



COMPANY PROFILE

CUSTOMER:

South Fork Coffee Company

INDUSTRY:

Office Coffee and Bottled Water

LOCATION:

Eugene, Oregon

EMPLOYEES:

8

LOCATIONS:

1

WEB SITE:

www.SouthForkCoffee.com

SYSTEM:

RM20000

ADDITIONAL MODULES:

Credit Card Processing

AF2000

Advanced Mapping

March 2008

The Handheld Experts!

#1 in Route Delivery Software.

More Efficient Than Ever

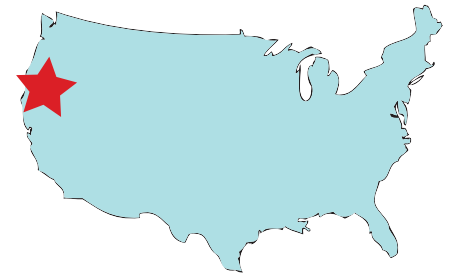
ABOUT SOUTH FORK

South Fork Coffee Company is a locally-owned company in Eugene, Oregon with eight employees. As of March 2008 they have been in business for nine years. Their focus is to provide great service and products with a personal touch. The company goal is to make their customer's "Happy when it comes to their break-room needs." South Fork is the only locally-owned company in the area that provides coffee, water services, paper products, and break room supplies.

As South Fork's business has grown their operational needs have grown. Company President, Justin Allensworth became aware of Advantage Route Systems through an ad in the NWBWA handbook. His goal, when he first called ARS, was to find a system that would streamline their invoicing process, and he wanted a system that had the capacity to grow with his growing business. Route Manager Advanced proved to be the answer they were looking for.

GO LIVE

South Fork implemented RMA and the associated handheld computers on January 2, 2008. Since that time they have saved an average of nine man-hours per day. These savings are realized by the elimination of drivers having to hand-write invoices and then the office staff hand-entering



them at the end of the day. Month-end closing has also been reduced from hours to minutes.

Justin reports, "We are still getting used to not writing 'post-it' notes as a way to relay customer needs and messages, but the handheld is a much better way to communicate issues. Also load sheets help us with loading trucks everyday."

ADVANCES

South Fork has made many advances with RMA, including: route planning for all deliveries, printed invoices from the handhelds on site, daily uploads of route information, equipment tracking, a log of route stop-time, an accurate accounting of receivables - all tasks that South Fork could never do before - and a greatly-simplified month-end closing.

South Fork reports, "ARS did a great job of getting us trained and up and running, and now we see the payback everyday!"