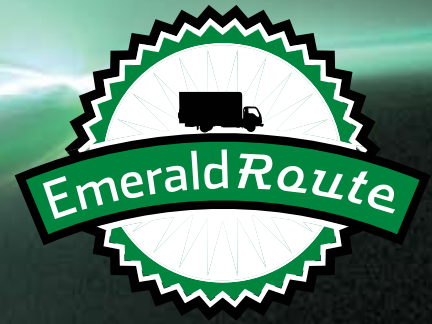




Success Story



Buckeye Distributing Fortifies Sales with EmeraldRoute

Red Bull energy drinks sales have been tearing up the turf worldwide. Specially formulated for times of mental and physical exertion, Red Bull improves performance, increases concentration and reaction speed, increases endurance, and stimulates the metabolism. This makes it a favorite of world-class athletes, busy professionals, active students and drivers on long journeys.

Customers couldn't get the drinks they want without companies like Buckeye Distributing, which delivers Red Bull to all retail channels in Ohio, Western Pennsylvania and Detroit. Buckeye's dedication to peak-performance service has made it one of the top five Red Bull distributors in the nation.

Waving Red Flag on Inefficiencies

Imagine the headache, however, of trying to manage the 80 route drivers who make up Buckeye's fleet. "We were trying to run a rapidly growing business with an outdated manual data entry system," says Jim Gilbride, Vice President of Buckeye Distributing. "The potential to expand was right there in front of us. But our hands were tied due to the inefficiencies of our internal systems."

EmeraldRoute is a Gem

"Thank goodness we found Emerald TC, LLC" he continues. "They understood our business model right away, and recommended EmeraldRoute. The improvements have been unbelievable."

EmeraldRoute is a fully integrated solution created especially for distributing companies. Based on Sage MAS 500 for a robust financial system, plus Pocket Advantage from Inventiv Software for route automation, EmeraldRoute ties together every piece of a distributor's operations—providing real-time information for streamlined operations.

Drivers Do It All

"All of our drivers now have wi-fi handheld units that they take out on the road with them. They record each delivery in the device, which is preprogrammed with customer data. Stock in their truck is instantly depleted—both in the handheld and at the corporate office," Gilbride explains.

"Drivers now collect customer signatures, print out receipts, and even generate final invoices on the spot. They love the devices, because the touch screens are really easy to use.

(continued on back)



CUSTOMER:

Buckeye Distributing, Inc.
Cleveland, OH

Industry: Soft drink distributor
Employees: 130+
Locations: 6
Territory: Ohio,
Western Pennsylvania
and Michigan

CHALLENGE:

Manual systems and QuickBooks were preventing company from realizing explosive growth potential

SOLUTION:

EmeraldRoute integrated solution, based on Sage MAS 500 and Inventive route management software and hardware

RESULTS:

Buckeye added a new territory without increasing head office staff, thanks to EmeraldRoute installation



Customers are enthusiastic too, because they're certain that they're being billed for correct counts."

Expert Implementation

Having the right partner made a world of difference when it came to implementation. Since Emerald TC wrote the interfaces between Pocket Advantage by Inventiv and Sage MAS 500 in the first place, they knew exactly how to install the system.

"It was amazing," says Gilbride. "Emerald was only out here three times during the entire set-up process. Even more remarkable was the fact that Emerald didn't have to be on site the day we went live. That's just unheard of when you're installing an enterprise-wide business system the size of Sage MAS 500."

Sage MAS 500 Does the Numbers

Running the back office for Buckeye is Sage MAS 500, an industry-leading financial solution. A complete suite of business modules automate general ledger, accounts payable, accounts receivable, inventory control, purchases and sales order processing.

Emerald TC holds coveted master developer status with Sage Software. Its designers were therefore able to quickly

customize several of the screens in Sage MAS 500 to meet Buckeye's specific needs. For example, a screen was added to the customer master to store the customer's specific route information including deliveries, days and times.

Strategic Overview

Because EmeraldRoute is an end-to-end system, Buckeye managers at headquarters view sales and distribution data in real-time. They track sales transactions by driver, which improves quality control. They know who has made a delivery, and when, and what in quantity—and have an overview of the day's sales activity across the company.

"Before, we were having to import route data manually into QuickBooks. This was really time-consuming, created a lot of errors, and provided data that was no longer fresh," Gilbride comments.

"Now that we have up-to-the-minute information with EmeraldRoute, we know exactly what is going on out in the field," he adds.

Bottom-Line Benefits

"EmeraldRoute has done wonders for our bottom line. Having drivers create invoices at the time of delivery has trimmed days off of our receivables cycle. It also saved the equivalent of one

full-time employee at headquarters by cutting down on AR duties," says Gilbride.

"In addition, with EmeraldRoute we've been able to add new sales territories, and also increase our original business without adding support staff. We are very pleased."

"Having drivers create invoices at the time of delivery has trimmed days off of our receivables cycle. It also saved the equivalent of one full-time employee at headquarters by cutting down on AR duties."

— Jim Gilbride, Vice President,
Buckeye Distributing, Inc.