



NACS Show 2023: PDI Technologies

At the NACS Show 2023 we stopped by the PDI Technologies booth to speak to one the industry's leading suppliers about its recent acquisitions, industry trends and their latest innovations.

With change picking up pace across all industries, PDI Technologies strives to be the backbone of the convenience retail and petroleum wholesale ecosystem. This year the company acquired Skupos and Blue Cow Software to continue to fill in the gaps of its vast product portfolio.

"It's about harnessing the great ideas from multiple companies and bringing them together to serve a common purpose. Our recent Skupos acquisition helped us deepen our relationships within the single-store operator community, and enhanced our data strategy," says Linnea Geiss, COO at PDI.

Fuel retailers are trying to turn their sites into non-fuel destinations, enhancing their foodservice and convenience offering. Another challenge they face since the pandemic is the lack of labour. Whatever the challenge, "retailers need to make better data-driven decisions about their operations," explains Jeff Hassman, VP Product Strategy & Partnerships.

Finally, Brad McGuinness, SVP for Point of Sale Solutions, speaks to us about the PDI Point of Sale (POS), recently launched in North America.