



COMPANY PROFILE

CUSTOMER:
Capital City Ice

INDUSTRY:
Package Ice

LOCATION:
Columbus, OH

EMPLOYEES:
60

OF Trucks:
10 - 12

WEB SITE:
www.CapitalCityIce.com

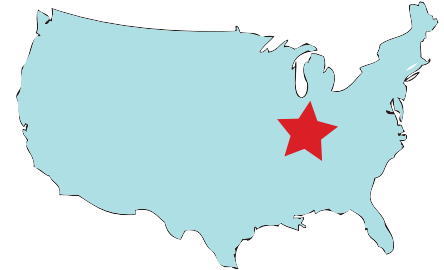
SYSTEM:
RM20000

The Handheld Experts!
#1 in Route Delivery Software.

Capital City Ice Sees Big Improvement

Capital City Ice, a family owned and operated business founded in 1985 prides itself on its personal relationships with customers and knowledge of the local market. With over 750 customers, two manufacturing facilities and 60 employees, they are running a busy company with multiple processes involved. Operationally, they are producing:

- 280,000 pounds of ice daily
- Bagged tube ice, dry ice, block ice for sculpting
- Sales mediums - Delivery, retail dock sales, special events, warehouse programs



MANY ROADBLOCKS

Capital City initially made contact with Advantage Route Systems at the International Packaged Ice Association Convention. At the time, they were faced with several challenges, but did not know where to turn. The basis of their problems stemmed from their existing software system which required daily re-sequencing, preventing the efficient operation they were looking for. Additional challenges for Capital City included:

- DOS-based system with unreliable support
- Dot matrix print invoices and printing of receipts every day
- High administrative costs for customer and field support
- Written paperwork from drivers every day

As Capital City was progressing it was essential that they could make sales while on route, and they needed a tool such as a handheld computer that could be used at the point of sale.

DEPENDABILITY MATTERS

After eight years as customers of Advantage Route Systems, Capital City takes comfort knowing that a reliable company is there to assist them every step of the way and ensuring their operation's efficiency. Gregg Steele, owner of Capital City said,

"ARS doesn't ever risk losing us, they've done everything they ever said they would!"

With this confidence in ARS and Route Manager, Capital City plans to continue to utilize the software to keep improving their business and to help them meet their long terms goals!

OVERCOMING CHALLENGES

Since going live with Route Manager in 2001, Capital City has seen huge improvements within their operation. These improvements include:

- Elimination of printed invoices/receipts in the office
- Drivers generating invoices/receipts at each stop
- Significant reduction in office labor and the cost of multi-part forms
- Accurate, on-the-spot, up-to-date information for customers
- Wireless information/data transfer between the office and field handhelds
- A system that supports and can handle business growth and expansion

Now fully operational with RM, Capital City boasts a system with up-to-date information that is accurate and allows them to run a highly complex operation with ease. The processes that were once tedious and inefficient are now smooth and will only continue to foster Capital City Ice's growth as a company.