

Mobile Software for Route Sales and Direct Store Delivery

RouteACE™ is a comprehensive and flexible mobile application for direct store delivery that includes workflows for van sales, presales and delivery operations. It implements industry best practices that can be quickly tailored to your unique business processes, making RouteACE the fastest and most cost effective way to streamline your field sales and delivery business.

Delivering for the Consumer Packaged Goods Industry

Consumer packaged goods (CPG) companies are automating their sales and delivery operations with RouteACE to provide a complete view of their business and enable them to adapt quickly to a changing business environment.

RouteACE provides the mobile workflows required to:

- Streamline sales and distribution
- Ensure the right product is in the right place, at the right time
- Reduce out-of-stock situations in order to maximize revenue
- Provide better inventory control
- Increase price and promotion accuracy
- Eliminate manual and paper processes

Increase Store, Route and Salesperson Profit

RouteACE boosts productivity of your route sales and direct store delivery operations with comprehensive workflows for your field sales personnel – from start-of-day call planning and vehicle loading to end-of-day settlement, and everything in between including:

- Inventory management support with load verification and adjustment
- Route support including delivery and inventory management, pricing, promotions, ordering, invoicing, DEXing, signature capture, barcode scanning and printing
- Order management with sales objectives & history
- Messaging and surveys
- Asset audit and management

Complete End-to-End Route Accounting

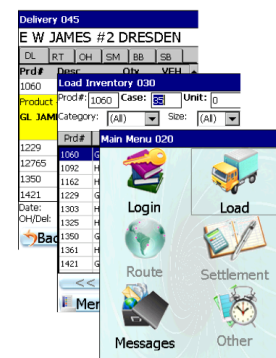
The RouteACE mobile application connects readily to your existing CRM and financial systems to provide a complete end-to-end route accounting system. It also integrates with common route planning and optimization software as well as with fleet management and tracking software.

RouteACE Features

- Call planning
- Route management
- Load verification and adjustment
- Order and invoice management
- Authorized products list
- Sales history
- Pricing and promotions
- DEX
- Surveys
- Delivery confirmation
- Signature capture
- Damage / buyback authorization
- Payment acceptance
- Asset management
- Mobile printing

RouteACE Options

- Apacheta Cloud SaaS model
- Turn-by-turn directions
- On-board “black box” for engine diagnostics and AVL
- DOT-compliant Hours of Service and Inspections
- Integration with route planning and optimization products
- Management Center for DSD





In addition, the optional Apacheta Management Center for DSD can be added to RouteACE to deliver a complete standalone route accounting ERP system with support for both company-owned and distributor routes. The Management Center for DSD adds master data management for customers, products, pricing, promotions, routing and DEX/NEX as well as EDI.

Robust Mobile Application Platform for Lowest TCO

ServiceACE can be used off-the-shelf or can be quickly configured and customized using our VisualACE Business Process Design tool – without the expense of a custom one-off solution. ServiceACE runs on a robust mobile application platform that provides secure and reliable communication, granular over-the-air updates, GPS tracking and system analytics to measure workforce, sales and delivery performance.

Support All CPG Roles and Responsibilities

RouteACE can be combined with Apacheta's MerchandiserACE, ServiceACE and TransportACE to support a complete mobile solution for sales, delivery, merchandising, field service and line haul operations.

CPG Companies Achieve Results with RouteACE

RouteACE has proven success in the CPG industry with customers such as Dr Pepper Snapple Group, Bimbo USA, G&K Services and others. By implementing RouteACE, customers have consolidated disparate and outdated systems into a single solution across business units; streamlined operations; increased route, store and sales profitability; improved ordering to reduce stock-outs; optimized inventory levels; sped field sales data collection and enhanced customer service.

About Apacheta

Apacheta offers flexible mobile business solutions, empowering consumer product goods companies to automate and streamline business processes in route sales, delivery, field marketing, merchandising, field service and transportation. Our flexible applications are built on top of our modular framework, which can be customized and scaled across the enterprise and integrated readily with any back office system. Our software can be deployed on-premise or in the cloud using our SaaS offering, Apacheta Cloud.

Learn more about RouteACE and Apacheta's other mobile business solutions at www.apacheta.com. Or, call our sales team at 610-558-5852.

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RouteACE™

Sample Apacheta Customers

Leading DSD companies rely on Apacheta mobile solutions in their mission-critical field operations.



Sample Apacheta Partners

Apacheta partners with leading hardware manufacturers, system integrators, and wireless network operators.

