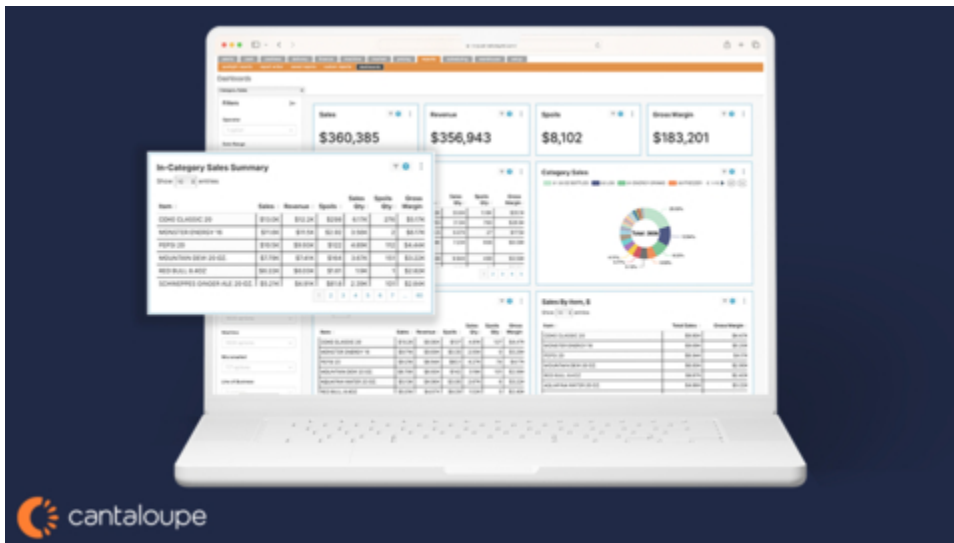## Cantaloupe Enhances Self-Service Business Operations with its New Seed Analytics and Seed Intelligence Tools

December 5, 2023

Premium Analytics Tools Empower Operators with Real-Time Data for Improved Decision Making and Operational Efficiency

MALVERN, Pa.--(BUSINESS WIRE)--Dec. 5, 2023-- **Cantaloupe, Inc.** (NASDAQ: CTLP), a digital payments and software services company that provides end-to-end technology solutions for self-service commerce, is proud to announce the release of two new premium analytics tools in its **Seed ™Pro** software platform: **Seed Analytics** and **Seed Intelligence**. These two new tools are designed to transform the way vending operators leverage data for business growth with improved decision-making and enhanced productivity.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20231205876659/en/

Cantaloupe, Inc. (NASDAQ: CTLP), is releasing two new premium analytics tools in its Seed Pro software platform: Seed Analytics and Seed Intelligence. These two new tools are designed to transform the way vending operators leverage data for business growth with improved decision-making and enhanced productivity. (Graphic: Business Wire)

"We have been actively developing Seed Analytics and Seed Intelligence with our customer base," noted Gaurav Singal, chief technology officer of Cantaloupe. "We've incorporated their feedback into these new tools to provide key business intelligence for our customers right inside our popular Seed software platform. It's exciting to see the robust difference these tools can make in a vending operator's business."

Tailored for mid-size to enterprise vending operators, Seed Analytics automates data gathering and analysis to provide real-time insights and data visualizations within Seed Pro. Because all relevant data is available in one place, Seed Analytics offers a comprehensive overview of factors affecting business highs and lows — which is crucial for informed decision-making.

"Seed Analytics has made us undoubtedly enthusiastic about having comprehensive dashboards to help us make data-driven decisions," says Randy Peak, director of sales, food service at Pepsi Bottling Ventures (PBV), who was one of the customers participating in the Seed Analytics beta. PBV's vice president of Field Operations Michael Langley, Ph.D., agrees saying, "The ability to review all key measures quickly has been paramount for the success of our full-service business."

Seed Analytics equips operators with advanced interactive dashboards that provide a clear view of important metrics across their entire operation. Visual representations such as easy-to-use graphs and tables allow operators to identify trends, optimize product mixes, and review spoilage levels, ultimately saving operators time and increasing their efficiency. Key highlights of Seed Analytics' advanced dashboard include:

- **Revenue:** Shows revenue breakdowns, costs, performance and weekly trends that are beneficial for operations managers, route and sales managers.
- **Category Sales:** Offers a breakdown of revenue by category as well as a view of sales by category and items to identify the best and worst-performing items and categories.
- **Replenishment:** Outlines what is being delivered, purchased, removed, in highest demand, spoiled products, etc., and helps make route managers and drivers more productive.

- **Order to Fulfillment - Delivery:** Illustrates order flow from pre-pick to fulfillment and provides a deeper view of the overall fulfillment process.

Seed Intelligence is designed for operators seeking a powerful business intelligence tool. It provides a comprehensive data warehouse, integrating sales and operational data from Seed Pro with operators' existing business intelligence tools like Microsoft Power BI, Tableau, QlickSense or others. This eliminates the need for manual data handling, streamlining the analysis process. Additionally, it enables operators to create custom dashboards with their combined data. By centralizing data across platforms, Seed Intelligence facilitates cross-functional reporting, thus empowering operators to derive actionable insights and make more informed decisions for their business.

"Seed Analytics and Seed Intelligence will empower operators to harness their data for business growth," noted Gaurav Singal. "Additionally, our straightforward integrations will help overcome limitations with data fragmentation to enable businesses to make real-time, data-driven decisions. Of course, all of this also comes with increased revenue and cost savings — a win for any operator."

To learn more about Seed Analytics and Seed Intelligence, visit cantaloupe.com.

About Cantaloupe, Inc.

Cantaloupe, Inc. is a global technology leader powering self-service commerce. With over a million active locations across the globe processing more than a billion transactions every year, Cantaloupe is enabling businesses of all sizes to provide self-service experiences for consumers. The company's vertically integrated solutions fuel growth by offering micro-payments processing, enterprise cloud software, IoT technology, as well as kiosk and POS innovations. Cantaloupe's end-to-end platform increases consumer engagement and sales revenue through digital payments, consumer promotions and loyalty programs, while providing business owners increased profitability by leveraging software to drive efficiencies across an entire operation. Cantaloupe's solutions are used by a wide variety of consumer services in the U.S., Europe, and Australia including vending machines, micro markets and smart retail, EV charging stations, laundromats, metered parking terminals, amusement and entertainment venues, IoT services and more. To learn more about Cantaloupe, Inc., visit cantaloupe.com or follow the company on LinkedIn, Twitter, Facebook, Instagram or YouTube.

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Jenifer Howard | 202-273-4246
jhoward@jhowardpr.com
media@cantaloupe.com

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