

# the ADDvantage

A NEWSLETTER FOR CUSTOMERS OF ADVANCED DIGITAL DATA, INC.

## Where Your Software Provider Is Headed The Status of Convergence

**A**DD Systems plans for the future, even as we accomplish our number one priority, serving our customers.

We realize that merging our diverse products and focusing our deep talent pool is a surefire way to achieve efficiencies. This streamlining, “best of all worlds” approach benefits our customers as well as ADD Systems. Our unmatched experience with the petroleum industry has driven us to engineer nearly every software feature or capability that could be dreamed. With a goal of collecting all those features in one place, where all users could benefit, we launched a project called convergence.

“Frequently we were duplicating our development projects in each product or discovering a functional item in one product that was of interest to customers running the other product,” said Vice President of Product Strategy John Redmond. “One goal is to make all product development available to all customers,” he said.

Back at our User Conference in 2008, we announced this strategic objective of convergence.

Now that we’re approaching our next User Conference, it’s a good time to give you a status report. In an effort to share some of the inner workings of this company, here is a series of questions-and-answers about the state of convergence with three ADD executives – Chief Operating Officer Rob Culbertson (R.C.), Vice President of Sales and Marketing Bruce C. Bott (B.C.B.), and Redmond (J.R.).

**Q:** What is the status of ADD System’s Convergence project?

**J.R.:** Customers have begun the migration to our converged products and the feedback so far has been very positive. The support staff in Orlando is training on the nuances of ADD Energy E3®. The

ramp-up time has been less than expected. The Orlando staff is deep in industry experience so the learning curve has been relatively short.

**R.C.:** We are well on our way to reaching our goals. With the success of the Retail – ADD eStore™ – and Wholesale projects, the number of customers that can take advantage of our convergence strategy has increased dramatically.

**Q:** I’m a customer. Tell me how I will benefit from moving to a “converged” product?

**B.C.B.:** The benefits of upgrading to a converged product are that you will get state-of-the-art software, with .Net technology, and a relational database. You’ll see development and support that will be easier and faster, and a product with a superior feature set.

What benefits ADD Systems ultimately benefits our customers. As a businessman, I have to control costs to our customers. Going to a single product, a converged product, will enable us to better control our costs. Take video training – a singular aspect – we can prepare video training for a larger base of clients that’ll drive costs out of doing business with ADD.

**J.R.:** This depends on your individual customer profile but a few examples would be:

– PAMS Customer – ADD Energy E3 via SmartConnect® would provide you the ability to offer your customers self-service from your Web site. The customer could check their balance history, make payments, and accomplish many more self-service capabilities.

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## Join Us for an Info-packed Event! At the 2011 ADD Systems User Conference

Disney's BoardWalk Inn • Orlando, Fla.  
May 23 – 27, 2011

Whether it's gaining insights to your current software, being introduced to new products, meeting with fellow users, directing the course of future technology, or enjoying the fun of Disney, ADD Systems wants you to experience our 2011 User Conference.

The User Conference provides a great venue for all of our customers to converge in one location to network with other companies who use the same software. The environment fosters learning from one another, especially on topics such as using the software, innovative procedures, “best practices,” implementing new modules, and generally benefitting from the experiences of other users.

In turn this confluence of users helps ADD Systems learn how the software is used by our customer base. This provides valuable guidance for us to develop software that you need to make your business a streamlined, profitable operation.

The User Conference revolves around a four-day schedule of breakout sessions, with over 40 planned individual topics spanning all of the market segments that we serve. The home heat (fuel oil, propane), wholesale, service, delivery, lubricant, retail petroleum

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## The Status of Convergence

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– *ADD Energy E3 Customer* – The entire WDMS Wholesale portions of E3 have been redesigned and rewritten from ground up. If you're an existing WDMS user you will see many new capabilities such as automatic calculations of surcharges. If you have not implemented WDMS for product movement, now would be a good time to evaluate the benefits of A/P Maintenance, Load Track, and Freight.

– *Many existing E3 customers* who are in the fuel oil or propane business also own convenience stores. Our new eStore product, which is integrated with ADD Energy E3, can be a very powerful alternative to some of the third-party c-store products currently deployed by our customers.

**Q:** *Isn't consolidating the product lines going to limit the flexibility and adaptability that has been a hallmark of ADD software?*

**R.C.:** The consolidated products will offer more flexibility as they span a broader range of features. For existing features, the number of options has increased.

**B.C.B.:** I think convergence gives us more room to be creative, to incorporate more of the customer-driven features that are looked-for. Instead of developing for different products, we have to do it only once. We have to become a leaner, meaner company to some extent.

**Q:** *Converging could be seen as shorthand for downsizing. Can I expect the same level of customer service and training when I contact you?*

**R.C.:** Our goal is to grow our business. If we were to stand still, then our products would become old and stale. Thus, we have allocated a significant R&D budget to better our products. Our decision

to use these funds for convergence is in the best interests of our customers as mentioned above. The result from a customer service standpoint will be that more people, with more knowledge and experience, are all involved and working toward the same goals – a single product line.

**J.R.:** Convergence is not only product development-focused. Convergence also represents the combining of ADD Systems support and training departments. We will more effectively be able to utilize the deep industry experience that exists within our company.

**Q:** *Is ADD Systems looking beyond convergence? What's next?*

**R.C.:** ADD is always looking at the next step. We have multiple related markets in which we will be adding additional functionality to our product

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lines. Two of the primary markets are the lubricant market and the business intelligence market. With the E3 product and the Atlas products as the core for these areas, we see substantial growth opportunities available.

**B.C.B.:** Yes, we are looking beyond convergence. That's the simple answer. Convergence is ever-evolving, a multi-year process.

This isn't new to us. This is something that ADD Systems has been doing for the past

13 years, first with STS Minifuel and SuperJobber, which became ADD Energy. Now, we've seen the benefit of the converged products far outweighs having a multi-project strategy.

**J.R.:** Convergence has evolved from an idea, to a design and development project, to deployment. Over the next several years we will focus on providing our customers a seamless path to migrate to the converged product. We will continue to listen to customers and the marketplace and position our products to respond to an ever-challenging petroleum market. **ADD**

## A Customer's Perspective on Convergence

We asked one of our valued partners, **Mirabito Energy Products of Binghamton, N.Y.**, about their perception of Convergence.

Ross Mirabito, the company's Chief Information Officer, said they like what they see of the Convergence process. Mirabito signed on just this summer to move its chain of convenience stores to ADD eStore, evidence of their confidence in the direction of ADD Systems, as well as its reputation.

"We believe that eStore and ADD Energy E3 married together will deliver the power and flexibility that will provide us with next-generation, industry-leading software to better run our business," Mirabito said.

He said this melding of software from one company is more attractive than disparate elements bolted together.

"One reason is the seamless integration. The migration path is much easier than bringing in a third-party product," he said.

Among the features, the new, easier Pricebook will save his employees time in the way it's maintained, in terms of global additions and subtractions.

"[We're looking for] the ability to manage our stores by exception. We want to know faster what goes wrong, to respond to problems, to respond to inaccuracies, over-rings and cash shortages. We might see sales are way down on a particular product and need to react quickly," Mirabito said.

The Atlas Business Intelligence component, with its multifaceted and insightful reporting, is designed for just this purpose, and Mirabito is looking forward to it.

But an even more pervasive reason to take the plunge with ADD eStore is the experience Mirabito has had with ADD Systems over two decades.

"Of course there's also the ADDs reputation and track record of the past," Mirabito said. "ADD always does what they say they're going to do. We have confidence that ADD has the track record of being able to deliver a product with the power and functionality that is promised." **ADD**

## 2011 User Conference

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and convenience store markets will all have sessions to inform and educate. Response from vendors has been extraordinary so far and we expect an unprecedented number to participate in the User Conference. These preferred partners will have a space to display their products and we have set aside sessions for preferred partners to present their products to attendees.

This four-day event is jam-packed with information that you can take back to your company to implement within your operation. If you're looking to "kick the tires" of new software you have had your eye on or read about, this is the time and place. You'll have the opportunity to speak with companies that have used the software and discuss with them their thoughts about a new product. Not familiar with vendors that ADD Systems works with?

### 2011 User Conference At-a-glance

DATES

**May 23-27, 2011**

SIGN UP

**At our Web site, [www.addsys.com/2011UserConference](http://www.addsys.com/2011UserConference)**

ROOMS

**Disney's BoardWalk, \$195 per night, available May 21-30**

GOLF OUTING

**May 22**

DINNER

**Monday, May 23, with cocktail hour**

LEARNING

**Forty sessions, Monday – Wednesday.**

VALUE

**Immeasurable**

This is the opportunity to get to know them and their products in a four-day, no-pressure environment.

"All work and no play makes Johnnie a dull boy." We are in Walt Disney World after all. There are plenty of exciting things to do and see after a day of meetings. Disney has extended a generous discounted room rate of \$195 a night at the four-star hotel for our guests. The discounted room rate will be offered from May 21-30 (leading up to Memorial Day), so it's the perfect opportunity to take the kids and family on a memorable trip.

For more detailed information about the 2011 ADD Systems User Conference please visit [www.addsys.com](http://www.addsys.com), or feel free to contact Jack Kelly at 800-922-0972, extension 1131 or e-mail at [kelly@addsys.com](mailto:kelly@addsys.com). We are excited to see all of you at this year's conference and we know you will leave the event confident that your software company is developing the products you need and want to operate your business. **ADD**

# Awards Rolling in for ADD Systems

## eStore 2010 Best New Product Finalist

**A**DD Systems is proud that our new convenience store software product, ADD eStore™, was selected as a finalist in the CSP 2010 Retailer Choice Best New Product contest.

The industry-leading trade group and publisher CSP Information Group, (formerly Convenience Store and Petroleum) annually rewards the best products in dozens of categories. ADD eStore was among the finalists vying in the Technology-Software Category.



ADD Systems is extremely proud of the progress of eStore, along with the reporting analysis capabilities of the Atlas Business Intelligence product. We congratulate the hard-working team that made eStore a reality, and thank our Retail Partner Council of customer advisers who helped make eStore a strong entry in this competitive field.

ADD eStore has enjoyed wide acceptance in the convenience/retail petroleum industry in its first year. Released just over a year ago, ADD eStore is on track to be deployed by six customers in almost 250 stores by the end of this year. ADD eStore supports home office operations for the convenience store/retail petroleum industry. It provides comprehensive tracking and management of sales, purchases, inventory and retail petroleum for multiple store locations.

To learn more about the award-winning eStore and how it could make your retail operation stronger and more profitable, contact our Sales department at 800-922-0972 or visit our Web site at [www.addsys.com](http://www.addsys.com). **ADD**

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In another finalist showing, ADD Systems was honored recently to be in the running for the New Jersey Family Business of the Year, which recognizes family-owned firms that exemplify family involvement, strong business acumen, innovation, and community activities.

For the second straight year, the Bott family, owners of Advanced Digital Data Inc. since 1973, were semifinalists for this award, which is coordinated by Fairleigh Dickinson University of Madison, N.J. and sponsored by several major New Jersey companies. The nominees were honored at a luncheon in October.

"It is really a nice feeling to know that all the work Bruce Sr. put into ADD Systems has been recognized twice by Fairleigh Dickinson's School of Entrepreneurial Studies," said Gale Bott, Bruce's wife and Treasurer/Chief Financial Officer. "If nominated, we will certainly attend again," she said. **ADD**

## Meet Your Salesperson: Sharon Scrinzi

In our ongoing series of salesperson profiles, this month we introduce you to Sharon Scrinzi, who has traditionally been the representative for our important ADD South base of clients. Like all of our sales people, she brings an unparalleled knowledge of the industry and customer needs.

Here, Sharon shares some thoughts:

*"After many many years in software support and forming relationships with our customers, the change to sales, first inside and then outside has been quite the adventure. Travel, demos, meetings, conventions, golf events (sounds glamorous!) But the most satisfying part is having the ability to offer such strong products and services that solve some of the most complex business challenges. When you have solutions that provide automation, increase efficiency and back that up with people who care about the customer, it's a win-win situation.*

*Over 10 years ago I transitioned from EDS to ADD Systems as a result of an acquisition. I was very familiar with the PAMS product so getting the chance to learn and discover what ADD Systems had to offer was exciting, as was meeting all the new people I would be working alongside. Although so much was new, ADD Systems made the transition as smooth as possible.*

*It's been quite some time and as you have probably heard, we are now in the convergence phase of the products and have completed and deployed our new retail offering, ADD eStore. I'll be getting out to everyone to spread the news, so I'm sure I'll be calling on you soon!"*



Based out of Orlando, Sharon covers the southern states of Florida, Georgia, the Carolinas, Tennessee, Alabama, Mississippi, Louisiana, and Arkansas, and selected accounts in other states. She can be reached by:

- [scrinzi@addsys.com](mailto:scrinzi@addsys.com)
- 800-922-0972, extension 3299
- 862-258-8121 (cell). **ADD**

## Using E3 to the Fullest

Here are a few helpful hints about using ADD Energy E3® as we get into the prime heating season. These are perennial issues and we hope a review can help.

### DELIVERY EFFICIENCY

The average delivery truck travels about 16,000 to 20,000 miles per year, at a cost (driver and vehicle expenses) of \$4-\$5 per mile, based on information from industry sources.

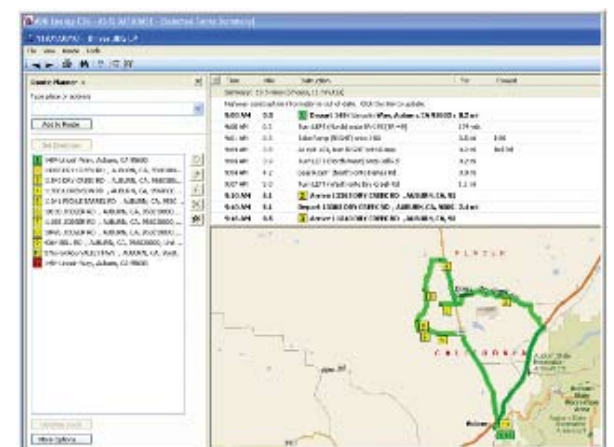
ADD Energy E3® has the potential to increase efficiencies by automating many of the sorting, separating, and routing tasks you may now perform manually.

The task of separating and sorting tickets by hand for drivers, areas, zones, or routes can burn an enormous amount of time and effort. That equates to a significant expense to an organization.

Instead, use the Select Tickets component of ADD Energy E3 to sort and print the tickets in the desired delivery sequence (by driver/route/zone). After a one-time setup process, the payoff will be a vast reduction in the labor-intensive tasks of manually sorting and separating the tickets each day or week. Then you will see a long-term return on your investment.

Taking it a step further, consider using Microsoft MapPoint® with Select Tickets. After using MapPoint to place geocodes (latitude and longitude) on their customers, ADD Systems users who let MapPoint

optimize their delivery route have reported delivery expense reductions by as much as 20 to 30 percent.



Select Tickets with a mapped route

### BUDGET AND PRE-BUY CUSTOMERS

If you've had an "early winter," customers could be burning through their Pre-buy or Budget amounts at a faster pace than they (or you) expected. You could warn these customers of the potential shortfall and determine if there is a solution.

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## Using E3 to the Fullest

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- With **Budget** plan customers, if they are using fuel at a greater than expected rate, you can inform them so they could possibly make changes in usage or payment amounts. Leaving a customer with a large adjustment amount at the end of the season can be an unpleasant surprise.
- For Budget customers, the **Budget Analysis** report can give some idea of whether your customers are falling behind, and you can act on them, as needed. The limitation of this report is that it doesn't consider actual usage, only payments, so even if they're current with payments, the customer could run up a large adjustment.
- To actually recalculate Budget payments, use the **Budget Mid-Season Renewal** component. First, use the **Calculate Usage and Budget Payments** component, to estimate any needed changes in budget payment amounts. Analyze the list to see what changes are needed to make an account come out "even" (or close) at the end of the season and not have excess credit or debit balances. You then run the **Budget Mid-Season Renewal** program to make any actual changes with customers who are running into a budget plan debit, or credit (that you will owe them), or both.
- **Pre-Buy** - If customers are running low on their pre-buy amount, you could offer them a new plan, at a price that's advantageous to both parties.
- Use the **Price Protection Plan Report** to extract information about the status of plan customers. You might run it several times to draw out precisely the data you need.

**Credit** - Check the credit terms of customers who may be having difficulty paying in the current economic hard times. Instead of sending repeated, costly mailings or phoning customers who can't make payments, consider arranging an installment plan or budget plan, or exploring the possibility that the customer seek out energy assistance.

**Energy Assistance** - Also given the current economic climate, stay on top of government energy assistance programs in advance. State and federal governments may be cutting expenditures for energy assistance, so your customers may not get what they received last year. Knowing about the cuts won't fill the need, but forewarning provides a proactive approach so that you can work with customers to find other solutions.

If you are interested in a Webinar or on-site training on these or any other topic, call us at 800-922-0972, and ask for Training and Implementation. **ADD**



## Happy Holidays!

*All of us at ADD Systems send you the warmest wishes during all of the coming holiday season.*

We're always here for you, by a call-forwarding system, but there are a few holidays when our offices will be closed.

Check our Web site, [www.addsys.com](http://www.addsys.com), then click on the Customer Support button at the upper right, for a listing of availability. Any updates will be listed at this Web page.

For customers served out of New Jersey, we remind you that the office is also open on Saturdays in the winter months, from 8 a.m. to 1 p.m. **ADD**

## Team ADD in the Pink Again

**ADD Systems stands up (and walks!) for a cure every year in the Saint Clare's Walk for Breast Cancer Research.**

For the second year in a row, ADD Systems was the top fundraising team in the annual walk, with more than \$18,000 contributed. Participation has continued to bloom within the company, as the 2010 ADD team was our largest ever, with more than 30 members, ranging from infants to senior citizens, male and female.

We're proud of this team of walkers, now participating for the fifth straight year, and moreover we appreciate Saint Clare's efforts to fight breast cancer. Saint Clare's is the largest health care system serving northwest New Jersey. **ADD**



Team ADD from this year's event, Sept. 28 in Rockaway, N.J.



**ADD Systems**  
6 LAUREL DRIVE, FLANDERS, NJ 07836  
973-584-4026

[www.addsys.com](http://www.addsys.com)