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PRESS INFORMATION FOR IMMEDIATE RELEASE

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Delta Sonic Selects PDI to Replace Pinnacle ERP Solutions

TEMPLE, Texas, May 9, 2017 – PDI, a leading global provider of enterprise-class software solutions to the convenience retail and wholesale petroleum industries, today announced it has been selected by Delta Sonic Carwash Systems, Inc. as its enterprise resource planning (ERP) software provider. Delta Sonic was previously a customer of The Pinnacle Corporation but became one of more than 100 customers acquired by PDI during its acquisition of Pinnacle’s ERP assets at the beginning of this year.

“Migrating to a new software solution wasn’t a decision we took lightly,” said Chris Boebel, chief information officer for Delta Sonic. “Ultimately, PDI’s central database that stretches across all its products is what sold us. It will provide data consistency and operational control across our business, which significantly reduces the amount of rework or corrective measures that often have to be taken.”

Boebel said his company was also excited about the automation capabilities in PDI’s software. “PDI’s products are made to automate your business, which was a big deal for us. I think we’ll become much more efficient, and our staff will be able to reallocate some of their time to other areas of the business.”

Delta Sonic is based in Buffalo, New York and operates 29 convenience stores, all of which have full-service car wash offerings, with some locations providing detailing and oil change services. In addition to licensing the retail, retail fuel and lottery management solutions, the retailer will also turn over the day-to-day management of its pricebook to PDI’s team of pricebook experts.

“Delta Sonic had been a Pinnacle customer since 2001, so it’s incredibly gratifying to see that relationship come full circle with PDI becoming their long-term strategic software partner,” said Drew Mize, vice president of PDI/Pinnacle operations. “We are committed to providing the solutions and services that will fit their unique business model and help them drive customer loyalty and increase topline revenue.”

PDI will continue providing support and service to the remaining acquired Pinnacle customers for however long they choose to use their current software solution.

About PDI

PDI provides enterprise software and solutions to the leading convenience retailers and wholesale petroleum marketers. Over 1200 companies operating more than 100,000 locations worldwide rely on PDI’s software for retail automation, business intelligence, financial reporting, workforce management and end-to-end fuel supply chain management, including logistics. For more information about PDI, visit www.profdata.com.

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