



## Press kit

comunicacion@avaloninformatica.com

Avalon Informática y Servicios, S.L.U.  
CIF: B06904254  
Polígono Empresarial El Carralero, 4  
28222 Majadahonda. Madrid (SPAIN)  
Tel. +34 916 347 750  
[www.avaloninformatica.com](http://www.avaloninformatica.com)



# Index

1. ¿Who is Avalon?.....	4
2. Our company's commitment.....	5
3. Downloadable logos, images and videos (QR) .....	6
4. ARCADIA. Efficiency, flexibility and user friendly.....	6
5. Other products .....	8
· Contact details.....	9

© Copyright **AVALON Informática y Servicios, S.L.U.**, 2025

This document has been produced by **AVALON Informática y Servicios** for its exclusive use and its content is confidential. This document shall not be distributed to third parties or used for purposes other than those for which it was provided for, without prior written consent of **AVALON Informática y Servicios**. If it is provided as part of an employment contract, its use and distribution is limited to what is specified in said contract. **AVALON Informática y Servicios** shall not be held liable for any errors or omissions in this document.

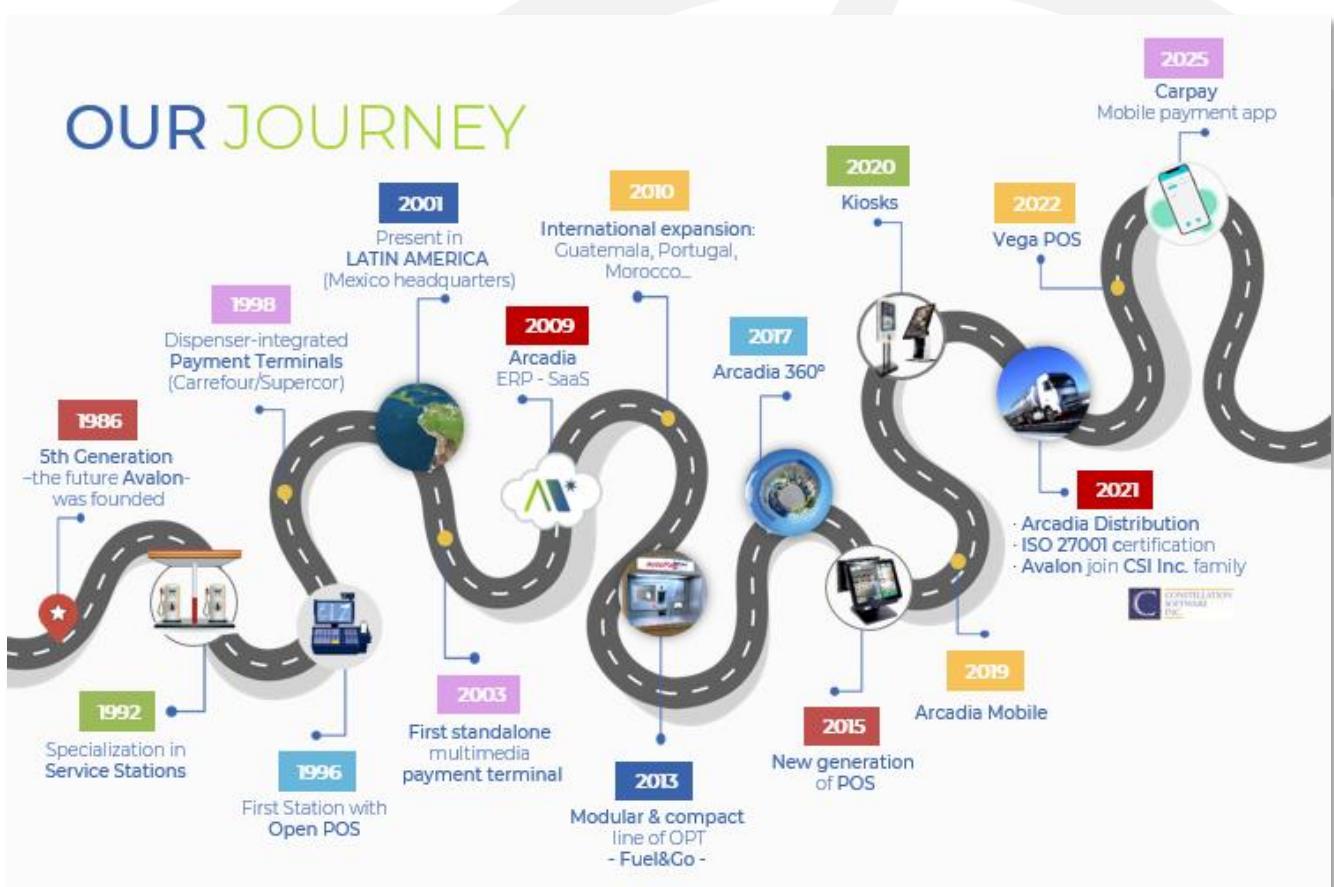
## History

Date	Version	Description of changes	Author
04/02/2025	0	Initial draft	Virginia Rodríguez

## 1. ¿Who is Avalon?

Avalon is a Spain based company that develops management solutions for gas stations, service stations, and fuel and energy distribution centres. We are part of Juniper Group, a division of the international group Vela Software, and we are backed by Constellation Software Inc., a Canadian company listed on the Toronto Stock Exchange with a market capitalization of over 45 million Canadian dollars. This support provides us with significant international backing and establishes us as a solid and stable company in the 16 countries where we currently operate.

Our systems are based on total transparency, agility, and efficiency of use. With 40 years of experience in large companies across Europe, the Middle East, Africa, and Latin America, we are pioneers in cloud management software, which we began implementing for our clients in 2009, allowing us to benefit from a widely recognized consistency and reputation in the market.



Among our clients are major companies such as REPSOL, BP, TOTAL, CEPSA-MOEVE, CARREFOUR, AUCHAN, PETROSEVEN, TAMOIL, Q8, HIDROSINA, and SHELL, who have trusted our solutions for over 10 years. Throughout this time, we have participated in the modernization of their businesses and the adaptation to new requirements that have arisen and continue to emerge.

## INSTALLED BASE

# THE NUMBERS SAY IT ALL



More than **3,000 points of sale** in operation



More than **1,600** outdoor payment terminals installed



**10,000 backoffices software** licenses



Leaders in durability with a MTBF of **over 2 years**



More than **300M transactions** in 2024



Over **900,000 loyalties** managed

## 2. Our company's commitment

Our investment in R&D is ongoing. We not only provide cutting-edge IT solutions but also support our clients in the growth of their businesses. With over 130 employees, Avalon serves more than 3,500 clients who utilize our solutions.

We have a client-focused policy with completely personalized attention and maintenance plans tailored to each company's needs. We understand our clients and their businesses, just as they know our team, maintaining a synergy that contributes to the development of our products and services and the best satisfaction of market needs. We collaborate in an

environment where professionalism and humanity are equally valued. Our motto: You know us, we know you.

We care about the companies we supply as much as our own, providing peace of mind and trust. We listen to their needs and work for our clients, striving to make their daily tasks increasingly manageable.

We offer a technology-agnostic solution that does not depend on specific software but adapts to the company's structure and equipment, facilitating complete integration and smooth, transparent information migration. We believe in easy connectivity and understanding between systems—without any drama.

### 3. Downloadable logos, images and videos (QR)



<https://avaloninformatica.com/media>

### 4. ARCADIA. Efficiency, flexibility and user friendly.

ARCADIA is our flagship product. It is a SaaS (Software as a Service) management system with cloud hosting and real-time process integration, enabling clients to have everything they want while paying only for what they need.

Developed by Avalon specifically for the needs and requirements of service stations and fuel and energy supply centres, it is fully specialized for this sector. It covers all business areas and allows for comprehensive management, from sales to accounting and business analysis.

With ARCADIA, Avalon was a pioneer in Spain in offering a cloud-based software solution for fuel retail, which has made us a benchmark in the digitalization and technological development of the sector. Our extensive experience in cloud management makes our platform the most reliable, efficient, and competitive system, with a solid track record firmly

established in the industry. The trust of thousands of companies, from small businesses to networks and multinationals, is our best endorsement.

Composed of a collection of specialized applications, ARCADIA offers all the necessary tools to manage the business in real time, in a comprehensive manner, and fully tailored to each company's structure and management type.



It features an advanced functionality, Arcadia 360°, which provides a dynamic, interactive, and multitasking view, with cross-navigation among the main business elements (purchases, sales, stock, profitability, suppliers, offers, invoices, etc.).

Developed as a web application - SaaS: you only pay for what you need, avoiding dependency on hardware and maintenance. It offers access from any device, automatic updates, and quick, effective support. This results in greater productivity and is 100% secure.

With ARCADIA, it is possible to operate from a single solution across all areas of the organization: Front, Back, and Head Office. It is multi-country, multi-company, and multi-currency.

It is a scalable solution, allowing you to acquire new services to effectively respond to the company's new needs.

It integrates with other ERPs, interfaces, third-party applications, client-owned solutions, external devices, payment gateways, loyalty systems, and BI systems. We help complete and enhance systems without the need for a complete overhaul, enabling critical systems to coexist during the technological transition.

## 5. Other products

We offer a comprehensive solution designed for service stations, which includes point-of-sale devices, external payment terminals, self-service kiosks for convenience stores, payment methods, a customized app for supply and quick mobile payments, applications for the service area and mixed-use, solutions for electric and gas charging, and advanced management software for Front, Back, and Head Office operations.



If you need more assistance or information, feel free to reach out!

- Contact details

Avalon Informática y Servicios, SLU

Ronda del Carralero 4, Majadahonda 28222- Madrid (Spain)

Virginia Rodríguez

Marketing Director

[vrodriguez@avaloninformatica.com](mailto:vrodriguez@avaloninformatica.com)