



COMPANY PROFILE

CUSTOMER:
BICO Unlimited

INDUSTRY:
Ice Cream Distribution

LOCATION:
Barbados and Trinidad

EMPLOYEES:
1500

WEB SITE:
www.BicolceCream.com

SYSTEM:
Route Manager Advanced

ADDITIONAL MODULES:
Advanced Communications*¹

*¹ Enables wireless transfer of data in one or more branches using Wi-Fi access points

Creating a Bridge to Success

BICO Limited is a distinguished ice cream manufacturer and distributor throughout the Caribbean. They currently export to 8 territories including Belize, Dominica, Grenada, Guyana, St. Kitts, St. Lucia, St. Vincent, and Trinidad and Tobago. Started in 1901, BICO Limited has progressed grown significantly and faced many changes. As their business grew, multiple offices were established and old ways were becoming less and less efficient.



With mounting paper invoices, office staff spending hours dealing with handwritten tickets, and drivers not always documenting accurate or adequate information; BICO was desperate to find a solution that would address all of these challenges plus provide them with additional time and revenue generating features. BICO was searching for the perfect fit for their operation when they discovered Advantage Route Systems on the Web. BICO pursued ARS and the rest is history.

SPECIAL REQUESTS

When making initial contact with ARS, BICO had several requests and objectives in mind that were essential to their decision to go with the Route Manager solution. They were looking to implement a handheld solution that would co-exist with their current accounting system. However, they had several requests:

- No changes to accounting procedures
- No data migration
- No downtime with the existing system during implementation

UNIQUE SITUATION

This posed a unique situation for both ARS and BICO as they requested to integrate the two systems. Determined to meet BICO's needs, ARS' programming and support teams designed and coded a custom bridge specifically for BICO allowing the two programs to be integrated together. The transition was a bit of a challenge but once the two systems were coordinated, the transition happened overnight.

MAKING A HUGE DIFFERENCE

The integration of the handheld computers is making a tremendous difference in BICO's ability to efficiently run their operation.

- Operations are automated and run much more smoothly
- There is more time for customer service
- Customers receive accurate, up-to-date information from the office and drivers
- Drivers have more efficient automated routes
- Automated routes are more streamlined and result in time-efficient, cost-effective deliveries
- Paper tickets are nonexistent
- Manual data entry and the keying in of invoices has been eliminated

Since the integration of RMA, all of BICO's challenges have been addressed and BICO has been able to fine tune their delivery operation. BICO was and is confident that Route Manager Advanced is the perfect solution for their thriving operation.

"We found a great team when we found ARS. The ARS support team was very helpful during the implementation process and the creation of the bridge. ARS has played a critical role in our business success and effectiveness."

The Handheld Experts!
#1 in Route Delivery Software.