



COMPANY PROFILE

CUSTOMER:
Eastern Ice

INDUSTRY:
Package Ice

LOCATION:
Massachusetts

EMPLOYEES:
25 - 50 (During Peak Season)

SYSTEM:
Route Manager 2000

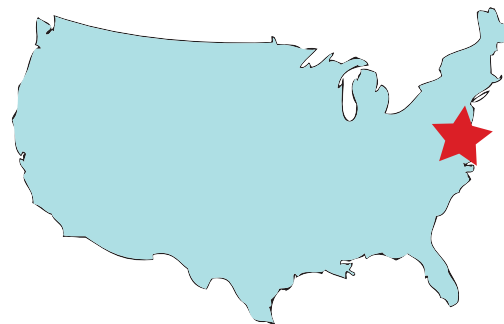
WENT LIVE:
5/1/2003

August 2008

The Handheld Experts!
#1 in Route Delivery Software.

Eastern Ice Saves Money With Route Manager

Eastern Ice is a family owned and operated company that started in Newport, Rhode Island, having been in business for 36 years. They specialize in a variety of facets within the ice industry, including: Convenience store merchandising, scheduling deliveries to these stores to keep their bagged ice supply stocked; and they offer both wholesale and retail ice along with 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 the growing demands of the busy summer seasons, they are making progress with the future in mind.



software. "Route manager has changed everything, and everything is much quicker," says Melissa Dunbar in Accounts Receivable. Errors are now few to none, and that has eliminated the tedious task of reviewing every invoice when the drivers return from their route.

EASTERN MEETS ARS

Eastern Ice originally heard about Advantage Route Systems (ARS) software at the IPIA Ice Convention. There they were able to meet with an ARS sales representative and see first hand the benefits of Route Manager, including the many software features that are available. When they initially made contact with ARS, they were faced with the challenge of driver math errors, resulting in having to review every invoice every day. This became a very tedious task causing a back-log in the office. With 25 employees, it was not feasible for Eastern Ice to continue using an ineffective system, compounded by 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. From the office staff to the drivers, everything now runs much more efficiently, and without errors, since the implementation of the

REPORTING TOOLS

Eastern Ice has also seen the benefits of RM2000's reporting tools. The report features have really enhanced the way they are able to organize collected data. This allows for more accurate, tailored information on a need to know basis. The month-end process has also been dramatically improved. It is much quicker and easier. Now customers can expect accurate, on-time invoices.

ARS SUPPORT TEAM

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 fabulous team.