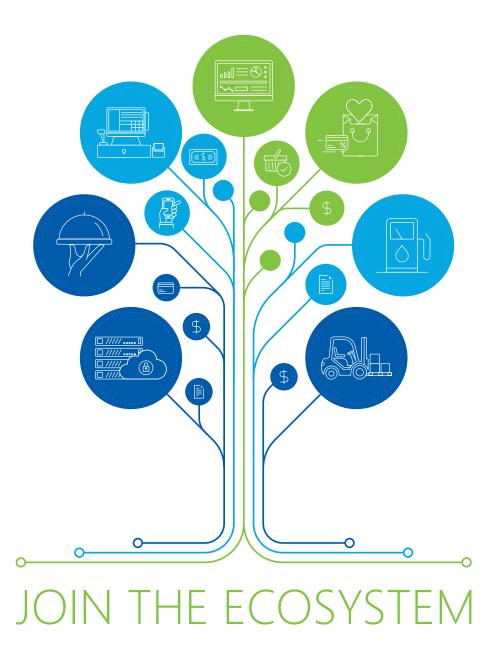


INNOVATIVE TECHNOLOGY FOR THE RETAIL INDUSTRY



Petrosoft's founder is a retail operator and engineer who initially developed a cloud-based back-office software solution in 2002. Today, the company provides a platform, integration options, software, hardware, and services.

The company's out-of-the-box and custom integration options, technology, and services are designed to take advantage of advances in technology, leverage legacy systems, leverage industry partnerships, address changes in consumer demand, and enable seamless connections within today's retail ecosystem.

The company's technology is positioned to deliver a measurable return (ROI) to retailers since it is focused on where sales and profits are realized, within day-to-day operations. The company continually strives to create innovative solutions, enabling retail operators to manage their on-site and back-office operations more efficiently. Retailers can use these solutions to decrease risk, leverage legacy data and systems, as well as to optimize inventory, productivity, sales, profits, and margins.



Petrosoft's cloud-based retail back-office solution, Retail360, is designed to increase operational efficiencies and speed data entry, reconciliation, and forecasting to optimize sales, margins, inventory turns, shrink, and spoilage. The solution saves IT costs and data entry time with a centralized price book, reports, and integration with Petrosoft's Loss Prevention Analytics, POS, and foodservice MTO solutions. It also integrates with POS partners such as Verifone, NCR, Wayne, Bulloch, and Gilbarco as well as accounting, manufacturer, and supplier solutions.

Retailers can gain control of their business and influence their bottom line with Retail360 which is designed to make an impact where it matters most, in day-to-day retail operations. As a subscription-based solution, customers can access it from any internet-connected device. Discover how Retail360 can improve retail operations while providing a seamless connection to today's retail ecosystem.

- Optimize operations
- Automate workflows
- Manage retail price books
- Manage promotions, inventory, lottery, and loyalty
- Process and record accounting transactions
- Centralize chain and franchisor management





OPTIMIZING OPERATIONS

Retailers establish processes based on their internal business needs, industry best practices, and regulatory requirements. When these processes are repeatable, prone to error, and/or time consuming, automation can be used to improve operations and to save labor costs.

Retail360 helps retailers make the most of their time, make more informed decisions, and gain greater control over cash, pricing, ordering, revenue, costs, and margins. Operators can use Retail360's workflow automation, data processing, forecasting, alerts, and reporting to optimize their operations.

EXAMPLES: MANUAL PROCESSES

• Review and count items in stock •

- Write up orders
- Receive and verify orders
- Input invoices

OUTCOMES: MANUAL PROCESSES

- Poor data quality and reporting
- Poor control over inventory
- No validation of ordering impact

EXAMPLES: AUTOMATED PROCESSES

- Create orders based on projections
- Automatically bar restricted items
- Easily track best sellers
- Accurate, item-level invoices

OUTCOMES : AUTOMATED PROCESSES

- Optimal inventory quality
- Accurate stocking levels
- Complete verification of results

INVENTORY MANAGEMENT

The centralized inventory management features of Retail360 enable companies of any size to optimize inventory across each site and organization to keep margins healthy. Retailers can track inventory by item using cost or retail inventory methods. Gain control over inventory by forecasting inventory orders, managing margins, and optimizing sales. Retail360 reports help retailers to:

- Track each item by category, department, price group, promotion, tag, or by risk level
- Determine optimal stocking levels
- Find dead, fast, average and slow moving items at item-level
- Identify overstock, understock, and out-of-stock at item-level
- Control shrinkage and spoilage
- Identify low margin items
- Identify low-cost suppliers
- Calculate site inventory value
- Spot pricing problems quickly
- Keep track of inventory audits and cycle count tickets
- Use computer-assisted ordering

QUICK FACT: Wine and spirits are North America's most stolen items when it comes to food and beverages, according to The Global Retail Theft Barometer Report.





PRICE BOOK MANAGEMENT

Retailers can stay in control of their pricing, which leads to optimized revenue and profits, by centralizing the administration of their price book from within Retail360. Whether a retailer has two or hundreds of POS systems, up-to-date pricing is critical to increasing revenue and keeping margins healthy. Flexibility is also needed to meet site specific requirements.

Retailers can maintain their centralized price book by integrating pricing seamlessly through handheld inventory scanning, EDI supplier invoices, lists, and the global price book provided with this solution. Retailers can also adjust their price book for regional pricing. Additional ways this solution helps to manage a pricing include:

- Set up, add, edit, delete, or move items between departments and categories
- Manage pricing by price group, custom group, price zone, store, location, or division
- Create custom meta tags and groups such as counter display or cooler #1
- Use cost exception reports to spot cost variances
- Set up price changes in advance
- Remove old items from the cash registers and POS systems automatically
- Make global changes to the price book
- Promotions management
- Create shelf tags
- Instant price book and item import

PROMOTIONS MANAGEMENT

After negotiating promotions with a vendor, retailers need to ensure that promotions are set up and tracked within their POS and back-office systems. Retailers can set up their promotions in advance, set specific time frames, and work with legacy cash register systems that do not support mix and match promotions. This feature gives retailers an edge when negotiating promotions with vendors.

LOTTERY

Track sales, payouts, and remaining inventory for every game, on every shift. Retailers input the UPC code for each game and pack's serial number when placing it on the rack. Retail360 then tracks each ticket's sale, recording the revenue and adjusting inventory. An audit form is also available in the system to track online game sales.

LOYALTY

Track loyalty transactions with Retail360 through its out-of-the-box POS integration. This feature provides retailers with insight into their loyalty programs which can increase sales, average ticket size, and return visits. Retailers who are interested in offering a loyalty program should consider GO Loyalty Rewards by Petrosoft. The solution comes as a universal or branded loyalty program. View a branded program at Market24.GoLoyaltyRewards.com.

AUTOMATING WORKFLOWS

Automating operational workflows can help to ensure that employees complete their daily tasks, inventory in stock, and sales and purchase data up-to-date.

QUICK FACT: "U.S. households belonged to an average of 29 loyalty programs in 2014 but were active in only 12." COLLOQUY Loyalty Census





ACCOUNTING

Retail360 provides an accounting module to process and record accounting transactions. From accounts payable to accounts receivable, ledger entries, and reconciliations, Retail360 helps to ensure that retailers understand the health of their operation.

Retail360 offers both the retail and cost methods of accounting to book inventory. It also provides operational reports to track sales and each method of payment accepted by point-of-sales/cash register systems which include cash, credit, debit, EBT, check, house account, and other payment methods. Retail360 also integrates with SMB and Enterprise accounting systems to cut reporting cycle times and manual entries.

CHAINS AND FRANCHISES

Retail360 is an ideal solution for chains and franchisors. It offers a robust infrastructure, rapid deployment, centralized data and price book management, promotion participation management, automated royalty calculations, inventory reconciliation, and lottery management.

KEY BENEFITS

- Maximize turns, margins, and sales
- Increase pricing consistency, operational efficiency, and promotional opportunities
- Eliminate dead inventory and control overstock, understock, and out-of-stock
- Minimize shrinkage and spoilage
- Increase training and support efficiency
- Control implementation costs and time
- Minimize travel, reconciliation, and reporting cycle time
- Minimize manual entries and errors



HIGHLIGHTS

- Secure cloud-based fully-hosted (SaaS) solution
- Subscription-based license
- Low-risk deployment
- Role-based access control
- Flexible tagging system for custom term sets
- Sales tracking and forecasting
- Centralized item-level inventory management
- Cash register, price book, promotions, and lottery management

- Accounting transactions processing and recording
- EDI, Loyalty rewards, foodservice, and POS integration
- Centralized newsfeed, tasks, data, and assets
- 24X7 phone support, online ticket-based help desk, and knowledge base
- Live, pre-recorded, online, and on-site training
- Implementation, out-of-the-box integration, and custom integration
- Invoice processing services
- Over 200 pre-built reports that answer critical business questions



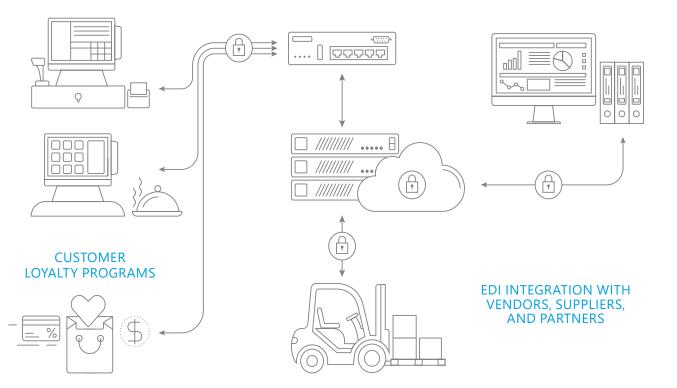
A COMPLETE SOLUTION

The company partners with leading retail software, hardware, and service providers, such as Heartland Payment Systems, BlueFin, Bulloch Technologies, Comdata, Gilbarco, Intuit, Microsoft, Sage, NCR, Sharp, Verifone, and Wayne. The company also participates in industry events and committees with regional and national retail organizations such as NRF, NRA, NACS, and Conexxus. These partnerships help to ensure that customers can make the most of their data and legacy systems while taking advantage of the advances in POS, foodservice, back-office, fuel management, and integration solutions.

POS AND MTO SELF-SERVICE KIOSKS

ROUTERS, DATA CENTERS AND SECURE CLOUD CONNECTIONS

BACK-OFFICE MANAGEMENT



END-TO-END RETAIL TECHNOLOGY

Petrosoft offers a platform to connect to industry-leading partner solutions as well as its product line of software, hardware, and services. The company's out-of-the-box and custom integration options, technology, and services are designed to take advantage of advances in technology, leverage legacy systems, leverage industry partnerships, address changes in consumer demand, and enable seamless connections within today's retail ecosystem.







Qwickserve **Foodservice Ordering** & Preparation



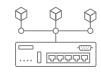
Loss Prevention Analytics



Back-Office Systems



Petrosoft Cloud (SaaS) Solutions



Networking **Solutions**



Data Processing Services







FOOD SERVICE SIMPLIFIED

Today's digitally connected consumer demands unprecedented control over every step of the ordering process. Restaurants and foodservice retailers are responding to this demand by adopting technology to streamline ordering, preparation, delivery, and operational communication.

With technology, consumers gain the ability to customize their orders as they build their made-to-order meal from a self-service kiosk, online, or mobile device. They gain visibility into how their choice of ingredients will impact their health with the accompanying nutritional information. They also have the flexibility to decide when, where, and how to finalize their purchase.

Foodservice retailers are also taking advantage of technology to deliver a flawless ordering experience as well as to manage operational communication and efficiency. Technology not only helps to streamline front-of-the-house to back-of-the-house communication but also to manage menus, track recipe costs by ingredient, manage labor costs, and control margins.

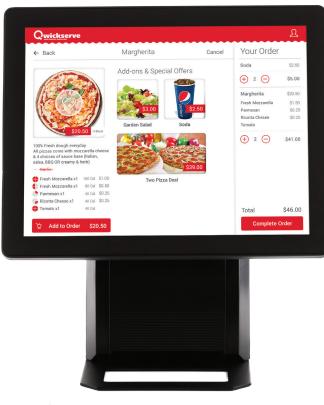
Petrosoft helps retailers to meet consumer demand and operational challenges with Qwickserve and Petrosoft Cloud. Consumers and foodservice retailers gain control over the ordering process, producing the optimal experience, encouraging repeat business, and a healthy bottom line.

QUICK FACT: 27% of consumers and 42% of Millennials have used an ordering kiosk at a fast food restaurant in 2015 and 61% of consumers, as well as 78% of Millennials, were willing to use one, according to the National Restaurant Association (NRA).

Contact your Petrosoft sales representative for scanner, PIN pad and other optional integrated solutions from Petrosoft

ORDERING KIOSK: SELF-SERVICE AND CUSTOMIZED ORDERING

Self-service kiosks, online, and mobile ordering create a personalized and uninterrupted ordering experience. With self-service ordering, consumers can do away with the need to rush through the ordering process as they might when ordering at the counter or over the phone. They can take their time to consider promotions as well as to let menu and ingredient images entice them into customizing and adding onto their order.



KITCHEN DISPLAY UNITS: STREAMLINING THE ORDERING PROCESS

For high turnover industries, such as foodservice, training staff can be a challenge. Kitchen display units (KDUs) can help to create a flawless customer experience by providing employees with a workflow and the information they need to complete orders quickly and accurately. Petrosoft's Qwickserve solution enables orders to be sent to kitchen printers or transmitted to KDUs. The advantage of the KDU extends to much more than a simple order ticket system. It provides a workflow to keep employees on task, ensure accurate order preparation, and minimal waste.



*Restrictions apply. Hardware and software features are subject to change without notice. Contact your Petrosoft sales representatives for details.

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SIMPLY CLEVER JUST LIKE YOU

Petrosoft's SmartPOS solutions are easy-to-use POS systems with analytics, foodservice, back-office, loyalty, and forecourt integration options. Integration with industry partners helps to ensure consistent pricing, optimal inventory levels, and customer satisfaction. With loss prevention analytics integration, retailers gain new dimensions of knowledge, providing managers with insights into when and how sales are occurring, enabling detection, correction, prevention, and verifiable proof. Petrosoft also integrates with industry-leading POS systems and back-office solutions, including Petrosoft's Retail360 and C-Store Office which supports fuel inventory management.

The SmartPOS solution provides flexible training options and safeguards. Managers can ensure that cashiers have the information they need to effectively complete transactions while complying with restricted sales, cash handling, and payment policies. Some features include safe drop enforcement, price checks, age restricted sales validation, department sales time restrictions, and an electronic journal to track risk events such as no sales, refunds, voids, and cancels. The solution also provides search, shortcuts and pending order management for an uninterrupted workflow. Retailers can rely on this sales assistant technology to reduce risk, increase sales, and to keep inventory under control.

All SmartPOS systems come as bundled hardware and software "plug-andplay" solutions with out-of-the-box integration options. In addition to the POS hardware and software terminal, retailers receive a 2-D scanner, receipt printer, PIN pad and cash drawer(s).

QUICK FACT: Overall shrinkage in North America was 1.97% in 2014-2015. Of that amount, dishonest employee theft accounted for 45% of shrink according to The Global Retail Theft Barometer 2014-2015 report.

SELECTED FEATURES AND BENEFITS

- Instant price book, decreasing implementation time
- Pending transaction management, increasing cashier productivity and customer satisfaction with an uninterrupted workflow
- Customer display management, increasing add-on sales opportunities, promotional offerings, and customer feedback for retailers, suppliers, and manufacturers
- Instant lottery management, increasing control over inventory and theft with sequential serial number tracking analysis and early theft alerts
- Electronic and video journals plus additional insight with a subscription to Petrosoft's Loss Prevention Analytics
- FDA and age restricted item sales monitoring and controls, decreasing risk and enforcing compliance
- Cash management policy enforcement
- Embedded foodservice ordering and advanced restaurant operation module
- Integration with industry-leading foodservice, loyalty, and back-office solutions, streamlining data interchanges within the retail ecosystem
- Cloud-connected administrative management and backups, increasing flexibility, data availability, and data integrity
- Roll-based access control management and double drawer configuration, decreasing risk and enforcing compliance
- Multi-language and currency support
- Dedicated technical implementation support, decreasing implementation time, and increasing customer satisfaction
- Access to 24X7 customer support and flexible training options, including on-terminal training, free weekly online sessions, and pre-recorded sessions
- Plug-and-play bundled all-in-one solutions, decreasing installation time and increasing peripheral reliability









PROVIDES COMFORT AND PEACE OF MIND



As the central hub of retail sales, POS systems are fertile grounds for errors and a prime target for theft. As the volume of sales increases so do the risks. Prevention, early detection, resolution, and correction are, therefore, vital to reducing these risks but this requires new dimensions of knowledge.

Petrosoft's Loss Prevention Analytics (LPA) solution provides the knowledge needed and verifiable proof. The solution enhances both POS and loss prevention technology.

Loss Prevention Analytics is revolutionizing the way retailers manage their operations by providing a clear view of a retailer's operations and verifiable proof of errors and theft. With this solution, retailers access accurate and timely information that has been historically difficult or impossible to obtain.

It provides this information by first automatically combining different sources of information, such as transactional and video data. It then analyzes the combined information, sets rules, and produces documentation and reports for prevention, early detection, investigation, and prosecution.

Loss Prevention Analytics discourages theft with verifiable proof, identifies employee training issues, and quickly helps to verify transactions, risk events, and employee claims. It provides new dimensions of knowledge, control, and validation.

The solution includes a cloud-based interface enabling retailers, from any location, to quickly drill down into reports and click-through to view the associated video footage from any internet-connected device. Retailers can filter by date, location, employee, item, event, and type of transaction and type of transaction as well as to create custom filters.

3 WAYS TO USE LOSS PREVENTION ANALYTICS

Age verification compliance.

Tagging of age-restricted sales, capturing video footage and then passing this data through the Loss Prevention Analytics solution can provide the knowledge and proof needed to show good faith and ensure compliance. Managers, internal auditors, and external auditors can quickly filter to review the transactions. The solution helps to ensure that employees adhere to laws as well as internal policies with verifiable proof.

Deterring theft.

Tagging high-risk events, such as no sales, refunds, voids, and cancels, can help retailers to discover thefts. But by combining this data with its video footage, and then passing it through the Loss Prevention Analytics solution, operations personnel can also prevent theft. The solution provides verifiable proof of what occurred during these high-risk events. The solution can help not only for litigation but also to improve training and internal control procedures, including the adherence to safe drop thresholds.

Improving training and internal controls.

Whether it is age compliance or the risk of theft, the Loss Prevention Analytics solution can help human resources and internal auditors by providing the operational tools needed to improve employee performance and internal controls. It provides managers with new knowledge. It provides verifiable proof of how policies, procedures, and equipment are being used to either increase or hinder profits.

DIRECT CONNECT

NETWORKING AND DATA SECURITY

The newest generation of Direct Connect provides greater connectivity, flexibility, and usability. It provides retailers with secure, real-time access to store data and bidirectional data exchanges to keep pricing, inventory, and loss prevention analytics information up-to-date. With this solution, any approved updates from back-office systems can also be sent automatically to an individual POS or companywide POS systems.

The current generation of Direct Connect, the DC-301 and DC-501, provide the reliable, fast, and secure way to automatically connect, store, backup, and transfer video, foodservice, POS, and automatic tank gauging (ATG) data to back-office and analytics systems. The DC-501 is the only model of Direct Connect that supports Petrosoft's new cloud-based Loss Prevention Analytics solution.

Both come equipped with back-up, Internet, ATG, POS, and serial ports to automatically collect, store, backup, and securely transfer sales data, price book changes, and inventory data to back-office systems via a VPN connection. Transaction and other data are also encrypted and backed-up for easy recovery should POS systems malfunction.



KEY FEATURES AND BENEFITS

- Faster deployment and implementation with remote installation and troubleshooting
- Increase control over data with automatic collection and backup of foodservice, POS, video, and ATG data
- Increase data integrity with bidirectional transfers of data between POS and back-office systems
- Increase control over maintenance costs with remote troubleshooting and automated monitoring of POS and ATG systems
- Increase control over maintenance costs with industrial-grade metal construction for durability
- Increase control over complexity with a secure and single point of data collection and transfer with 256-bit encryption and a solid state drive (SSD)



THE DC-301 MODEL



SERVICES

Petrosoft offers complimentary and fee-based services including financing, integration, implementation, customization, customer support, training, data processing, and retail consulting services. These help customers to:

- Minimize capital expenditures (CAPEX) and upfront costs
- Leverage legacy systems and data
- Enable a quick and healthy migration to new technology
- Enable operational adoption of new technology
- Keep employees well trained with options that support high turnover and geographically dispersed organizations

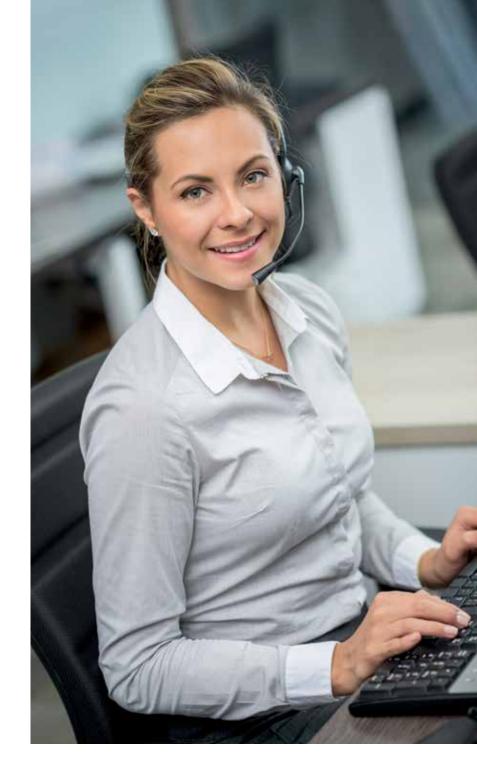
CUSTOMER SUPPORT

Petrosoft offers several customer support options. These include 24X7 live phone support, an online ticketing system, remote access, on-site support, and a library of videos, articles, tips, and manuals.

TRAINING

The convenience store and foodservice industries' experience high employee turnover rates. This makes it challenging to train employees. With this in mind, Petrosoft offers several training options.

Petrosoft customers can attend live weekly webinar sessions, access a library of online prerecorded videos, attend training at our headquarters in Pittsburgh, or we can travel to the customer's site. Customized training sessions to address the specific needs of a retailer is also available.





BUSINESS SERVICES

Petrosoft offers additional professional services such as data processing, accounting, price book builds, foodservice menu builds, and business analysis.

IMPLEMENTATION, INTEGRATION, AND CUSTOMIZATION

Petrosoft offers complimentary and fee-based remote and on-site implementation services through its rapid deployment program. Whether the customer selects a self-service or full-service implementation, the retailer can expect to be up and running in no time.

A full-service implementation includes a sales handoff to a project manager who will work with the retailer to understand their current operations and risk through a discovery phase. A complete installation, out-of-the-box integration, and onboarding program is created to meet the customer's needs while minimizing the impact on its operations. A tailored program may include operations consulting as well as custom integration, installation, reports, data exchanges, and training.

FINANCING

Leasing programs are available from Petrosoft for its non-SaaS products which include SmartPOS, Direct Connect, and Qwickserve product lines. The company also works with industry partners to provide additional financing options.

DATA AND INVOICE PROCESSING SERVICES

Efficient data processing requires the right tools, technology, and staff. These tools can help to manage time and workflows, optimizing data input time, reducing errors, and distributing timely and accurate operational information across a division, company and/or supply chain. With a full-service Retail360 subscription, customers can save hours of paperwork while tracking costs and inventory at item-level. Petrosoft also enables store managers to be more time efficient with EDI and industry data integration services.

REDUCE PAPERWORK BY 75%

✓ INCREASE ITEM-LEVEL ACCURACY

REDUCE LABOR COSTS



FULL-SERVICE SOLUTION: INVOICE PROCESSING WORKFLOW

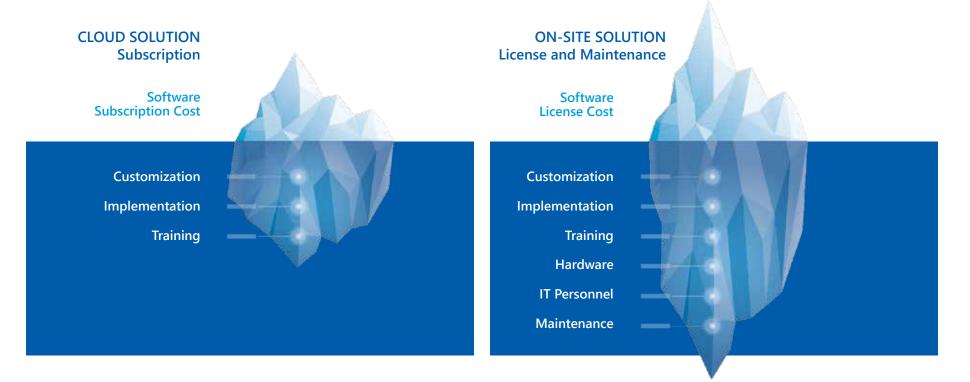




WHY CLOUD SOLUTIONS?

Why take on the headache of an in-house hosted solution? Cloud solution providers can offer expertise and significant cost savings over an in-house hosted solution. It requires the retailer to have little to no IT knowledge to operate reliably and efficiently. What cost savings and IT expertise can a retailer expect? For software-as-a-service companies, such as Petrosoft, the subscription includes:

- Subscription-based software with minimal capital expenditures
- Automatic software updates
- Reliable network hardware, architecture, and security
- Data storage, backup management, and redundancy
- Data security compliance
- Reliable data access
- Failover and/or load balancing management
- IT support and system management
- Low-risk deployments



WHY PETROSOFT CLOUD SOLUTIONS?

Over the past 15 years, Petrosoft's cloud solution has adapted to meet retailers' needs by anticipating industry, economic, and regulatory changes. Currently, Petrosoft hosts, backs up, and manages the data for thousands of retail locations, safeguarding and distributing the data as required by the customer. Because of this technology, subscribers can conveniently access, enter, and manage information to make critical day-to-day operational decisions from anywhere in the world. The only requirement is an internet-connected device.

Petrosoft's cloud-based and -connected approach leverages technology to automate, organize, and centralize foodservice, merchandise, and fuel information. It provides a hub to create, aggregate, investigate, validate, and distribute information internally and/or across the retail ecosystem. Examples include managing the administration of cash registers, POS, foodservice, loss prevention analytics, back-office, and fuel management systems. It also includes managing critical operations such as price book maintenance and distribution. With out-of-the-box and custom backoffice integration, managing merchandise inventory, fuel inventory, ordering, and invoicing is made easy. Retail operations and IT staff can feel confident to take this approach.

From its headquarters in Pittsburgh, the company supports its POS, foodservice, fuel management, and back-office product lines as well as its integration with industry-leading technology partners. The company offers a full menu of services along with flexible training options such as on-site, classroom, online, and on-demand sessions.



Petrosoft Inc. 2025 Greentree Road, Pittsburgh, PA 15220 412-306-0640 www.petrosoftinc.com

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