



## Case Study

### Seiko Instruments mobile printers a hit for leading route accounting VAR



Companies that rely on route drivers as their primary customer interface often face the same fundamental challenge: how to exercise better control over critical accounting and operations activities, including logistics scheduling, driver productivity, receivables and cash flow.

The answer for many of these companies has been clear: a comprehensive route management solution from Advantage Route Systems, a leader in route accounting handheld technology. This solution automates office operations, facilitates field data collection, accurately tracks customers, products sold, fixed assets and more.

Based on Advantage Route Systems' proprietary software, Route Manager 2000™, the solution requires a wireless handheld computer running Windows® Mobile 5.0 with an external memory card, along with a handheld printer



that can print invoices and receipts at the point of delivery.

Current customers rely on the Advantage solution to achieve greater efficiencies while delivering myriad goods and services, including food, bottled water, packaged ice, propane gas, coffee, dairy and floral products, filtration, paper shredding, and more.

#### Critical Printer Criteria

According to Katie Belo, Marketing Coordinator at Advantage Route Systems, a wireless printer for this solution has to meet specific criteria, including:

- Compact and lightweight
- Cost-effective
- Easy to use
- Strong and durable
- Capable of handling an 80-foot paper roll that can print up to 60 invoices
- Supported by a long-lasting battery

After an extensive evaluation process, Advantage Route Systems qualified two Seiko Instruments wireless printers to offer with its flagship route accounting solution, including the:

#### DPU-3445

- Compact, lightweight design
- 4-inch print width
- IrDA interface
- long life Lithium-ion battery and energy-saving turn off capability

#### MPU-L465

- 2.5-4 inch variable print width
- Bluetooth interface
- long life Lithium-ion battery
- 300 DPI for exceptional printing quality

**“The DPU-3445 is a particularly useful printer for our small to medium sized customers, as a highly reliable, yet cost-effective mobile printing solution.”**

**Katie Belo**  
Customer Service  
Advantage Route Systems



Seiko Instruments

Thermal Printer Division



With 300 dpi resolution, the MPU-L465 delivers exceptionally clear receipts & labels.



The entire system, shown here with the PDA and DPU-3445 printer, is light enough to wear on the hip.



Receipts are produced on the spot, confirming customer approval and accelerating cash flow.

"The DPU-3445 is a particularly useful printer for our small to medium sized customers, as a highly reliable, yet cost-effective mobile printing solution," said Belo. "The fact that the Seiko Instruments printer accommodates an 80-foot paper roll is especially important in route management applications because drivers don't want to change rolls every ten stops," Belo added.

**Reliable Printing Means Better Customer Service**

For the past three years, this highly efficient route management solution has been deployed at Paradise Drinking Water in Santa Ana, Calif. One of the fastest growing bottled water companies in Southern California, the company attributes much of its success to a strong commitment to customer service, and the Seiko Instruments DPU-3445 printer plays a big part in that

service. "Our customers were delighted when our drivers began printing out invoices with their signatures," said Tony Khartabil, operations manager at Paradise Drinking Water. "This was so much more impressive than the type of handheld they were used to seeing with their other delivery services."

The route management system has also enabled the company to exert tighter control over its operations. "Each day the system lines up the customers to be served according to address, so drivers can easily click on customers as the day goes on," explained Khartabil. "It gives us complete control over our operations. We know how many bottles of water each customer is taking and what their balances are. We also know the exact date and time drivers arrive at each customer location and how much time they spend between stops."

And Advantage Route Systems agrees. "The combination of our world-class software and Seiko Instruments wireless thermal printers delivers a cost-effective, easy-to-use, compact, and durable solution. On average, we sell 200 to 300 of these systems per year," said Katie Belo.

**"Now that we can print out an invoice at each delivery, we are actually getting paid faster. There's no question we're getting our money's worth from this system."**  
**Tony Khartabil**  
Operations Manager  
Paradise Drinking Water



Seiko Instruments USA Inc.  
Thermal Printer Division  
2990 Lomita Blvd., Torrance, CA 90505  
Telephone (310) 517-7778  
Facsimile (310) 517-8154  
Email: printerinfo@siu-la.com  
www.siiprinters.com