



COMPANY PROFILE

CUSTOMER:

Arctic Glacier Premium Ice

INDUSTRY:

Packaged Ice

LOCATION:

West Point, IA

EMPLOYEES:

30

WEB SITE:

www.arcticglaciericeco.com

SYSTEM:

RM20000

ADDITIONAL MODULES:

AF2000*¹ — Advanced Faxing

Advanced Mapping*²

Advanced Communications*³

*¹ Mass faxing of statements, faxing invoice copies to customers, and batch sending of dunning notices.

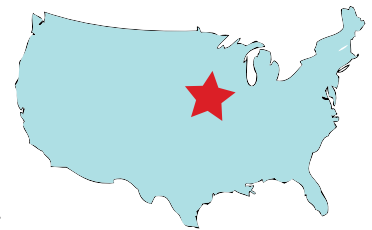
*² Save gas, utilize employees time better and get more accomplished by optimizing your routes and stops.

*³ Enables wireless transfer of data in one or more branches using Wi-Fi access points

The Handheld Experts!
#1 in Route Delivery Software.

Arctic Glacier Improves Communications

The Arctic Glacier Ice company originally learned about Advantage Route Systems at an International Packaged Ice Association trade show. At the time, Dennis Menke's franchise was using an ice-specific DOS-based software program and pre-printing route tickets daily. This system was no longer keeping up with the rapid growth of the company and they were in desperate need of change.



SPEEDING UP THE SYSTEM

With five remote locations and one main office, finding an automated system was vital. Problems with their software system included:

- Hard to use DOS-based software
- Pre-printed route tickets
- 3-4 day delay in getting route information to the main office
- Frequent ticket errors
- Inaccurate and untimely customer billing

INSTANT SOLUTION

Since "going live" with ARS' Route Manager in 2002, operations improved immediately with drastic results:

- Handheld computers eliminated transcription errors
- Drivers provide up-to-date account and payment info, balances along with printed receipts
- Wireless link to office system updates locations in minutes rather than days

This has improved cash flow and customer relations.

EFFICIENT COMMUNICATION BETWEEN MULTIPLE BRANCHES

With five remote locations and drivers scattered throughout the state, it was not practical for drivers to return to the main office daily. Kevin Rauenbuelher, office manager for Arctic Glacier franchise, stated, *"Since the implementation of RM2000, overall communications greatly improved."* This has benefited Arctic Glacier in many ways.

- Communications are streamlined with the main office because locations are updated nightly with delivery and service information
- Even with drivers in remote branches, all delivery data is updated daily
- Billing has improved because Accounts Receivable information is current and accurate
- Daily handheld downloads provide accurate, current information for the office staff to help customers

HUGE COMPANY GROWTH WITH ROUTE MANAGER

Arctic Glacier has grown from 1 route to 10 routes since the implementation of RM2000. Kevin reports,

"Expansion and growth would not have been as smooth, controlled, and efficient if we did not have Route Manager. With Route Manager we were able to grow while avoiding the cost of hiring additional office staff."

Advantage Route Systems offers support that is second to none. Arctic Glacier complements ARS for always providing the support that is needed to run at peak efficiency.