



bMobile, Zecca Ice Cream Distributors and the sweet taste of success!

bMobile Sales for QuickBooks helps eliminate melting profits

“We distribute several hundred products from over 13 different manufacturers and distributors. We needed a way to have real time information in the field...Pricing, quantity on hand, open balances, and contact information. bMobile for QuickBooks handles all of it. We cradled it up and just synchronized our world. It’s like having the whole office on a sales call.”

Jimmy Zecca, III
President
Zecca Ice Cream Distributors



SUCCESS STORY

Zecca Ice Cream Distributors
www.icecreamdistributors.com

AT A GLANCE:

Customer:

Zecca Ice Cream Distributors

Location:

Philadelphia, PA

Industry:

Ice Cream Distribution

Business Challenge:

Zecca Ice Cream Distributors needed to improve the inventory pull from the main freezers and load the trucks more accurately.

Solution:

bMobile Technology provided the software to help the company manage inventory and see real time information in the field.

Results:

Zecca Ice Cream Distributors was able to reduce time in the freezer and see actual available quantities when placing orders in the field.

Customer Profile

Zecca Ice Cream Distributors is a full service/full line ice cream distribution company. The company’s product line includes bulk water ice and bulk ice cream, along with an array of the finest quality novelty products from the nation’s top manufacturers. Zecca Ice Cream Distributors has been in business since 1954. The business was founded by Jim Zecca, Jr. who passed his legacy onto to his son. The business remains in the family with Jimmy Zecca, III handling daily operations.

Business Challenge

Zecca Ice Cream Distributors had challenges managing and fulfilling orders correctly and efficiently. When working with product that must be kept in a frozen state, time inside the freezers needed to be controlled to ensure that the product was handled only when absolutely necessary.

Salespeople needed to know product availability and quantities on-hand. QuickBooks Price Lists were not available to the salespeople in the field and their invoice pricing was often incorrect.

Solution Overview

bMobile Sales for QuickBooks provided a simple and easy to use solution. Using the latest PDA devices, Zecca Ice Cream Distributors takes advantage of bMobile Sales to produce Inventory Pull Sheets. This gives Zecca the information they need to maximize their time in the freezer and load their trucks with the correct loads. Nobody wants stale ice cream and bMobile helps Zecca Ice Cream Distributors stay ahead of the heat to deliver fresh frozen goodies throughout the land!

Business Benefits

Inventory management has been greatly improved. Customer ordering is now streamlined. Salespeople know what products are in stock and how much is available. This leads to efficient movement of product through the distribution chain while virtually eliminating pricing errors. These orders go directly into QuickBooks via the internet or the cradle.

Drivers always have the right information on the orders and can even capture signatures in the field at time of delivery. The office staff now no longer has to re-enter invoices and can see them right away in QuickBooks.





SUCCESS STORY

Zecca Ice Cream Distributors

Jimmy Zecca runs a successful family business that has been thriving since 1954. Longevity of this sort only comes from a deep understanding of one's industry and a love for what you do. When Jimmy first contacted bMobile Technology about a solution to help him manage the processes of inventory, ordering, and delivery, they were able to suggest a solution that was simple, yet powerful.

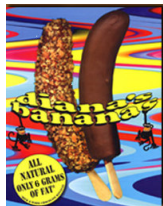
bMobile recommended their Sales for QuickBooks program, a tool that integrated directly into QuickBooks and required very little time to learn. Using the bMobile solution, the staff began to use their time more efficiently and make fewer trips to the freezer to do work (that sounds like no big deal until you realize industrial freezers keep product safe at a balmy -25 degrees F., making for a challenging work environment!) They no longer pull inventory 25 different times for one product appearing on 35 different customer pick-tickets. Now they pull it all at one time when they are in that section of the freezer, maximizing their labor and minimizing frostbite!

Not only did the labor on the warehouse side begin to show improvement, the front office began to realize productivity gains as well. "It saves us a couple hours on the front end and a couple of hours on the back end. It's like having a whole other day!" says Zecca.

They are now using their time both inside and out of the freezer efficiently. Utilizing the ability to synchronize with QuickBooks over their dedicated IP address from anywhere that has a good Internet connection expedites order processing. Jimmy says "It is the closest thing we have seen to real time order processing. We are now able to use tomorrow's labor today!"

The program runs on almost any standard Windows based PDA device. Additional features such as barcode reading, signature capture, and mobile printing can be accessed through other hardware selections to further enhance the functionality of the bMobile Sales for QuickBooks program.

Zecca Ice Cream Distributors knows that they selected a program that will continue to meet their needs as the business grows into the next century and beyond. They now have a tool that helps them assure accurate pricing and timely delivery of their robust line of products. bMobile is proud to help Zecca Ice Cream Distributors and looks forward to assisting them in getting their product to market. If you find yourself in Philadelphia, surrounding suburbs or along the Jersey shore enjoying a favorite frozen novelty treat on a hot day, chances are that bMobile and Zecca Ice Cream Distributors made it happen!



"We thought we needed another software platform to handle our dilemma, not so, bMobile for QuickBooks is a great extension of an existing program we already have. Our people had to relearn zilch... The support from bMobile is stellar... [it] is a great, stable program that the bMobile team continues to improve!! What a discovery!!"

**Jimmy Zecca, III
President
Zecca Ice Cream Distributors**

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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 2007 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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