

ROI SHOWCASE

United Beverages of North Carolina

VERIZON WIRELESS CASE STUDY

United Beverages of North Carolina

Headquarters: Hickory, N.C.

Line of Business: Regional beverage distributor

Quenching Wireless Thirst

In a day and age when time is money, United Beverages of North Carolina, looked to wireless—specifically Verizon Wireless—to help save both time and money with a wireless data solution for its salesforce.

United Beverages is a regional beverage distributor to more than 1,700 retailers throughout North Carolina. Relying heavily on the need for real-time communication for its mobile salesforce, United Beverages turned to Verizon Wireless to create a wireless system that would enable its salesforce to instantly communicate new orders with the company's distribution center.

"Communicating in real-time means warehouse staff receives customer orders, load trucks and ship product virtually minutes after sales reps leave the customer—a time and money saving process," according to Larry Robinson, partner of United Beverages of North Carolina. "We were willing to make an investment with Verizon Wireless knowing that the return would save money and help us operate more efficiently as a company."

The missing link to making the new application work on Verizon Wireless's extensive network and United Beverages' inventory system was a software package from Symbol

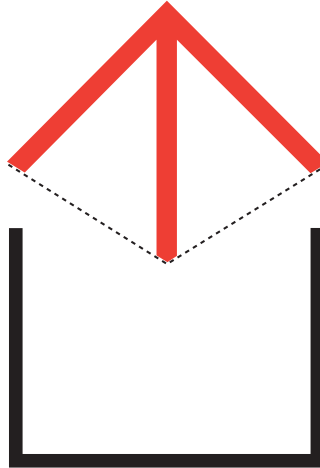
Software. The software package includes barcode scanning technology, which transmits scanned data to handheld devices such as PDAs, enabling United Beverages to create invoices, prepare estimates, issue purchase orders, review pricing, manage inventory and update data from virtually anywhere.

After several field trials and hardware configurations, the system was up

and running for United Beverages' 35 sales reps—who now use the technology daily, filling orders from a Symbol 1800 PDA hooked to a Motorola 120E wireless phone. Data is updated in real-time on United Beverages' warehouse computers where employees can see and start processing new orders.

Early indications show that the new system has reduced the amount of time United Beverages' salesforce spends reporting orders by 25 to 30 percent.

"Our network and data capabilities provided a leaner and meaner business application for United Beverages," said Charlene Davis, business account executive for Verizon Wireless in Hickory, N.C. "They were looking for a positive return on their investment and that's what we provided."



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