Terminal Visibility
Paving the way to Innovation
Agenda

• Get to know Vlad
• About PDI
• Industry Challenge
• Innovation Opportunities
About
Vladimir Collak

Vlad Collak
VP of Platform and Innovation at PDI

Entrepreneur, technologist, innovator

Former CEO and co-founder of Ceremity (Acquired by PDI in 2018)
Early employee at FuelQuest - 20 years building software solutions for downstream petroleum
About PDI

Our purpose
We help bring convenience and energy to the world

What we do
We provide industry-specific software, world-class people and solutions at a global scale.

Why we’re different
Through deep domain expertise, we simplify complex operations, unify systems and data, and enable exceptional customer experiences.

Industry Challenge
Our industry lacks holistic enterprise software providers, resulting in too many point products that make it cumbersome and complex to do business.
What we do
Our Solutions & Platform Story
PDI’s Growth Story

1983

- Convenience Retailers: 10,000 sites
- ERP

1997

- Global reach: 50+ Countries

2000

- Loyalty transactions/year: 4.5 Billion

2009

- Gallons transacted/year: 50+ Billion

2010

- Adds logistics solutions for fuel marketers, wholesalers, & carriers

2013

- Adds expertise in loyalty, offers & promotions

2018

- Strengthens solutions in wholesale operations

2019

- Adds fuel pricing capabilities

2020

- Enhances Loyalty with Insights & Analytics
- Adds Security Platform & Managed Security Services

2021

- Extends reach to serve single-store operators
- Adds Payments - Private Label-Debit

Key Milestones:

- 200,000+ Sites Served
- 1,500+ Customers
- 1,300+ Employees
- 38 yrs Since 1983

Global Reach: 50+ Countries

Adds expertise in loyalty, offers & promotions

Strengthens solutions in wholesale operations

Adds fuel pricing capabilities

Extends reach to serve single-store operators

Adds Security Platform & Managed Security Services

Adds Payments - Private Label-Debit
Global Reach & Local Presence

**US Locations**
- Atlanta, Georgia, U.S., Global HQ
- Dallas, Texas, U.S.
- Temple, Texas, U.S.
- Lexington, KY, U.S.
- Nashville TN, U.S.
- Hunt Valley, MD, U.S. (Security Operations Center)
- Sugar Land, Texas, U.S.

**International Locations**
- Chennai, India
- Kosice, Slovak Republic
- Bratislava, Slovak Republic
- Bangkok, Thailand
- Sydney, Australia
- London, England
- Frankfurt, Germany
- Hyderabad, India
PDI Logistics Solutions

End-to-end visibility & control across the fuel supply chain

- Planning
- Dispatch
- In-Truck
- Telematics
- Metered Fueling

Integration including TAS
Compliance
Analytics
Industry Challenge: Downstream

Increase transparency and optimize operations by connecting retailers, wholesalers, carriers, and terminal operators with one version of the truth.

- Gain Real-Time Visibility
- Reduce Friction
- Build Trust & Loyalty
- Increase Efficiency
Unlike in Europe, Transportation and Terminal Automation systems in North America are rarely integrated resulting in inefficiencies.
Industry Challenge
Current State

1. Low visibility into terminal wait times
2. Low visibility into supply issues
3. Potential allocation or loading issues are often not discovered until the driver is at the rack
4. Drivers often resort to loading products on wrong accounts
5. Customer orders are not present on BOLs making it more difficult to perform fuel reconciliation
Innovation Opportunities

Overview

Leveraging PIDX standards to integrate Transportation/ERP & Terminal Automation Systems in North America
Innovation Opportunities

- Orders sent to TAS
- Terminal status visibility
- eBOL with Order Info

Automated Gate access
Automated rack pre-load
API
Innovation Opportunities

Terminal Wait Time
Provide current and predicted terminal wait times

Terminal Status
Provide terminal status based on supply status, wait times, and bay status

Customer Onboarding
Onboard new customers and their carriers

Order info
Ingest order information from the ERP / Logistics systems

Automated Gate Access
Automated gate access based on active orders and driver certifications

Loading Rack preset automation
Automatically preset the loading rack with driver’s order

Terminal Alerts
Alerts from the terminal operator

TAS
Confidential
Benefits of Innovation

Terminal Wait Time & Status
Dispatchers can increase number of loading events and deliveries per day

Customer Onboarding
Eliminate issues accessing terminals and loading

Order info
Transparency into products, quantities and arrivals to terminal operators.
Order information on BOLs for fuel marketers and customers

Automated Gate Access
In and out of the terminal faster
Fewer errors such as loading on wrong contracts

Terminal Alerts
Dynamically adjust based on terminal conditions
Thank You!

Vlad Collak
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