



MY TRUE CONFESSION:

MOBILE TECHNOLOGY



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My true confession....
I love my smart phone. Why? Because it's with me everywhere I go AND it's smarter than me. I know, you thought that was my partner in solutions, Melissa. Melissa can't be with me everywhere I go but my smart phone can.

So what does my love affair with my smart phone mean to you? I'll tell you what it means. It means that I'm glowing with excitement about what the future has to offer and I want you to do the same. I know that this thing can get us where we need to go with the tools and information

we need to make smart choices, every day. Join me, let's get there together. You need more? Okay. Recently, our BI partners at MicroStrategy delivered an illuminating presentation that exposed the wondrous numbers of mobile users in our world. According to The Internet Report from Morgan Stanley, the leap from desktop based internet users to mobile users is an astounding 300% increase, from 1.4 billion users to 5 billion users.

If you're not one now, you're going to be one of those users, very soon. Being as smart as I am today, I say, "Join the fun."



Here's what fun looks like today:

We have a mobile app available today that allows EPM™ users to schedule reports and receive updates automatically. This is different than getting email alerts or accessing the browser via your mobile device. With this mobile solution, each user can select her valued reports, schedule them appropriately and see all the data that is available via the web. The mobile application supports many of the ad-hoc options you have available today via the browser but you don't have to sit down and plug in to get to the information.

Today we support BlackBerry, iPhone and iPad devices. ...love the iPad!

The combination of alerts and optimized access to the actual EPM solution allows you to focus your efforts in the right stores and on the right activities. The EPM team can help you identify what data is best delivered via the mobile application and optimize the view.

What else? How about using mobile applications to work with your shoppers?

Loyalty gets you started. Now there are some real customer relationship opportunities with mobile applications and your shoppers. Today, we offer our Pinnacle Loyalty app which 'puts' the card in your phone. Your loyalty customers can use their iPhone as their loyalty card. How? The app takes the card id entered by the shopper and converts it to a scannable barcode, just like those printed on loyalty cards and key fobs...BUT...it's in the phone.

Let's add fuel to the fire. For those of you on focused on the petroleum side of the industry, you should keep your eye out for the mobile application we are developing on that side of the business. Besides being able to deliver the EPM 70 executive dashboards via EPM, Andalé is the answer for any Fuel Wholesaler or Retailer wanting to receive BOL information instantly with their mobile device.

The latest mobile options can be your company's GPS. They can guide you through your dizzying array of responsibilities and help you focus on the most time and cost effective tasks.

Where do we go from here? The proposals come next and we've received a number of great suggestions. Some are meant to serve you and your associates with your jobs. Others are intended to help you get closer to your shopper and to deliver that ultimate benefit, convenience. What's your best idea? I want to hear it today. Let's build something together. ©



Who Benefits? Everyone!

- Executive and C-level Officers
- Operations Directors, Managers, and Clerks
- Store Support and Personnel
- Suppliers

Get Information Anytime, Anywhere!

- Make decisions with the most current data at your fingertips
- Access the most up-to-date sales data to support purchasing discussions with suppliers

Stay Ahead of the Game!

- Fix small issues before they become major problems
- Reduce loss
- Alert by exception
- Customize alerts based on roles
- Send alerts to mobile devices via email
- Include action items