

Customer Profile

As a licensed beer distributor in the State of Florida, Fresh Beer Inc. is an innovative company with a mission to supply Floridians with quality beer brewed to perfection. Fresh Beer delivers its products to fine restaurants and pubs located throughout South Florida.

Unlike much of the beer sold in Florida from out of state or the country, Fresh Beer delivers beer straight from the brewery, keeping the product in optimum condition and not sitting in a warehouse, on a ship, or in a container getting stale.

Business Challenge

Fresh Beer needed a way to get orders into QuickBooks accurately, timely, and eliminate the need for multi-steps to enter the data. Previously, the orders were faxed, called in, or emailed. This time intensive process was error prone and lead to incomplete orders and errors when transcribing that handwriting. The salespeople had no way of knowing whether the products needed were in stock. Pricing was also being manually calculated from paper based price books.

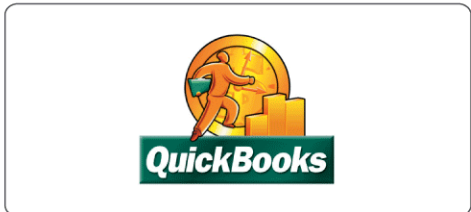
Solution Overview

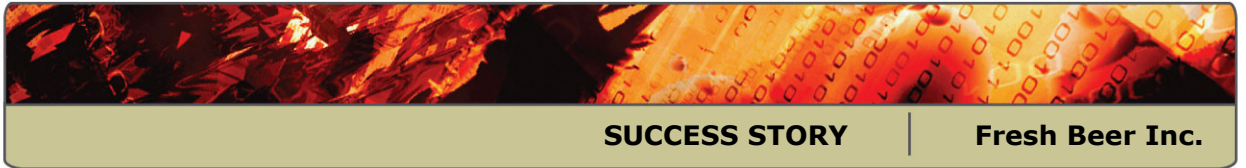
Utilizing the latest in PDA technology, PocketPC-enabled cell phones, Fresh Beer was able to leverage the benefits of bMobile Sales for QuickBooks. This allows the salespeople to send orders in after each stop, reducing the turnaround time for processing orders. Through industry standard technology, bMobile Sales for QuickBooks is able to help Fresh Beer stay ahead of the competition and keep their thirsty customers satisfied in the hot Florida sun.

Business Benefits

Salespeople now have the ability to see the quantities available for a given product when ordering. They are also able to get those orders into QuickBooks quickly and accurately with correct pricing. The delivery drivers always have the right information on the invoice and even have the ability to capture signature at the time of delivery.

The office staff enjoys the benefit of being able to see the orders directly in QuickBooks and process them right away. This reduces turn around time on outstanding invoices and puts more money back in the bank!





SUCCESS STORY

Fresh Beer Inc.

When Adam Fine, President of Fresh Beer Inc., contacted bMobile Technology regarding a solution to his inventory and ordering woes, they knew they could help. Having considerable previous experience in the beverage distribution market, bMobile was able to find the right product from their offerings.

bMobile recommended their Sales for QuickBooks program, an easy to use yet powerful tool for outside sales staff. The program allowed the salespeople and delivery staff to update the inventory quantities out of QuickBooks any time they liked and send the completed invoices and orders directly into QuickBooks. This meant the orders could then be packaged up for delivery during the day and not wait until late at night when they got sent in on handwritten slips.

Labor was reduced on that side of the business while back in the office the completed invoices were immediately seen in QuickBooks. Those invoices could be processed right away, reducing the time on outstanding balances.

Office staff also did not need to decipher handwritten items or correct pricing errors as the bMobile Sales program automatically calculated the right price and brought the invoices in without having to handle them manually. The program leverages the price levels available in QuickBooks to ensure accurate customer pricing.

From the customer perspective, they were no longer potentially ordering product that might not be in stock and not delivered. They knew exactly what to expect and that makes for happy customers.

The program runs on almost any standard Windows based PDA devices, such as the HP Ipaq and other handhelds, but for Fresh Beer, the need was to get the information back immediately. To solve this, Pocket PC phones were selected that utilized their cell carrier's data plan. These phones allow the staff to send the information to the office anywhere they have connectivity on their cell phone.

Even on these phones, basic features in the program such as signature capture and wireless printing are still available. When coupled with a Bluetooth wireless printer, invoices can be given to the customer at the time of delivery that are professional looking and can even print the company logo as well as the signature!

Fresh Beer now has the tools they need to keep their fast paced and growing business out on the road, delivering tasty goodness to the great folks of Florida. bMobile is proud to be an integral part of the Fresh Beer business and looks forward to helping them continue to expand. Next time you find yourself in South Florida enjoying a frosty beverage at the local pub, chances are that bMobile and Fresh Beer made it possible!

"bMobile allowed us to integrate an ordering system for our sales staff into our already existing QuickBooks...bMobile made the integration painless and the transition to this new system absolutely effortless. Their software has improved productivity at almost every level in sales and inventory control and has practically eliminated human error in ordering process."

ADAM FINE
President

FOR MORE INFORMATION VISIT:

bMobile Technology
www.bmobiletech.com

Quick Books
www.quickbooks.com

Our product and QuickBooks Financial Software work together to help simplify your business management. QuickBooks 2006 Financial Software helps you get more done faster, with a new Home page, simplified Customer and Vendor Centers, and sophisticated business planning tools.

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