

## **Berliner Specialty Distributors Switches From Paper to Fully Automated Direct-Store-Delivery Solution from Apacheta and IntegraSys**

### ***Solution Provides Real-time Sales System to Reduce Errors and Enable Faster Decision Making***

**MEDIA, PA, and WATCHUNG, NJ, November 15, 2011**– [Apacheta](#), a mobile workflow application vendor, and [IntegraSys](#), a premier route accounting solution provider, today announced that [Berliner Specialty Distributors](#) is using their joint [direct-store-delivery](#) solution to automate its sales and distribution processes.

Berliner, a MD-based ice cream, specialty and natural frozen foods distributor, has deployed the IntegraSys-Apacheta solution to its 25+route sales and delivery personnel, thereby reducing data entry and accounting errors, shortening time-to-delivery and providing more accurate invoices to customers.

“Our drivers used to carry a six-inch thick route book containing the complete sales history and information needed to service our customers,” stated Joe Lopez, general manager of Berliner Specialty Distributors. “Those books, which were perpetually out-of-date, have now been replaced by handhelds running the [Apacheta RouteACE™](#) mobile solution connected wirelessly to the [IntegraSys DSD Manager](#) route accounting host software, which ensures our drivers have up-to-date information to better service our customers and enable them to calculate and print clean, accurate invoices.”

Working with IntegraSys, Berliner has transitioned from paper-based systems to a fully automated mobile sales and delivery solution. The application communicates daily via Electronic Data Interchange (EDI) with manufacturers such as Unilever to facilitate ordering and provide full visibility into their sales operations. The IntegraSys solution also offers full Scan Based Trading (or consignment-based inventory) functionality, which includes inbound and outbound EDI to and from the retailer.

In the field, customer service representatives visit clients, enter sales order information on their handheld device, and conduct physical inventories using Apacheta RouteACE software. This data is then transmitted wirelessly to the IntegraSys DSD Manager back-end route accounting system, which handles the entire order-to-cash cycle including: route accounting, warehouse & inventory management, pricing, promotions, commissions, accounts receivable and accounts payable. Orders are then transmitted for packing and distribution, and dispatchers are able to create routes based on product need. On-site, delivery personnel are able to adjust and print a clean invoice, reducing the risk of manual error and automatically transmitting data to back-end accounting systems.

“IntegraSys has a deep knowledge of the ice cream distribution business and understands the requirements of working with vendors such as Unilever and companies our size,” stated Guy Berliner, president and owner of Berliners Specialty Distributors. “Combined with the Apacheta RouteACE mobile application, critical sales information is now readily available, making it easier to make decisions and adjust my business according to changing market demands.”

IntegraSys has partnered with Apacheta to deliver RouteACE as a standard feature of its DSD Manager route accounting solution. RouteACE adds a flexible, easily customizable, mobile workflow solution for pre-sales, delivery, and merchandising functions for Integrasy's beverage, dairy, ice cream, and snack food distributors. IntegraSys also provides a complete financial suite, including Accounts Payable and General Ledger.

**About Apacheta Corporation (<http://www.apacheta.com>)**

Apacheta Corporation provides flexible mobile business applications that enable consumer packaged goods, service, and transportation based businesses to increase the speed and accuracy of their service, sales and product distribution networks. After pioneering its flexible mobile application framework in 2003, Apacheta quickly established a solid customer base that includes Dr Pepper Snapple Group, Bimbo USA, G&K Services, Odwalla, United Rentals, Bally Technologies, Bell TV, and many others. Apacheta solutions can be deployed on premise behind the firewall or hosted or hosted in the cloud through Apacheta Online, our Software-as-a-Service (SaaS) offering.

**About IntegraSys, Inc. (<http://www.integrasys.com>)**

Located in Watchung, NJ, IntegraSys, Inc. is a leading technology provider specializing in the development and implementation of Mobile Sales and Route Accounting systems. IntegraSys offers a combination of Direct Store Delivery (DSD) business experience matched with a proven track record of successful system implementations across the United States and Canada, including Hawaii & Alaska. IntegraSys solutions can be implemented as stand alone systems or can be integrated to existing host, ERP solutions.

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