



Jay Ricker
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Ricker Oil Company, Inc.

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Ricker Oil Company, Inc.

SOFTWARE CREATED FOR YOUR BUSINESS: PDI/ENTERPRISE

Ricker Pop...and Son.

In 1989, Jay and Nancy Ricker invented Ricker Pop, an ahead-of-its-time fountain program, transforming Ricker Oil from tank wagons to retail destination. Hoosiers regard Ricker Pop as a community icon and the Ricker family as community stalwarts. Today son Quinn Ricker is again transforming Ricker stores with added locations, fresh foods, and better-than-ever supporting technologies providing competitive-advantage information.

PDI knows all about transformations. We

took our market-leading c-store software, added the input of hundreds of customers, and produced PDI/Enterprise – the industry’s most comprehensive store-to-ledger-to-supplier system designed from the ground up to Do Business Electronically.

Give us a call. Find out how Jay and Quinn Ricker increase margin and reduce cost by Doing Business Electronically with PDI/Enterprise.

Visit www.profdata.com or call (254) 771.7100 for more information.