



PDI acquires Orbis Tech to push POS market reach

The company adds POS software suite and expands its international back-office, and home-office capabilities to help global fuel, hospitality and retail businesses thrive.

PDI has signed a definitive agreement to acquire Orbis Technologies Ltd, a global provider of cloud-based point of sale (POS), back-office, and home-office business solutions.

The acquisition enhances PDI's international software offerings with a seamless POS, back-office, and home-office cloud platform that will help businesses simplify complex in-store and forecourt operations.

In addition, Brad McGuinness joins PDI as senior vice president of PDI Point of Sale Solutions bringing 30+ years of expertise in POS technology and the petroleum and convenience retail industries.

"We've built a powerful single stack suite of solutions for hospitality, convenience, and fuel retail and are excited to join the PDI team. Together, we'll be able to innovate and deliver even faster—so we can build upon our robust software leveraging PDI's expertise in retail back-office operations, network security, and protecting critical data and assets," said Orbis Tech CEO Jorundur Jorundsson.

A modern, integrated POS software suite is becoming increasingly important to the future of convenience retail and how businesses reinvent their stores and the customer experience, according to PDI.

"Orbis Tech has built a complete solution that fits the needs of our international customers, enabling them to optimize their business while simplifying their technology stack," said Jimmy Frangis, CEO at PDI.

Before joining PDI, Brad McGuinness held several leadership positions during his 25+ years with Verifone. He was responsible for bringing Ruby, Commander, Topaz, and the Verifone Mx multilane pin pad family of products to the retail and petroleum industries.