# Affinti Cloud Solutions

## Affiniti Cloud Solutions

Pinnacle's Affiniti Cloud Solutions are applications built on a secure and stable cloud platform, architected to use web services and reusable components, HTML 5 Web apps and responsive design.

Within the Affiniti Cloud Solution Suite, you will find corporate level management tools and store level applications to help you as a retailer manage and operate your business, whether you are a single store operator or a multi-store chain.

## Cloud Solutions for your business

**Affiniti Central** – A centralized suite of products that includes configuration, management tools and reporting to operate your business; and operations data to better manage your business, from your desktop or in your staff's hands.

**Affiniti Store** - Solutions for the store environment to engage with customers and keep them coming back. Within Affiniti Store, you will find a complete line of QSR solutions from mobile ordering and consumer-facing kiosk to kitchen display system to make your foodservice offering stand out from the crowd.

**Affiniti Consumer** – Engaging with your customers to understand when they shop and how they shop is your goal and convenience is what they expect. Retailer branded consumer mobile app with your choice of modules to fit your business. Store locator, gas prices, loyalty and mobile payments are just a few of the options you can choose from when implementing your branded mobile app.

## Affiniti Central

Affiniti Central - A centralized suite of products that includes configuration, management tools and reporting to operate your business; and operations data to better manage your business, from your desktop or in your staff's hands. What do they expect; what should you expect?

- ✓ Real-time data, right now
- ✓ Tell me versus make me ask for information
- ✓ Alerts and notifications
- ✓ Always connected
- ✓ Ability to do what I need to do on my own devices (tablet and phone)

## Affiniti Central Web Applications

A suite of products accessible all the time, from anywhere, to configure and manage your enterprise solutions, along with on-demand reporting to provide key data elements related to operations and performance.

### Product Catalog

- ✓ Configuring items for the POS, item attributes, integration with POS and other systems.
- ✓ A low friction interface to our POS and mobile applications to facilitate rapid and reliable integration of existing item catalogs.
- ✓ In addition, a very flexible schema for items minimizes impact and disruption as new attributes and features of the "item" are added.

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**Store Information System** - When using Affiniti Consumer Mobile App, Store Information System (SIS) will be an invaluable tool to configure the information that will display to your customer.

- ❑ Stores and GPS locations
- ❑ Fuel Prices (Import from POS)
- ❑ Amenities
- ❑ Attributes
- ❑ Messaging and Notifications
- ❑ Offers

**Affiniti Analytics** – Using Google Analytics and reporting tools, analyze usability and usage of your mobile applications.

**Affiniti Fleet+** - Self-funded proprietary account management – brand your own card. Account programs, proprietary card programs, fleet programs

**Features:**

- ❑ Reload card at POS - you manage the cash; Custom prompts; Velocity limits; Use inside or outside
- ❑ Discounts and fuel price roll back; Account look-up with phone number; Payment on account
- ❑ Product restrictions and Data integration with accounting programs

**CardTrust** - Reduce the risk of having fraudulent transactions, Limit the spending power of "unknown" cards, Learn the spending habits of your regular customers, Restrict outside pump activity to "known" accounts.

**AssetWatch Prime** - Running outdated software or end-of-life hardware can be the first entry for malware and data theft. Without current security updates and encryption for the latest in virus combat, payment and store systems are vulnerable to outside intrusion and data breach. Additionally, in a multi-store environment, outside hardware and software applications can be added without corporate knowledge- bringing greater opportunity for security compromises.

AssetWatch gathers information such as configuration, software versions, device numbers and additional device installs on a multitude of store systems- at regular and automatic intervals. Information can be obtained on point-of-sale terminals, pinpads, dispensers, computer systems and additional hardware and software as needed/added.

**Affiniti Central Mobile Applications** – Modules delivered to you, where you are, on your phone, tablet, or other mobile device, to provide the connectivity your 24x7 business needs to stay relevant, secure, and profitable.

- ❑ Pinnacle Support App
- ❑ SkimDefend Multi-Site
- ❑ AssetWatch Prime
- ❑ Performance Dashboard
- ❑ Pulse Alerts and Notifications
- ❑ Product Catalog

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## Affiniti Store

Affiniti Store - Solutions for the store environment to engage with customers and keep them coming back. Within Affiniti Store, you will find a complete line of QSR solutions from mobile ordering and consumer-facing kiosk to kitchen display system to make your foodservice offering stand out from the crowd.

- ❑ Affiniti POS
- ❑ Affiniti QSR
- ✓ Mobile Ordering
- ✓ Consumer Kiosk
- ✓ Ordering Architect
- ✓ Affiniti Kitchen

## Affiniti Consumer

Engaging with your customers to understand when they shop and how they shop is your goal and convenience is what they expect. A branded mobile app provides the opportunity for retailers to more easily gather and share information with potential consumers.

Mobile apps have rapidly become the preferred way to simplify communication between you and your consumer, and when your customers carry your company with them wherever they go, you have the ability to push and pull information in real time.

Consumers that download your mobile app start delivering information to you that you didn't have the moment they open the app for the first time. These consumers have now become identifiable and their activity is measurable and meaningful.

- ❑ **Retailer Branded Mobile App**
- ❑ **Loyalty Promotions and Punch Cards**
- ❑ **Mobile Ordering (See Affiniti QSR)**
- ❑ **ACH Mobile Payment**
- ❑ **Retailer Branded Gift Card Payment**
- ❑ **Messaging and Notifications**
- ❑ **Generic coupons and offers**
- ❑ **Links to Social Media Sites**
- ❑ **Integration with Darius for Retail**

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## Affiniti PickUp & GO!

Who wants to wait in line? Your customers certainly don't! That's why you need Affiniti PickUp & GO! Using your branded mobile app, customers can walk into your store and find the items they want to purchase, then scan them and add them to their cart. Easily pay from the mobile app and walk out.

It's frictionless and that simple.

***Scan, Pay and GO!***

### Features

- Your own branded app - your app, your way
- Loyalty rewards integration
- Mobile payments
- Skip the line with ***Scan and Go***
- Order from anywhere with ***Order and Go***

## Mobile Ordering and Pick Up

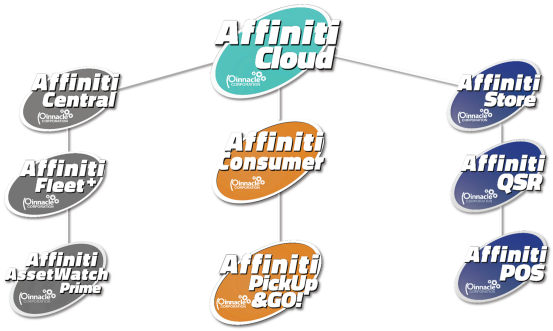
Another thing your customers want? Convenience! The convenience to order items from wherever they are – their home, office, or school – and pick them up at a time that's convenient for them.

**Affiniti PickUp & GO! can do that too!**

Using your branded mobile app, your customers can order items they want to pick up on their way home from the office – or wherever they may be – pay for them from the mobile app, and pick them up when they arrive in the store or at the pump. It's that simple.

**Order, Pay, Pick Up and GO!**

## Affiniti Cloud Solutions




Want to know more? Contact us.

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