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## **PRESS INFORMATION FOR IMMEDIATE RELEASE**

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### **Whitehead Oil Company Selects PDI as New ERP Software Provider**

**TEMPLE, Texas, September 7, 2017** – PDI, a leading global provider of enterprise-class software solutions to the convenience retail and wholesale petroleum industries, today announced it has been selected by Whitehead Oil Company as its enterprise resource planning (ERP) software provider. The Nebraska-based company licensed several PDI products, including the financial, retail, wholesale and workforce management software solutions.

Whitehead Oil will also take advantage of PDI's hosting and pricebook services. The former provides a single-tenant, private cloud data hosting environment complete with high data availability and security that allows retailers and petroleum marketers to focus on running their business. PDI also provides expert-level pricebook management to help increase scan rates and accuracy, thereby improving the in-store experience for customers.

"One of the biggest contributing factors in our selection of PDI was the ability for us to monitor and maintain all aspects of our business—from wholesale fuel to warehouse to retail store locations—in one system," said Mark Whitehead, president of Whitehead Oil. "We also wanted to increase productivity through automation, have access to easy, real-time reporting, improve inventory management, and gain better control of our product costs through the pricebook services offering."

Whitehead Oil began in 1959 when M.E. "Bus" Whitehead purchased the Phillips 66 Direct Operation. At the time, the purchase included several service stations. Nearly 60 years later, the company is owned by the second generation of the Whitehead family and has grown to 21 U-Stop Convenience Shop locations and a bulk products distribution plant.

"Much like PDI, Whitehead Oil has a long history of anticipating the changing needs of its customers and delivering the products and services they want," said Drew Mize, senior vice president and general manager, global retail for PDI. "Our goal is to help forward-thinking companies like Whitehead Oil by providing the solutions and data insights they need to make the best decisions for their business, so they can continue providing exceptional customer experiences."

#### **About PDI**

PDI provides enterprise software and solutions to the leading convenience retailers and wholesale petroleum marketers. Over 1200 companies operating more than 100,000 locations worldwide rely on PDI's software for retail automation, business intelligence, financial reporting, workforce management and end-to-end fuel supply chain management, including logistics. For more information about PDI, visit [www.pdisoftware.com](http://www.pdisoftware.com).

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