



COMPANY PROFILE

CUSTOMER:
Capital City Ice

INDUSTRY:
Package Ice

LOCATION:
Columbus, OH

EMPLOYEES:
60

OF Trucks:
10 - 12

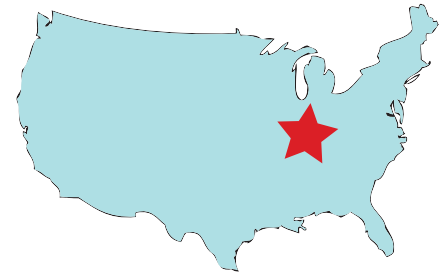
WEB SITE:
www.CapitalCityIce.com

SYSTEM:
RM20000

Capital City Ice Sees Big Improvement

ARS TO THE RESCUE

Capital City Ice was founded in 1985 and currently services 750 customers from two manufacturing facilities. They have the capability to produce 280,000 pounds of ice daily. Their products include bagged tube ice, dry ice, and block ice for sculpting. They service their customers through delivery, retail dock sales, special events, and warehouse programs. Capital City employs 60 people to service both their packed ice and cold storage businesses.



Contacted ARS

Capital City initially contacted Advantage Route Systems at the International Packaged Ice Association Convention. At that time they were facing many challenges within their operation. The system that they were utilizing was DOS based and they were experiencing difficulties getting reliable support. Greg Steele, the President of Capital City Ice, stated that his company was in search of a windows based product that would incorporate handheld computers as a point of sale.

printer to print invoices and receipts every morning. That is now a thing of the past. Greg notes that drivers now provide printed receipts on-route. This has resulted in a significant reduction in administrative costs, and the average cost of a receipt is less than one penny. Capital City prides themselves on always having accurate, up-to-date information for their customers. Processes go much smoother with Route Manger and the use of handheld computers has simplified things as their operation continues to grow.

Big Improvements

Since going live with Route Manager in 2001, Capital City has seen huge improvements within their operation. They used to use a dot matrix

ARS Support

After seven years of being a customer of Advantage Route Systems, Capital City takes comfort in knowing that a reliable company has partnered with them to keep their operation efficient. Greg also said, "ARS doesn't ever risk losing us, they've done everything they ever said they would!" With this confidence in ARS and Route Manager, Capital City plans to continue to utilize ARS to keep improving their business and to help them meet their long term goals!

The Handheld Experts!
#1 in Route Delivery Software.

Comp Profile Categories	Annual Expense				
	Profile Statistics	Pre-ARS		15% Growth With ARS	
Trucks & Drivers	10	10	8	12	10
Ann truck depreciation	16,000	160,000	128,000	192,000	160,000
Fleet op cost	22,000	220,000	176,000	264,000	220,000
Payroll per driver	36,400	364,000	291,200	436,800	364,000
Stops per day	18	180	180	207	207
Invoice expense	0.10	4,320	432	4,968	497
Tot annual stops	43,200			49,680	
Office clerk annual pay	36,400				
Hrs month-end process	8	8	1	10	1
Data entry corr exp	16	16	0	18	0
Total Annual Expense		748,320	595,632	897,768	744,497
ARS ROI			152,688		153,271