



HMR Boosts Revenue 22 Percent and Cuts Costs 42 Percent with ActiSales MobileSales by eNabler.

Expanding distribution company reduces paperwork and improves efficiencies with a mobile software service that integrates with QuickBooks.

"No other system can increase productivity, manage inventory better, save time and increase revenue like ActiSales MobileSales for QuickBooks."

Paula Ciesielski
Office Manager
HMR



SUCCESS STORY

HMR

AT A GLANCE:

Customer:

HMR

Location:

Detroit, Michigan

Industry:

Delivery and distribution

Business Challenge:

To support an expanding regional business, HMR needed a cost-conscious mobile solution that would allow delivery and office personnel to reduce paperwork and improve overall efficiencies.

Solution:

ActiSales MobileSales from eNabler and QuickBooks Premier

Results:

Increase revenue from \$1.5 to \$1.92 million in 2006. Saved approx. \$60,000 in salary, hardware and software costs. Increase store deliveries from 5 to 9 deliveries per day.

Customer Profile

The Keebler® elves are well-known for their devotion to making UNCOMMONLY GOOD® cookies and crackers. The distribution teams who quietly deliver these great products into supermarkets, convenience stores, and local markets are less recognizable to the public, but they are the real elves who make buying the tasty treats easy and convenient.

In the southeast Michigan region, HMR is responsible for delivering Keebler snacks to 196 stores. The distributor maintains an inventory of about \$225,000 onsite, and its drivers deliver Keebler goods to approximately 200 retail outlets each week.

Business Challenge

Poised to expand into the Chicago area, HMR needed to expedite its delivery process. The paper-based system was slowing everyone down, and HMR Office Manager Paula Ciesielski was drowning in paperwork. "I had so many papers on my desk that I couldn't find my desk," she says. "I easily had four reams of paper sitting on my desk showing all the sales and inventory. It was horrible.

Guys lost their paperwork, and we could potentially lose sales because there was so much paperwork."

HMR needed a cost-effective mobile solution that would eliminate the paperwork, speed the delivery and invoice tracking processes while increasing overall business visibility. To be successful in the new Chicago region, HMR anticipated adding 10 drivers—minus the paperwork.

Solution Overview

HMR chose ActiSales® MobileSales for QuickBooks to give its drivers the ability to send data from their Pocket PCs to a private web-based management system that integrates with QuickBooks. Drivers can enter sales orders, create invoices, view invoices, and access product pricing and description while in the field or at the point of customer contact then import the data wirelessly to QuickBooks through ActiSales® BackOffice.

Because HMR selected ActiSales MobileSales software as a service, the company is not tied to any software, servers, or amount of users.





HMR pays for usage, nothing more, and Paula can add additional users as needed. In addition to free customer support, ActiSales MobileSales includes a GPS component and allows drivers to capture digital signatures, images, or photos. ActiSales MobileSales also helps ensure data integrity by allowing office personnel and the drivers to review data before it is transferred into QuickBooks.

Business Benefits

"Our business is growing and much of the growth is because the new ActiSales MobileSales and QuickBooks system makes it easier to transition new stores into the system," says Paula. "All I do is put the new store information in QuickBooks and send that data from my PC to the driver's handheld. The driver immediately has store, location, time/day to deliver, and cash requirements. Everything they need to start delivering to that new store."

In the past, adding a new store could take as long as two days. With the new mobile software service, Paula can add a new store in 90 seconds. Drivers are realizing time savings, too. On average, the drivers can now visit four more stores each day.

These newfound efficiencies are a major reason why HMR is expanding into the Chicago area and adding drivers.

"Everything is so much easier now with ActiSales MobileSales for QuickBooks that we can concentrate on growing the business," she says. Since adding ActiSales MobileSales and QuickBooks in 2005, HMR has seen revenue increase from \$1.5 million (2005) to \$1.92 million (2006). Paula attributes much of the growth to the business visibility she gained from ActiSales MobileSales for QuickBooks. "The system helps increase sales because we know more about overall sales and inventory. We use that knowledge to help stores increase sales based on the most popular items."

HMR relies on this data to report sales and store activities to Keebler. Reporting tools also help HMR manage store promotions. Previously, Paula spent more than 1.5 weeks to process promotion information. With ActiSales MobileSales for QuickBooks, she can process everything in three hours or less.

"These multiple time savings have been a huge boon for HMR, and the company has also realized significant cost savings," she says. Because ActiSales MobileSales for QuickBooks is software as a service, HMR does not have to hire a network administrator or purchase servers, software, or licenses. When totaled, HMR is saving approximately \$60,000 each year. The powerful combination of revenue increases and cost savings has made HMR a true believer in the ActiSales and QuickBooks mobile solution.

"Without ActiSales MobileSales and QuickBooks, we would have to do everything by hand. No other system can increase productivity, manage inventory better, save time and increase revenue like ActiSales MobileSales for QuickBooks."

Paula Ciesielski
Office Manager
HMR

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