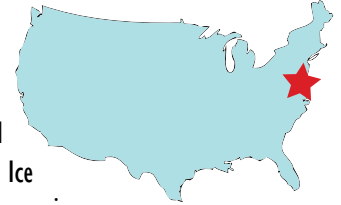




## Eastern Ice Saves Money With Route Manager

Eastern Ice is a family owned and operated company that started in Newport, Rhode Island, and has over 36 years of business under their belt. They specialize in a variety of services within the ice industry, including: Convenience store merchandising, scheduling deliveries to these stores to keep their bagged ice supply stocked, offer wholesale and retail ice as well as party ice distributing. On June 5th, 2008, Eastern Ice made a big move to Fall River, Massachusetts, where they had the grand opening of their \$4.5 million ice-making plant. As Eastern Ice continues to expand their business to meet growing demands they do so with the future in mind.



### COMPANY PROFILE

**CUSTOMER:**  
Eastern Ince

**INDUSTRY:**  
Packaged Ice

**LOCATION:**  
Massacusetts

**EMPLOYEES:**  
25-50 (During Peak Season)

**WENT LIVE:**  
5/1/03

**SYSTEM:**  
Route Manager 2000

### LOOKING FOR A SOLUTION

Eastern Ice originally heard about Advantage Route Systems (ARS) software at the IPIA Ice Convention. There they were able to meet with ARS sales representatives and see the benefits of Route Manager, including the many important accounting features the program offers. When they initially made contact with ARS, they were faced with many challenges. These included:

- Driver math errors, resulting in having to review every invoice every day constant
- Constant back-log of paperwork in the office
- Problems with dot matrix printers

### TREMENDOUS IMPROVEMENTS

Since Eastern Ice went live with RM2000 in May of 2003, there has been tremendous improvement in their operations. Since the implementation of the software, office staff and route drivers have seen drastic changes in the company. Everything now runs much more efficiently, all with a huge reduction in the amount of errors, especially when compared to the cumbersome performance of the previous system they were using.

*“ARS software has changed everything, and everything is much quicker. Errors are now few-to-none, and that has eliminated the tedious task of reviewing every invoice when the drivers return from their route”.*

### REAPING THE BENEFITS OF ACCURATE REPORTING

Eastern Ice has also seen the benefits of RM2000's reporting tools. Some of the many benefits include:

- enhanced organization of data
- more accurate and tailored figures
- information available on an immediate, need-to-know basis
- dramatically improved month-end process
- accurate, on-time invoices for customers

### COMPETENT AND DEPENDABLE SUPPORT

Eastern has also experienced the expertise and benefits of the ARS support team. Melissa said,

*“ARS has certainly made my life easier. Everyone is always quick to help me.”*

As their company continues to grow and expand with the demand of a changing world, Eastern Ice is confident that with RM2000 and Advantage Route Systems they will be able to keep up with the times. ARS and Eastern Ice, together, make a great team.

**The Handheld Experts!**  
#1 in Route Delivery Software.