



COMPANY PROFILE

CUSTOMER:
Alpine Valley

INDUSTRY:
Bottled Water

LOCATION:
Cincinnati, Ohio

EMPLOYEES:
22

OF Trucks:
9

WEB SITE:
www.alpineh2o.com

SYSTEM:
RMA

MODULES IN OPERATION:
Electronic Funds
Advanced Faxing
Advanced Mapping
Route Voice

The Handheld Experts!
#1 in Route Delivery Software.

Alpine Fine Tunes Their Operation

Meet Alpine

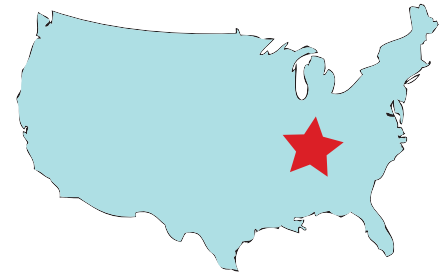
Founder Charlie Hall started Alpine Valley Water and Coffee Company in 1990. The main priority when starting business was to deliver the highest quality products with exceptionally high service. With dedication to customer's needs, Alpine made the decision to begin distributing coffee and tea, along with water. Nurturing a small idea, Alpine has grown to 24 employees serving more than 6,000 residential and commercial customers. Alpine has continued to grow due to loyal customers and talented employees!

Made a Shift

In February 2003, Alpine Water made a shift to improve their business; they went live with Route Manager. Alpine originally made contact with Advantage Route Systems (ARS) at the International Bottled Water Association Convention. When initial contact was made, Alpine's main goal was to improve route efficiency and streamline all processes that pertained to deliveries and invoicing. The growing company was facing many challenges that were creating obstacles. Route efficiency, accounts receivable, accurate reporting, and inventory control, were all setting Alpine back and creating issues both in the office and on route. The previous system Alpine was using was very limited and did not offer nearly as many features a Route Manager.

The result of their switch to Route Manager can be seen in all aspects of their operation. Jim Gish, Vice President of Sales said,

"We have become much more efficient in our processes. I am able to have my driver's handle more stops in a timely manner. We now have one less



driver and one less truck on the road each day allowing us to save. The five gallon business has not grown in the last several years. However, with Route Manager being a high quality product, we now have more accurate information which allows us to make more appropriate decisions on the direction of Alpine Valley."

All activities that are taking place within their organization are running at optimum levels. Jim reports that five years ago they had four customer service representatives and now they have three. Alpine also had 11 drivers, and now they only have nine. "With the increase in fuel, this has helped us stay ahead and better prepared financially for the unexpected changes in the economy." This has resulted in cutting operation costs.

Relationship with ARS

Jim Gish and Alpine have seen definite improvements within their operation. Jim states, "We, at Alpine Valley Water and Coffee Company, have been very pleased with the relationship we have built with ARS. Alpine has made tremendous progress within their operation since February of 2003 thanks to Route Manager!