

PETROSOFT SPONSORS CONVENIENCE CEO FORUM IN GERMANY

Petrosoft and TRM Continue Collaborative Relationship in Bringing Technological Advances to Central European Retail Leaders



Pittsburgh, Pennsylvania August 2018 -- (For Immediate Release) Petrosoft Inc., a global innovator in retail and downstream petroleum technology, will introduce technological advances and solutions to the central European C-Suite. As the SAP Top Innovation Partner Award recipient, Petrosoft is known for its market-leading applications suite and petroleum industry expertise.

Petrosoft is the exclusive sponsor of the National Association of Convenience Stores (NACS) Second Annual CEO Forum; where Petrosoft CEO, Sergei Gorloff, will join senior executives in discussing the industry's strategic issues and future. Topics will include the implementation of machine learning and IoT, such as personalization and facial recognition technology, which is transforming retail.

The event is hosted by the Retail Marketeers, the Regional Representative for the Germany/Austria/Switzerland members of NACS, known as TRM, in Hamburg, Germany on September 24. TRM is pleased to once again partner with Petrosoft, a NACS Global Supplier Partner, in 2018. "This event offers a unique ability for face-to-face interchange, which would not be possible without Petrosoft's support and interest," says Christian Warning, TRM Managing Director. The roundtable will also provide attendees access to world-class best practice learning and worldwide industry updates.

About Petrosoft

Petrosoft's true-cloud platform provides innovative business solutions to the retail and petroleum industries. Beginning in 2002, Petrosoft transformed the convenience store industry when its founder, a retail operator and engineer, introduced C-Store Office, its cloud-based back-office software solution. Today, the company designs, develops, and markets end-to-end retail technology, enabling a seamless connection between vendors, forecourt, point-of-sale, back-office, fuel management, network, and financial systems. The company continually strives to find innovative ways to enable retail operators to better manage their forecourt, in-store and back-office operations. The company supports its product line from its headquarters in Pittsburgh, PA. Find out more at www.petrosoftinc.com

About TRM

TRM creates sustainable growth within business development projects based on over 25 years of convenience food industry experience. By understanding corporate culture and bottlenecks, TRM is able to remove obstacles to swiftly deliver new business. TRM is one of the largest personal global networks in the industry and has a proven track record in guiding market entry processes. TRM is recognized for its Format Development and Category & Promotion Management business development projects, as well as relationship management projects. TRM represents a broad range of clients in the industry.

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