

## Solid Route Accounting™ Solving DSD Business Demands

PRIDCORP is a group of independent DSD<sup>1</sup> companies with a total of 127 trucks and over \$88 million in annual sales. In 2006, PRIDCORP saw the opportunity to expand their DSD network to reach across Canada. Starting from a solid, Western-Canadian foundation, they set out to add coverage across Eastern Canada and the Maritimes. This meant establishing new independent distributors while uniting the existing distributors as separate entities under a common business solution – something that is believed to be unique in North America.

### The Challenge

PRIDCORP's challenges included:

- Separate business operations, with separate products, customers, prices, inventory and warehouse locations, plus capacity for growth was required for the 43 separate business entities with 127 trucks totaling over 170 warehouse locations.
- Invoices, produced at the convenience store at the time of sale, would need a unique 10 digit number assigned at the time of sale. This had to be done outside of the reach of wireless communication.
- EDI<sup>2</sup> was needed in order to submit invoices on a daily basis to various customers, including the Mac's/Couche-Tarde and Ultramar convenience store chains.
- Promotions and pricing needed to be managed from both a national basis for nationally listed products and from a local basis for items represented by the individual distributor.
- Product movement reports for national brands needed to be made available on demand and in a timely fashion.
- Central billing was required for national brands.

### The Solution

Solid Route Accounting™ was already a proven ERP<sup>3</sup> solution amongst independent distributors across North America and within many of the original PRIDCORP shareholders, and as such, was chosen as the base system. Next, Solid Innovation® developed and presented a proposal to handle all PRIDCORP requirements.

Today, PRIDCORP route sales members create uniquely numbered invoices in any location in Canada. Mobile computers are synchronized to the distributor's office ERP system. Upon authorization by a simple push of the button, transactions are sent through Solid EDI™ for product reports, association reporting, and EDI to customer groups. Concurrently, local account and inventory status is up-to-date while central reporting is also complete.

For more information about PRIDCORP, click on the logo:



<sup>1</sup> DSD – direct store distribution

<sup>2</sup> EDI – electronic data interchange

<sup>3</sup> ERP – enterprise resource planning

**“I appreciate the work that Solid Innovation is doing to ensure PRIDCORP's implementation of handhelds and systems is completed in a timely and professional fashion.”**

*-Michael Rakic  
National Sales Director  
Jack Link's Beef Jerky  
(Canada) Ltd.*



**“It was great working with Solid Innovation. I couldn't believe how quickly Solid Innovation addressed the Couche-Tard/Mac's EDI requirements. Not only were they timely but very accurate as well. I would be happy to recommend Solid Innovation to some of our other suppliers.”**

*-Keith Sinclair  
Information Systems Planner  
Couche-Tard/Mac's  
Convenience Stores Inc.*

