



PRESS INFORMATION FOR IMMEDIATE RELEASE

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Cox Oil Company Selects PDI as New ERP Software Provider

TEMPLE, Texas, October 11, 2017 – PDI, a leading global provider of enterprise-class software solutions to the convenience retail and petroleum wholesale industries, today announced it has been selected by Cox Oil Company (Cox Oil) as its enterprise resource planning (ERP) software provider. The Tennessee-based convenience retailer licensed several products from PDI, including its retail and workforce management software solutions.

“Our need for a single solution and centralized database that would help us increase efficiency and achieve one version of the truth across our entire operation was one of the main reasons we selected PDI,” said Mark McBride, CEO of Cox Oil. “We also spoke with other PDI clients, and PDI’s reputation for providing great service to their customers was another contributing factor in our decision.”

McBride said his business will also benefit from the new software’s reporting and business intelligence capabilities. “Taking advantage of customizable reporting and actionable data insights is going to be a big win for us. Now, we’ll be able to get relevant information to our marketing and operations teams much quicker, and that’s something we couldn’t do previously.”

Cox Oil was founded in 1970 in Union City, Tenn. Today, the retail chain is comprised of 48 Little General and Maverick Quick Shop locations throughout Tennessee and Kentucky. Many of the stores feature well-known quick service restaurant (QSR) brands, including Cluckers Tennessee Fried Chicken, Baskin-Robbins and Hunt Brothers Pizza.

“We’re excited to have Cox Oil as a PDI customer because there so many tools we have at our disposal to help them transform their business,” said Drew Mize, senior vice president and general manager, global retail for PDI. “Whether it’s through labor management optimization that reduces labor costs or business intelligence that makes intelligent business decisions easy, we’re committed to helping them maximize our solution and grow their business for years to come.”

About PDI

PDI helps convenience store retailers and petroleum wholesale marketers worldwide thrive in a digital economy with enterprise management software. Over 1,200 customers operating more than 100,000 locations trust PDI to optimize their entire operations whether they are a single site, multi-site, dealer or a franchise operator. PDI’s enterprise software, wholesale and logistics management software solutions and retail back office systems have been designed around the evolving needs of customers for more than 30 years. We reimagine enterprise management to help our customers transform their business and deliver exceptional experiences. For more information about PDI’s software solutions, visit www.pdisoftware.com.

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