

Fact Sheet

About Petrosoft LLC

Petrosoft offers a platform as well as software, hardware, and services. The company's integration options, technology, and services are designed to take advantage of advances in technology, leverage legacy systems, leverage industry partnerships, address the changes in consumer demand, and enable seamless connections within today's retail ecosystem.

The company's technology is positioned to deliver a measurable return (ROI) to retailers since it is focused on where sales and profits are realized, within day-to-day operations. The company continually strives to create innovative solutions, enabling retail operators to manage their on-site and back-office operations more efficiently. Retailers can use these solutions to decrease risk, leverage legacy data and systems, and to optimize inventory, productivity, sales, profits, and margins.

From its headquarters in Pittsburgh, the company supports its POS, foodservice, fuel management, and back-office product lines as well as its integration with industry-leading technology partners. The company offers a full menu of services along with flexible training options such as on-site, classroom, online, and on-demand sessions.

Find out more at petrosoftinc.com.

Find out more about the history of Petrosoft LLC by reading the Convenience Store News article. [\[PDF\]](#)

SPOTLIGHT

TEAM HQ

Pittsburgh, Pennsylvania

OWNER

Sergey Gorlov

AWARD RECOGNITIONS

Entrepreneur of the Year 2016

2017 Best of Pittsburgh for Corporate Office

"I am the price book manager for our company and the C-Store Office price book is my favorite feature of the system. It really makes my job so much easier because C-Store Office catches every price change on every shift and makes sure that I can see and approve all of them before it updates our registers. I am always confident our pricing at the registers is correct."

*Amber Rench, The Pumping Stations,
Augusta GA*

Products and Services

On Premise Solutions:

CLOUD TECHNOLOGY

The Petrosoft Platform enables integration and data exchanges across the retail ecosystem. With an open system architecture, it also enables making the most of legacy and modern systems. It provides the most efficient and cost-effective way to add additional functionality without having to redesign entire systems. It also helps to make the best use of internal and external data while providing the flexibility to adjust and scale as industry or business requirements change.

POINT-OF-SALE (POS)

Petrosoft helps to streamline store operations with its SmartPOS solution and integration with POS and forecourt controller partners such as Verifone, NCR, Wayne, Bulloch, and Gilbarco. The solution also integrates with back-office and foodservice ordering kiosk systems. All SmartPOS systems come as bundled hardware and software “plug-and-play” solutions. The solutions include an interface and workflows designed to increase compliance, communication, accuracy, and promotional opportunities. SmartPOS also eases training and speeds transactions. Key features include instant price book, electronic journal, item search, shortcuts, auto-complete, automatic notifications, user role management, and restricted item sales management.

FOODSERVICE ORDERING & PREPARATION

Petrosoft's foodservice technology, Quickserve, helps to deliver an optimal foodservice experience at every stage of the ordering process for both the consumer and retailer. Quickserve helps to reduce errors with workflows and data exchanges, creating seamless communications between mobile devices, self-service kiosks, POS systems, kitchen display units, and back-office systems. Since Quickserve is cloud-connected, operators can manage menus, items, administration, as well as track sales, shift, inventory, GPM, order history, and recipe costs from store devices and through the cloud portal.

LOYALTY

Petrosoft offers several ways to manage loyalty programs and data through its loyalty, POS, foodservice, and back-office solutions. The company provides branded and unbranded loyalty programs to help increase sales, average ticket size, and return visits. The company also supports loyalty data exchanges to help retailers manage third party loyalty program data through its back-office solution.

LOSS PREVENTION

Petrosoft's Loss Prevention Analytics solution includes a cloud-based interface enabling retailers, from any location, to quickly drill down into reports and click-through to view the associated video footage from any internet-connected device. Retailers can filter by date, location, employee, item, event, and type of transaction.

NETWORKING

Petrosoft provides networking solutions under the brand name Direct Connect. Its current models are the DC-301 and DC-501. Direct Connect is a network, hardware, and software bundled solution. It is the reliable, fast, and secure way for retailers to automatically connect and transfer their video, foodservice, POS, and automatic tank gauging (ATG) data to their analytics and back-office systems. Any approved updates from back-office systems can also be sent automatically to an individual POS or companywide POS systems.

Head Office Solutions:

BACK-OFFICE

Petrosoft's cloud-based back-office solution, C-Store Office, is used by thousands of retail locations to manage and control cash, inventory, prices, promotions, purchases, payments and labor costs. It automatically tracks key metrics such as fuel and merchandise sales, margins, inventory turns, shrink, and spoilage. It creates operational efficiencies and workflows by automating data collection, identifying exceptions, and creating tasks to validate the data provided by integrated POS, foodservice, and supply chain systems. It improves compliance, communication, data entry, reconciliation, and forecasting through its workflows and integration with financial systems. With C-Store Office, retailers gain greater control of their business and influence their bottom line by positively impacting day-to-day retail operations. It is a subscription-based solution that is accessed from any internet-connected device or through CSO mobile, C-Store Office's mobile application.

FUEL MANAGEMENT

Petrosoft provides a cloud-based fuel management software solution, Fuel-Central, to optimize the day-to-day operations of downstream fuel distribution. The solution enables dispatchers to monitor fuel inventory and improve driver scheduling while accountants gain greater control over the revenue cycle. Fuel distributors can track and forecast fuel inventory, create fuel delivery schedules for each driver, track customer fuel deliveries, and UST levels. Accountants can track BOLs, invoicing, and payments. Ultimately this solution is designed to speed data entry, scheduling, billing, and collections while increasing accuracy, and decreasing the risk of customers running dry, haul backs, and negative cash flow.

SERVICES

Petrosoft offers complimentary and fee-based services. The company also works with industry partners to offer additional services. Petrosoft services include financing, implementation, customization, customer support, training, data processing, data exchanges, accounting, price book builds, foodservice menu builds, and business analysis. Many of these services such as implementation, customer support and training can be provided remotely or at the client's site. Customers can also access a free online library which contains manuals, videos, tips, and a knowledge base.