



COMPANY PROFILE

CUSTOMER:

South Fork Coffee Company

INDUSTRY:

Office Coffee and Bottled Water

LOCATION:

Eugene, Oregon

EMPLOYEES:

8

LOCATIONS:

1

WEB SITE:

www.SouthForkCoffee.com

SYSTEM:

RM20000

EFUNDS*¹ — Credit Card Processing
AF2000*² — Advanced Faxing
Advanced Mapping*³

*¹ Receive payments easier, and get paid faster!

*² Mass faxing of statements, faxing invoice copies to customers, and batch sending of dunning notices.

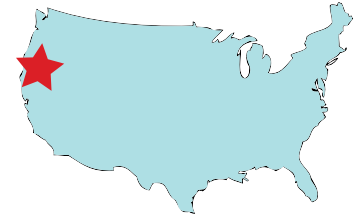
*³ Save gas, utilize employees time better and get more accomplished by optimizing your routes and stops.

The Handheld Experts!

#1 in Route Delivery Software.

Enjoying the Payback of Efficiency

South Fork Coffee Company is a locally-owned company in Eugene, Oregon with 8 employees. After providing services for over a decade, they wanted to maintain their company focus of providing great service and products with a personal touch. South Fork is unique in that they are the only locally-owned company in the area that provides coffee, water services, paper products, and break room supplies. As South Fork's business has grown, their operational needs have too. Company President, Justin Allensworth became aware of Advantage Route Systems through an ad in the NWBWA handbook.



COMPLETING THEIR OBJECTIVE

Their goal, when they initially contacted ARS, was to find a system that:

- could streamline their invoicing process
- had the capacity to grow with their expanding business.

Since implementing Route Manager Advanced and handheld computers on January 2, 2008, RMA has proved to be just what they were looking for. They have saved an average of nine man-hours per day! Areas in which RMA saved both time and money include:

- drivers not having to hand-write invoices
- eliminating the data entry of invoices by the office staff
- reducing the time spent on month-end from hours to just minutes.

NEW WAYS, BETTER WAYS

Justin reports, "We are still getting used to not writing 'post-it' notes as a way to relay customer needs and messages, but the handheld is a much better way to communicate issues. Also load sheets help us with loading trucks everyday."

TREMENDOUS IMPROVEMENTS

ARS was able to provide South Fork with the ability to achieve many things they would have never though possible with their old system.

Some of these tasks include:

- Route planning for all deliveries
- Printed invoices from handhelds on-route
- Daily uploads of route information
- Equipment tracking
- A log of route stop-time
- An accurate accounting of receivables
- A greatly-simplified month-end closing

"ARS did a great job of getting us trained and up and running. Now we see the payback everyday!"

Justin Allensworth

ARS Savings Analysis			
South Fork Coffee Company		Annual Totals	
Company profile		Before ARS	With ARS
Trucks & drivers	7	7	7
Annual per-truck depreciation	16,000	112,000	112,000
Annual per-truck operating cost	22,000	154,000	154,000
Per-driver average annual payroll	38,000	266,000	212,800
Average stops per day & per truck	25	42,000	42,000
Invoice costs	0.10	4,200	420
Month-end clerical hours & dollars	4	850	210
Monthly data correction clerical hrs/\$	8	1,700	170
Average annual clerical pay	37,000		
Work days per year	240		
Total annual expense		580,750	521,600
Total annual savings with ARS			59,150