

Artic Glacier Premium Ice

COMPANY PROFILE

CUSTOMER:
Arctic Glacier

INDUSTRY:
Packaged Ice

LOCATION:
West Point, IA

EMPLOYEES:
30

Locations:
One main location
Five remote locations

WEB SITE:
www.arcticglacierinc.com

SYSTEM:
RM2000

MODULES IN OPERATION:
Electronic Faxing
Advanced Communications
Advanced Mapping

The Handheld Experts!
#1 in Route Delivery Software.

Arctic Glacier Improves Communications

Dennis Menke's Arctic Glacier franchise originally learned about Advantage Route Systems (ARS) at an IPIA trade show. At the time of the meeting they were using an ice-specific DOS based software. Additionally, Arctic Glacier was using a custom system to pre-print route tickets. These systems were no longer meeting the demands of this rapidly expanding company.

With five remote locations and one main office, it was taking 3 to 4 days for route information to make it back to the office. During the slow winter season, it was not uncommon for route information to be up to 2 weeks behind. This created many difficulties for monthly billing.

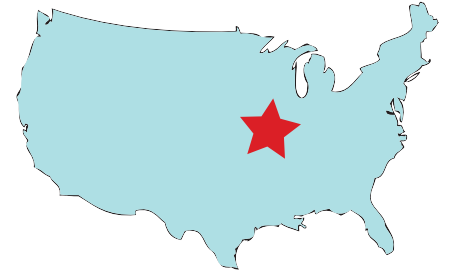
Their initial goal when they made contact with ARS was to invest in handheld computers that would help save time in the office, eliminate ticket errors, receive route data the same day, and improve customer billing.

Changes with RM

Since going live with Route Manager in January of 2002 operations have improved significantly. In a short period of time Arctic Glacier was able to meet all of their objectives. Manual data and transcription errors were eliminated with the use of handheld computers. Drivers and customers report that they like the handhelds because they provide printed receipts, eliminating manual tickets, and they provide access to up-to-date account information, balances, and even payment information. This has improved both cash flow and customer relations.

Communications

With five remote locations and drivers scattered throughout the state, it was not practical for drivers



to return to the main office. Kevin Rauenbuelher, the office manager of this Arctic Glacier franchise, stated that, "Since the implementation of the RM2000 program, overall communications have been greatly facilitated. In particular, the main office is now updated nightly with delivery and service information from each of the remote locations."

Now that the drivers are equipped with handheld computers they have access to account balances and are able to relay accurate information to the customer at any time. Billing has also improved because Accounts Receivable information is current and accurate, improving the relationship and trust Arctic Glacier has with their customers.

Expansion

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."

Customer Support

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.