



RouteACE™
*Mobile Workflow Solution
for Product Distribution Companies*

Product White Paper

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Market Summary

Consumer packaged goods and other product delivery companies are automating their mission-critical operations to provide an integrated view of their business, enabling them to adapt more rapidly to a changing business environment. Automating mobile processes addresses challenges such as:

- Having the right product, in the right place, at the right time to avoid out-of-stock situations and inefficient deliveries;
- Poor inventory management and tracking;
- Price and promotion changes to ensure each customer gets the price or discounts they are entitled to; and
- Integrating disparate systems from acquisitions, existing systems, and new technologies.

To respond to these needs, Apacheta RouteACE enables consumer product distribution companies to streamline their mobile operations, capture new revenue opportunities and create competitive advantage.

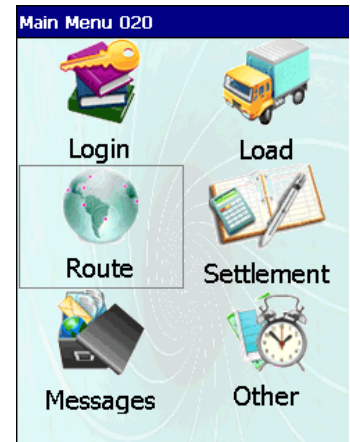
RouteACE™ Overview

There is no one-size-fits-all solution in mobile applications. Each industry is different and every company has its own unique business processes. To address this problem, Apacheta has pioneered flexible *mobile workflow applications* that are ready-to-use, yet can be *rapidly customized* to suit your distinct and changing business requirements.

Apacheta RouteACE™ is a powerful mobile workflow application encompassing industry best practices for presales, route delivery, and merchandising business processes found in a variety of market segments such as:

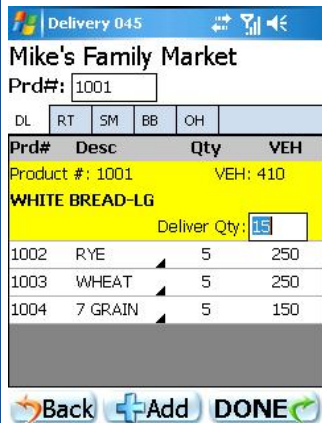
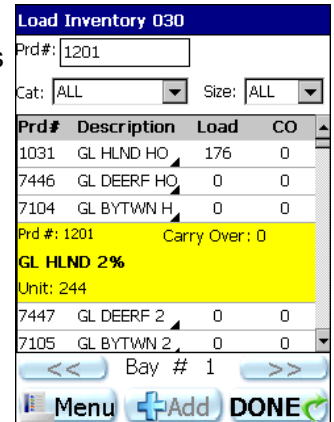
- *Food & Beverage* – bakery, dairy, beer/wine/ spirits, bottled water, coffee and tea, snack foods, soft drinks and juices, and more
- *Other distribution* – auto parts, bottled gas, healthcare supplies, manufacturing distribution, newspapers and magazines, pest/lawn services, pet foods, uniforms, and more

RouteACE consists of a set of flexible, ready-to-use mobile workflows that implement key business processes for the consumer goods industry, resulting in quick deployment and fast ROI. Route ACE covers key activities for both company-owned and independent



operator-based routes including:

- Order management for presales and pedal sales including sales history, forecasting, pricing, promotions, and invoicing;
- Delivery including inventory management with load verification/adjustment, driver reports, payment processing, signature capture and printing;
- Merchandising including support for data collection, plan-o-grams, and displays;
- End-of-day settlement and route reconciliation.



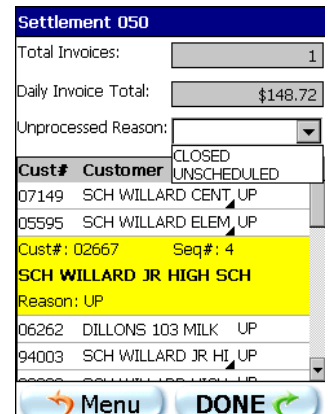
RouteACE workflows can also be easily adapted using Apacheta's VisualACE Business Process Designer – drastically reducing the time, effort and cost to implement and maintain a mobile solution that is tailored to a company's unique and changing business requirements.

RouteACE provides integration with SAP, UPS Logistics' Roadnet, and other enterprises systems. It also works with Apacheta's Route Manager™ (optional) backend system to provide customer service, dispatch, warehouse and finance personnel with real-time visibility and control of sales and delivery operations.

RouteACE Benefits

RouteACE is ideal for companies looking to:

- Streamline presales, distribution, and merchandising business processes;
- Increase order accuracy to ensure the right product is in the right place, at the right time;
- Provide better inventory management and control shrinkage;
- Guarantee promotion and price accuracy;
- Shorten order-to-cash cycle, includes DEX support;
- Assure display compliance;
- Eliminate manual and paper processes; and
- Future-proof their mobile solution against changing business processes and goals.



RouteACE offers substantial advantages over other mobile route management and delivery applications. Unlike “monolithic” solutions that are difficult and expensive to change, RouteACE provides an extensible framework and ready-to-use workflows that delivers a custom solution without the expense of building it from scratch. And, unlike other mobile frameworks, RouteACE does not require expert data modeling, detailed coding, and manual configuration to develop or modify a workflow. Instead, the VisualACE Business Process Designer generates a complete RouteACE application from a visual representation of the workflow. This visual view of the workflow is understandable by end users, business analysts, and developers, ensuring that everyone is on the same page from the start.

RouteACE Features

RouteACE mobile workflows encompass the daily cycles of presales, direct store delivery, and merchandising—from start-of-day vehicle and driver management to end-of-day settlement reports and everything in between.

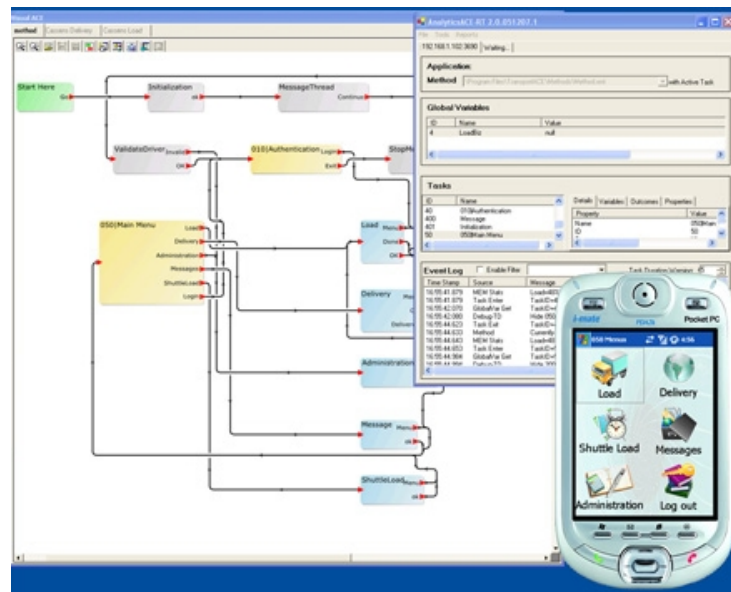
Key RouteACE features include:

RouteACE Features		Business Process			
		Presales Orders	Delivery Routes		
Category	Module		Driver	Checker	Loader
Common Both Online & Offline	Logon & Start-of-Day Sync (mobile & wireless)	✓	✓	✓	✓
	User/Route Profile	✓	✓	✓	✓
	Message Center	✓	✓	✓	
	Today's Calls	✓	✓		
	Accounts Receivable	✓	✓		
	Vehicle Inventory		✓	✓	✓
	Sales Summary	✓	✓		
Start of Day Offline	Load and Scan New Inventory				✓
	Load Validation		✓	✓	✓
	Pre-Trip Vehicle Inspection		✓		
	Print and Load Summary Report		✓	✓	✓
	Pre-Trip Sync (mobile & wireless)	✓	✓		

RouteACE Features		Business Process			
		Pre-Sales Orders	Delivery Routes		
Category	Module		Driver	Checker	Loader
On The Road Offline or Online	Review Customer Info	✓	✓		
	Customer Order(s)	✓	✓		
	Turn-by-Turn Driving Directions	✓	✓		
	Customer Survey	✓	✓		
	Sales History	✓	✓		
	View Plan-a-Gram	✓	✓		
	Scan and Deliver Product	✓	✓		
	Process Returns & Buybacks	✓	✓		
	Promotions	✓	✓		
	Pricing	✓	✓		
	Print Invoice	✓	✓		
	Capture Signature	✓	✓		
	Record Payments		✓		
	Record Expenses	✓	✓		
	Track Miles Across State Lines		✓		
	Reload/Unload Truck Inventory		✓		
	Transfer Truck Inventory On The Road		✓		
DEX with Customer		✓			
Both Online & Offline	Reconcile Load		✓	✓	
	Reconcile Route with Reason	✓	✓		
	Reconcile Collections		✓		
	Post-Trip Vehicle Inspection		✓		
	End of Day Reports	✓	✓	✓	
	Post-Trip Sync (mobile & wireless)	✓	✓		

Customization with VisualACE Business Process Designer

VisualACE Business Process Designer is a Visual Studio plug-in used to rapidly customize RouteACE and other Apacheta workflow applications to support your own business processes. Unlike typical mobile frameworks, VisualACE enables you to operate directly on the workflow by dragging-and-dropping tasks as needed without programming – fostering code sharing and reuse across the enterprise. Workflows, surveys, and reports can be created, edited, and deleted easily and updated over-the-air with no disruption in application function. As a result, VisualACE drastically reduces the time, effort and cost to implement and maintain a mobile solution that is tailored to fit your exact business requirements.



ACE™ Platform and Infrastructure

The ACE (Apacheta Composite Environment) Platform is the underpinning of RouteACE and our other mobile workflow applications. ACE implements our “Mobile Service-Oriented Architecture” pioneered specifically to address the unique needs of the mobile enterprise such as workflow sharing across operations, rapid development to adapt quickly to changing needs, secure and reliable access to enterprise information and automatic over-the-air updates. The ACE Platform includes ServerACE and ACE Core.

ServerACE™

ServerACE is a high-performance, scalable server that manages communications with all mobile devices, integrates with enterprise applications and content, and provides for system administration and management. ServerACE utilizes open standards and can run on any Java

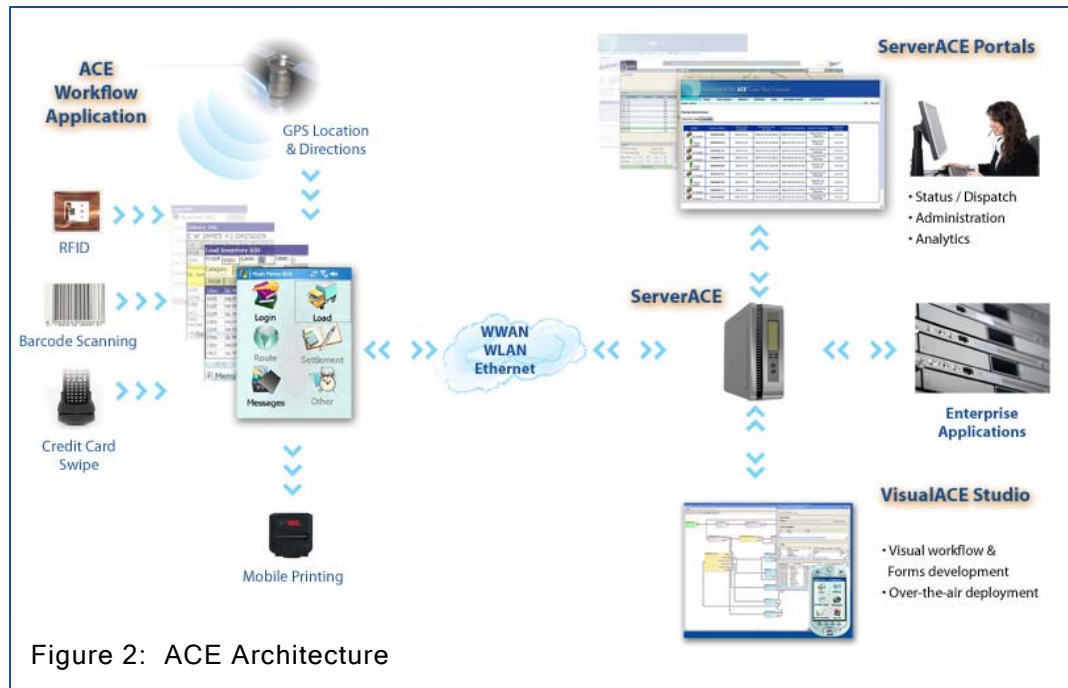


Figure 2: ACE Architecture

compatible platform, including Windows and Linux, providing proven scalability, high throughput, and maximum flexibility. Multiple ServerACE machines may be placed within a server farm or across grids for backup and load balancing.

ServerACE can be deployed behind-the-firewall or in hosted/on-demand environments. It supports on-line/real-time and batch interfaces to in-house or common 3rd party enterprise systems through web services, FTP interfaces, and EAI middleware. ServerACE also includes a system console for centralized administration, authentication, and management, as well as managing over-the-air updates of applications and data.

ACE Mobile Core

The ACE Mobile Core manages the execution of Apacheta's mobile workflow applications such as RouteACE and supports a variety of accessories and peripherals (such as GPS devices, bar code readers, and printers) and mobile databases (such as Microsoft SQL CE and IBM DB2e.) It also provides for secure and reliable mobile and wireless communications with ServerACE, featuring SSL security, data and radio priorities, check-point restart, automatic authentication, least-cost routing, selective compression, persistent message queuing, configurable data poll and push times/frequencies, and support for static and dynamic IP addresses.

Mobile Device and Wireless Network Support

ServiceACE operates on a wide array of phones, PDAs, and mobile handheld devices running Windows Mobile 2005.NET, Windows CE.NET and Java (coming soon.) In addition, ServiceACE supports mobile peripherals including

barcode readers, mobile printers (cabled and Bluetooth), GPS, credit card swipe, and RFID. ServiceACE supports mobile database options including SQL CE and DB2e.

Network support and certification includes:

- LAN (cable, cradle) and 802.11 WLAN
- CDMA 1xRTT/EV-DO
- GPRS/EDGE
- iDEN
- Dial-up (phone line, Bluetooth)

RouteACE Customer Examples

- G&K Services – corporate apparel company rolling out 1300 routes using RouteACE to automate paper-based processes, streamline operations, and present accurate and up-to-the-minute invoices on-site.
- Lance – snack foods company upgrading its outdated handheld solution with RouteACE to automate its sales, store delivery, and full service vending operations. Lance put the first of their 1600 routes on the street eight weeks after signing a contract.
- Cadbury Schweppes Bottling Group (Dr.Pepper/7-UP) – implementing RouteACE to consolidate disparate systems and enable business growth for its sales automation, delivery and vending operations. Includes connectivity to SAP and UPS Logistics.

About Apacheta

Founded in late 2002, Apacheta Corporation provides easily customizable mobile business solutions across a range of industries including consumer packaged goods, manufacturing, 3rd party service & repair, telecommunications, and transportation. Its mobile workflow applications are built on its leading-edge mobile application framework that provides a platform for mobile solutions across the enterprise. In addition to RouteACE, Apacheta offers the following mobile workflow applications:

- ServiceACE™–field service management
- SellACE™–retail sales and merchandising
- TransportACE™–proof-of-delivery

Apacheta has built a solid customer base that includes Dr. Pepper/Cadbury Schweppes, Lance Snack Foods, G&K Services, Cassens

Transport, Bally's Technologies and many others. Apacheta also works closely with partners such as Bell Mobility, Cingular, IBM, inCode Wireless, Intermec, Nokia, Sprint, Symbol, and others to deliver complete customer solutions. Apacheta is privately held with offices in San Diego (HQ), Chicago, and Philadelphia.

To learn more about Apacheta visit www.apacheta.com, email sales@apacheta.com.

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