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FOR IMMEDIATE RELEASE

SHEETZ INC. USES ESQ'S ANALYZER PRODUCTS TO IMPROVE OPERATIONS

CUPERTINO, CALIFORNIA - May 31, 2011 – Sheetz Inc. operates 391 convenience stores in a six-state area. At peak times, these locations can maximize the company's network traffic into their servers at 15 transactions per second. The Information Technology (IT) management team at Sheetz recognized the need for a solution that would allow them to get in front of situations that had the potential to negatively impact business operations. IT wanted to eliminate surprises and become more consultative in the way they provided support. Their desire for better monitoring and alerting tools led them to ESQ for a solution.

According to Randy Pielmeier, the manager within Sheetz responsible for the operations of the systems and networks, "ESQ appeared to be the right size of vendor for us, since they could quickly develop the monitoring solutions we needed." Pielmeier then added, "more importantly, their familiarity with the retail marketplace allowed us to express our requirements in business terms without us having to resort to anything technical. Right from the outset, they knew what we were describing and helped us with getting the types of views and charts we wanted."

Sheetz took advantage of two of ESQ's products, POS Transaction Analyzer and Data Analyzer. POS Transaction Analyzer was implemented to provide real-time monitoring and analysis of the many elements that make up a POS network. With the product installed, IT operators can see when and where a problem occurs and can take corrective action before purchases are affected whereas the business staff can monitor overall throughput in

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transactions per second, as well as denial, reversal, stand-in transaction rates and watch the interchange response times. With this product from ESQ, managers can make real-time adjustments that can further fine-tune models and the rules that may be present, for the betterment of revenues and profit.

Turning data, particularly from a high volume mission critical application such as Sheetz was running, into useful information, requires going the extra step and with Data Analyzer. Sheetz can combine multiple data elements from various data sources to create a unified view of their processing environment. Dashboards are available with displays and graphics that provide considerably more information and, in greater depth, than traditional charts and graphs – and these dashboards are completely customizable by operators.

“It became immediately apparent to the IT group of Sheetz,” Pielmeier went on to explain, “whether a store was disconnected from the company’s credit network or simply facing network congestion scenarios where authorizations were falling behind with the customer experience suffering as a result.” Even potential disruptions, possibly nothing more than vandalism, could now be readily discernable. Often the convenience stores could be informed of potential situations before the store personnel themselves had become aware.

“Perhaps the single biggest gain realized by Sheetz is that we have become proactive, letting stores know when we suspect something may be amiss rather than being on the other end of the line when something has gone wrong and dealing with anxious store managers,” Pielmeier concluded before adding, “being proactive in this manner sure beats being reactive!”

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About ESQ

ESQ Business Services and its subsidiary ESQ International (ESQi) are among of the world’s leading providers of advanced solutions for managing the business and operations of ATM and Point of Sale (POS) payment and transaction processing infrastructures.

ESQ streamlines the process of converting raw transaction data into business intelligence. By integrating comprehensive data encompassing the entire payment-processing stream, plus data sets from other business applications, ESQ solutions support agile, on-target management decisions. Actionable, real-time analytics and meaningful data visualizations help financial services providers optimize the performance of self-service device networks to comply with service level agreements (SLAs) and increase efficiency, customer satisfaction and revenue.

Founded in 1989, ESQ originally developed software for managing mission-critical mainframe environments. It has since evolved to focus on software for comprehensive oversight and operations of ATM/POS networks. ESQ currently supports some of the world's largest Fortune 1000 financial services, retail and telecommunications companies and also partners with Hewlett-Packard to provide enterprise business solutions. ESQ is headquartered in California, USA and has regional offices in Mexico, India and the UK. ESQ gives operations managers unprecedented visibility and unified control over the entire ATM/POS payment-processing operations environment.

To learn more about ESQ, visit their website at www.esq.com or contact Mr. Jay Goodwin at jay.goodwin@esq.com

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