



PDI adds loyalty company to its portfolio

The acquisition of Excentus will complement and expand PDI's offerings with loyalty marketing capabilities and supports PDI's mission to help customers and employees develop in a digital economy.

PDI, a global provider of enterprise software solutions to the convenience retail, wholesale petroleum, and logistics industries, has announced the acquisition of Dallas-based Excentus, a provider of loyalty and coalition marketing solutions for the U.S. retail, grocery, national brands and convenience retail segments.

The acquisition will add over 600 new customers to PDI's roster and allow PDI to deliver enterprise software technology and data solutions – adding another facet to PDI's robust suite of ERP and back-office solutions – that customers rely on to drive operational efficiency and increased margins, according to the company.

Excentus built its loyalty expertise by owning and operating the Fuel Rewards® program, the first in the U.S. and the largest multi-merchant national coalition program. The Fuel Rewards program boasts over 14.5 million members and has saved its members over 1 billion dollars in fuel purchases since its launch in 2012.

"The portfolio expansion in the retail industry with Excentus' customer relationship solutions deepens and extends our retail capabilities. It's a perfect match to our existing enterprise software solutions and offerings," said Jimmy Frangis, chief executive officer, PDI.

PDI will add Excentus' Software-as-a-Service (SaaS) loyalty platform into its current portfolio and offerings. The full complement of loyalty solutions deliver analytics and expertise to help retailers go beyond traditional loyalty.

The American software company has carried out an aggressive expansion campaign that has increased the size of its services: TouchStar Group, TelaPoint, Intellifuel Systems Inc., Pinnacle ERP assets, DataMax, LomoSoft and Firestream Worldwide.