excentus Deepens PDI's Marketing Capabilities to Help Customers Grow Topline Revenue*

**ATLANTA – Nov 14, 2018** – PDI ([www.pdisoftware.com](http://www.pdisoftware.com)), a leading global provider of enterprise software solutions to the convenience retail, wholesale petroleum and logistics industries, has acquired Outsite Networks, a loyalty company that has served the U.S. convenience retail sector for over 18 years and carried out more than 6 billion transactions. The addition of Outsite Networks enhances PDI's capabilities to uniquely serve customers with a complete solution portfolio and gives Outsite Networks' customers access to PDI's suite of ERP, business intelligence and customer marketing solutions.

"Outsite Networks is a loyalty company that has been serving c-stores for nearly two decades, and we're excited to add their industry expertise and customers to the PDI family," said Jimmy Frangis, CEO at PDI. "This acquisition reinforces PDI's commitment to provide customers with transformative solutions and business services that optimize their operations, increase efficiencies and drive topline revenues."

By combining PDI's ERP, and Excentus loyalty solutions with Outsite Networks, the company will be uniquely positioned to launch the convenience retail industry's first marketing cloud solution - PDI Marketing Cloud. The solution will help convenience retailers and petroleum wholesalers bring together data from their entire enterprise - operational, product and customer - to grow revenues across all aspects of their business. It will also remove the difficulty of working with multiple vendors, disparate systems and inefficient manual processes.

"There hasn't been a marketing cloud solution developed specifically for the convenience retail industry," said Brandon Logsdon, senior vice president of Marketing solutions at PDI. "The acquisition of Outsite Networks' loyalty solutions complements our acquisition of Excentus' marketing suite in April 2018, which provided the foundation of our marketing and loyalty offering, and by combining our industry leading solutions, we will be able to provide a full suite of customer insight, engagement, and promotional tools and services that drive consumer loyalty and wallet share."

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PDI Marketing Cloud will bring together best-in-class technologies and solutions to help convenience retailers and petroleum wholesalers create, deploy, track, and measure the performance of all marketing initiatives. By bringing together all vital ERP, business and marketing solutions under one roof, PDI customers will be able to connect, unify and reimagine their operations and see their marketing and business effectiveness in a comprehensive view.

“We’re thrilled to be part of PDI’s innovation and focus on helping c-stores grow their business by leveraging customer data and analytics,” said Anton Bakker, president of Outside Networks.

The company’s integrated suite of services, which also encompasses PDI’s transaction data monetization programs, will help retailers connect and leverage data sources across their entire organization—from ERP software to loyalty, offer management, pricebook and promotional tools they need to more effectively acquire and retain customers, as well as increase their frequency and spend—in a unified solution. And to ensure each customer’s success, PDI Marketing Cloud will provide end-to-end promotional support and business services to help companies get the most out of their technology investment.

“Soon, petroleum wholesalers and convenience retailers will be able to manage all their marketing programs with an integrated suite of tools designed to drive marketing efficiencies across their organization,” said Logsdon. “With our evolving marketing cloud capabilities, customers can leverage data from all their business units to more effectively acquire and retain customers, improve overall marketing performance and profitability, and grow topline revenues.”

## About PDI

PDI ([www.pdisoftware.com](http://www.pdisoftware.com)) helps convenience store retailers, petroleum wholesale marketers and carriers thrive in a digital economy with enterprise management software. Over 1,500 customers operating more than 200,000 locations trust PDI to optimize their entire operations whether they are a single site, multi-site, or franchise operator. PDI’s enterprise software, wholesale and logistics management software solutions and retail back office systems have been designed around the evolving needs of customers for more than 35 years. We reimagine enterprise management to help our customers transform their business and deliver exceptional experiences.

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