



# Case Study

## D & D Sales Brewing Success with Solid Route Accounting™

D & D Sales, headquartered in Corner Brook, Newfoundland, Canada distributes Molson beer and bottled water. With over 20 years of experience in the beer distribution industry, D & D Sales continues to quench the thirst of thousands of Canadians in the Maritimes. As a growing number of beer distributors become automated, D & D Sales relies on Solid Route Accounting™ - Enterprise Edition™ to remain a competitive force in the industry by minimizing invoicing errors and keeping a tight rein on inventory control.

### The Challenge

Alex Bolt, CEO of D & D Sales, distributed beer over Western Newfoundland for over 20 years using hand-written invoices. While Alex's route sales reps were comfortable creating invoices with pens and calculators, he noticed the number of hours wasted on fixing mathematical mistakes and lengthy administration procedures. As Alex continued without a computerized system, he also found it increasingly more difficult to know where his inventory was. In the back of Alex's mind, he knew an automated system would save him time, but the resistance from his route sales reps held him back.

### The Solution

Rather than bask in the defeat of his downfalls, Alex made an executive decision to automate his distribution business and implemented Solid Route Accounting™ - Enterprise Edition in 2006. In conjunction with Solid's recommended hardware, the new Solid Route Accounting™ system brought forth a number of benefits for D & D Sales, including accurate invoicing and visibility of the company's inventory.

### Results with Solid Route Accounting™

Since the implementation of Solid Route Accounting, Alex has expressed his appreciation for the system: "Before we were automated all of our invoices were hand written and done with a calculator and it made for a lot of problems. It was difficult to oversee everything when all the transactions were written on paper. We operated 20 plus years like that, and it just came time that we needed to do something a little more up-to-date. So, we went with Solid Route Accounting™ and it has improved a lot of areas of my business."

The intuitive functionality of the software and the durability of the equipment eased D & D Sales into a smooth transition. "The thought of becoming automated was more stressful than actually making the transition, Alex says. "My guys were a bit leery about the change, but it didn't take too long for them to get their feel for the handhelds. Now, I don't think I could get them to go back to the handwritten invoices." By using the mobile handheld computers, Alex's route sales reps can create and print invoices at the customer site, without dealing with the headache of papers. No pens, no calculators, no mistakes - just professional, accurate invoices. Alex claims, "My guys are saving about an hour a day by using Solid Route Accounting™."

The largest benefit to Alex has been the inventory control that Solid Route Accounting™ has delivered. The ability to keep track of product that is sold, damaged, expired or returned, has been the biggest advantage for Alex and his route sales reps. With Solid Route Accounting™, Alex is equipped with automated procedures that allow him to view stock transfers and inventory counts at any point in time. "With the computerized system, we can take care of returns right away. Customer accounts are updated within seconds, so I don't have to worry about missed invoices or angry customers anymore. That was our biggest problem, keeping track of everything. Now I have all the information I need available right in front of me, so if there are ever any discrepancies, I can find the answer a lot quicker."