



COMPANY PROFILE

CUSTOMER:

BICO Unlimited

INDUSTRY:

Ice Cream Distribution

LOCATION:

Barbados and Trinidad

EMPLOYEES:

1500

WEB SITE:

www.beharrygroup.com

SYSTEM:

Route Manager Advanced

ADDITIONAL MODULES:

Advanced Communications

The Handheld Experts!
#1 in Route Delivery Software.

Route Manager Makes a Difference

BICO Limited is a distinguished ice cream manufacturer and distributor and is enjoyed throughout the Caribbean. They are currently exporting to eight territories including Belize, Dominica, Grenada, Guyana, St. Kitts, St. Lucia, St. Vincent, and Trinidad and Tobago. Started in 1901, BICO Limited has progressed and seen many changes along the way. As their business has grown with multiple locations, old ways were becoming less and less efficient. With mounting paper invoices, office staff spending hours making sense of 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 more additional features. BICO was searching for the perfect fit for their operation when they discovered Advantage Route Systems on the web. BICO pursued ARS and began to look into the solutions they had to offer.

Special Request

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 for a handheld solution that would coexist with their current accounting system. This would give them the luxury to continue utilizing their current accounting system while not having to change accounting procedures or migrate data, and allow them to integrate handhelds. 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, BICO was up and running.

Making the Difference

The simple integration of the handheld computers is making a tremendous difference in BICO's ability to efficiently run their operation. There is more time for customer service and customers are able to receive accurate up to date information from office staff. Drivers are provided with more efficient automated routes which result in more time efficient deliveries and cost effective routes. Paper tickets are nonexistent, and manually keying in route information is no longer a mundane task that must be completed each day. 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.

From ARS

BICO found a great team when they found ARS. The support team was very helpful during the implementation process and the creation of the bridge. Advantage Route Systems is proud to play such a critical role in BICO's business success and effectiveness!