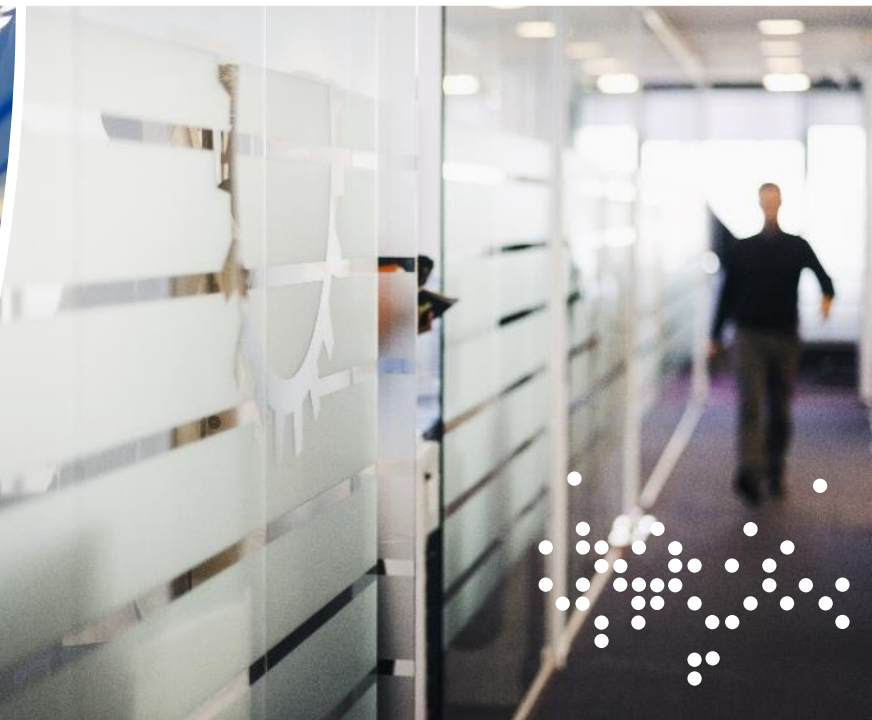# Terminal Visibility

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.
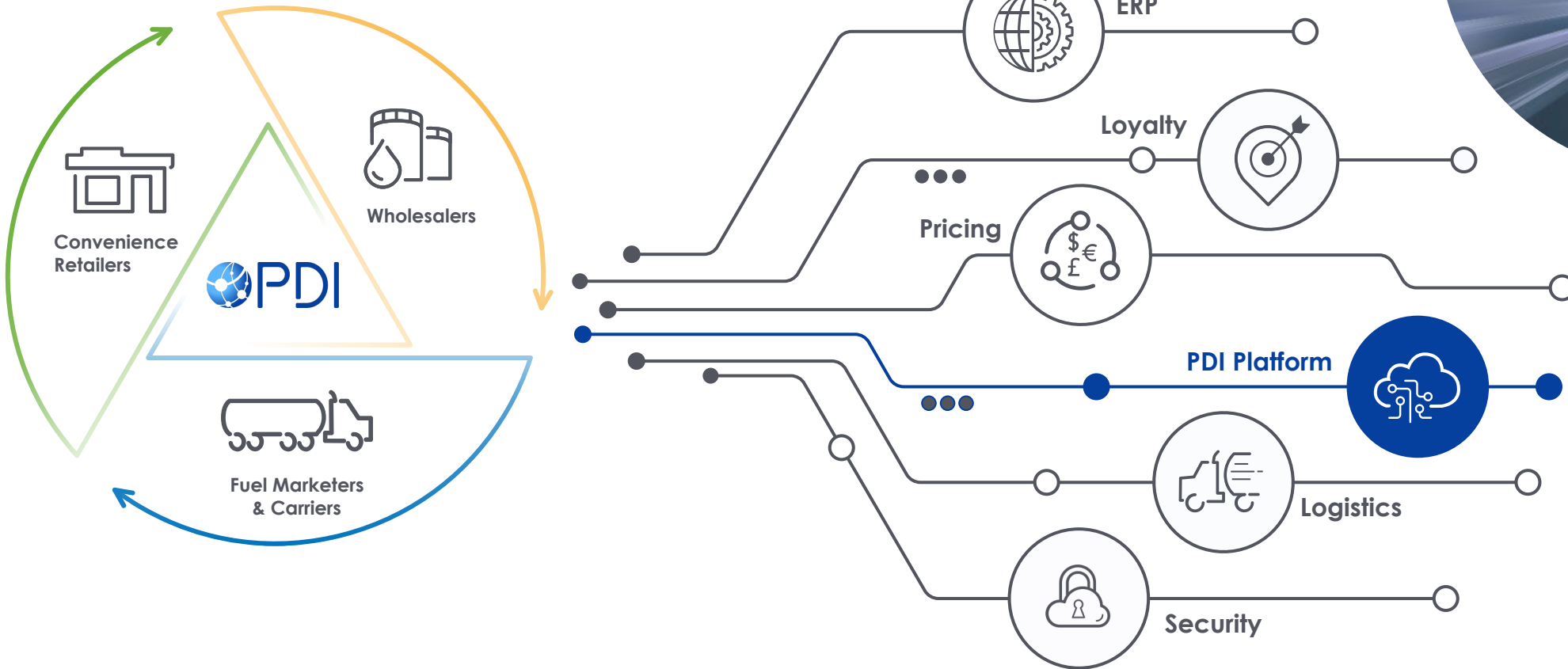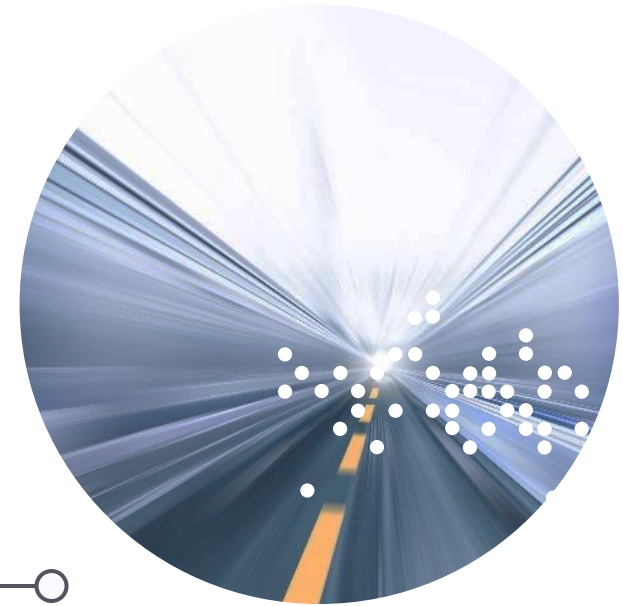
Industry Challenge

Our industry lacks holistic enterprise software providers, resulting in too many point products that make it cumbersome and complex to do business.

Convenience Retailers

Wholesalers

PDI

Fuel Marketers & Carriers

What we do
Our Solutions & Platform Story

Convenience Retailers

Wholesalers

Fuel Marketers & Carriers

PDI

ERP

Loyalty

Pricing

PDI Platform

Logistics

Security
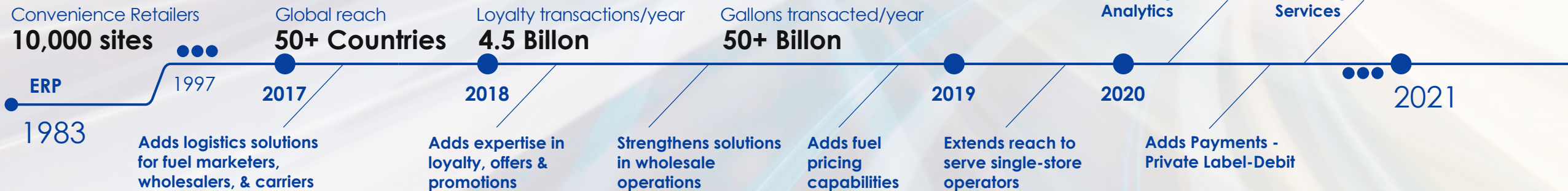
PDI's Growth Story

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

Enhances Loyalty with Insights & Analytics

Adds Security Platform & Managed Security Services

Convenience Retailers
10,000 sites

Global reach
50+ Countries

Loyalty transactions/year
4.5 Billon

Gallons transacted/year
50+ Billon

ERP

1997 **2017** **2018** **2019** **2020** **2021**

1983

Adds logistics solutions for fuel marketers, wholesalers, & carriers

Adds expertise in loyalty, offers & promotions

Strengthens solutions in wholesale operations

Adds fuel pricing capabilities

Extends reach to serve single-store operators

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

Europe, Middle East, Africa

North America

Asia Pacific

Caribbean, Latin America

● Hub office
● Regional office

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
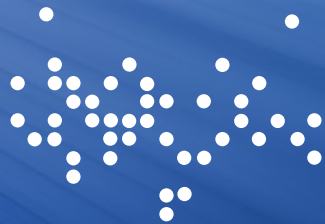
Increase Efficiency

Industry Challenge
Current State

Unlike in Europe, Transportation and Terminal Automation systems in North America are rarely integrated resulting in inefficiencies.

Planned   Dispatched   En Route   At Site   Delivered

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

Transportation Systems

Loading Data

In-Truck Systems

Gate Access

Rack Preset

TAS

Wait times, status, alerts, contract

PIDX INTERNATIONAL

Plan (orders)

PIDX INTERNATIONAL

Innovation Opportunities

Orders sent to TAS

TAS

Automated Gate access

Automated rack pre-load

eBOL with Order Info

Terminal status visibility

Transportation Systems

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

Benefits of Innovation

TAS

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

PDI

Thank You!

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PDI

Vlad Collak
VP, Engineering,
Innovation & Platform

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