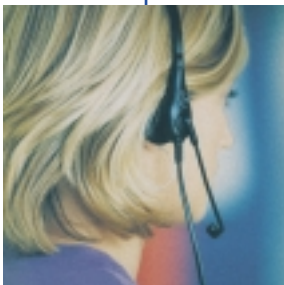


Route Administrator®

for Van Sales & Direct Store Delivery

Route Administrator® is the leading operational system for direct store delivery and van sales companies. Used in over ten countries and by some of the biggest companies in the world, you will not find a better system. When combined with the handheld software programs, Route Assistant for Van Sales® or Route Assistant for Direct Store Delivery®, it will help you manage your business and your mobile sales and delivery team in the way that best suits you and your customers. Based on thirteen years experience supporting direct store delivery and van sales operations, it offers all the features you would expect from the market leading system. Route Administrator is an opportunity to upgrade to a new level of sales and customer service, whilst at the same time gaining greater management control, more flexibility in your sales and delivery processes and 'doing business better'. With Route Administrator you work smarter - not harder.



Integration

Route Administrator will integrate with your back office systems, including EDI and financial accounting applications. Standard integration packages are available for most EDI systems as well as accounts and ERP systems such as ACCPAC, Sage, Microsoft Great Plains, Oracle and SAP. Running on the Microsoft SQLServer database, Route Administrator is a robust, reliable, scalable and easily managed solution.

Management information

Route Administrator captures the data for both 'in field' and 'in office' transactions providing you a wealth of critical management information. Key Performance Indicator reporting gives you easy access to user definable, well presented, concise reports. Standard report criteria include margin analysis on customers, customer groups, products, product groups, routes and territories. Review performance YTD versus last year, versus target, net of returns or gross, by promotion, etc. Quite simply, the information you need to manage your business is at your fingertips; in the format you need it, when you need it.

Call sequencing

Route Administrator allows you to set up and maintain the call schedule for your reps and drivers. This basic control allows you to increase efficiency in travel time and cost while minimising the risk of unserved customers. Whether your journeys are regular or ad hoc, Route Administrator will make sequencing your calls as easy as 'drag and drop'!

Service level management

Route Administrator will manage your calls and your stocks to ensure that you deliver accurate and timely service. Management reports highlight service levels, performance versus target and exceptions, so that you can correct any situation before it affects customer service.

Telesales

Fast and easy processing of inbound and outbound telephone orders, quotes, and invoices is essential. New transactions are created quickly and can be based on customer specific order templates or standing orders for repeat orders. Orders and collections can be assigned to a route or the system can automatically assign the most appropriate route. Outbound calls can be sequenced by customer or by the customers' next call day, or you can select a customer by phone number, customer number or contact name.



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EDI Trading

Your customers may wish to trade with you using an EDI network. Route Administrator will link to standard EDI messaging systems. Your customers can place orders on you and you can go on to acknowledge those orders and then provide whatever trading documents are required to support each customer relationship.

Uploads and downloads

Automatic data transfer to and from the handheld terminals makes data processing easy. The event log highlights any data mismatches and the reps/drivers that have/have not been processed. Any new route calls, customers, product and pricing information, along with messages are automatically updated.

Access important customer information quickly!

Vehicle loading

Vehicle load processing and picking is easy. The system provides warehouse personnel with pick sheet lists of all products, by delivery vehicle, required to fill route requirements including committed orders to be delivered. The load confirmation process and resulting load sheet will advise the rep/driver of what has been loaded on the van. Inventory is then tracked by route and quickly accessible for recall and review.

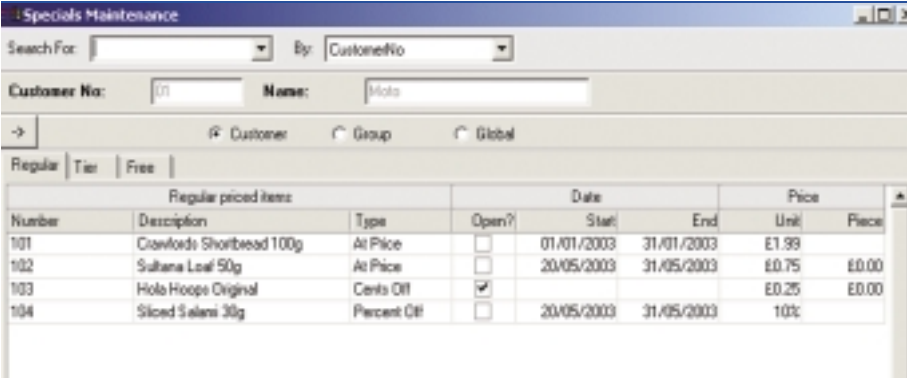
Messages to drivers and reps

Need to tell your rep/driver to collect a cheque from a customer? Ensure your people are notified of specific tasks. Our Messaging feature allows you to create customer specific messages that will be displayed to the rep/driver. General non customer specific messages can also be created.

PRICING INCLUDES, List Prices, Net Prices, Discount pricing, % off, pence off, at price, tiered prices, buy-gets and mix and match promotions.

Flexible pricing and discounting

Pricing and promotions help win new business and protect your existing customer base. Manage every conceivable pricing and discounting regime including unlimited customer specific prices, customer group pricing, all customer prices/offers, product quantity break pricing, discount list pricing, percentage and also pence off pricing as well as net pricing. Then add buy/gets and multiple 'buy' and multiple 'get' promotions, mixing free, pence off and percentage off 'gets' in the same promotion. And all these are handled simply and elegantly on the handheld.



The screenshot shows a software window titled 'Specials Maintenance'. It has search fields for 'Search For' and 'By' (set to 'CustomerNo'). Below are fields for 'Customer No:' (01) and 'Name:' (Moto). There are radio buttons for 'Customer', 'Group', and 'Global'. A table titled 'Regular priced items' is displayed with columns: Number, Description, Type, Open?, Date (Start/End), Unit, and Price. The table contains four rows of data.

Number	Description	Type	Open?	Date	Unit	Price
101	Crowbirds Shortbread 100g	At Price	<input type="checkbox"/>	01/01/2003 - 31/01/2003		£1.99
102	Sultana Loaf 50g	At Price	<input type="checkbox"/>	20/05/2003 - 31/05/2003		£0.75 £0.00
103	Hole Hoops Original	Cents Off	<input checked="" type="checkbox"/>			£0.25 £0.00
104	Sliced Salami 30g	Percent Off	<input type="checkbox"/>	20/05/2003 - 31/05/2003		10%

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Added value modules

Handheld functions include order take, signature capture, returns, free samples, customer specific pricing, stock tracking, cash, cheque and credit accounts.

Target Setting

Reps /drivers paid by commission? Show them they can make more! Promote enthusiasm in your sales people by allowing them to view their progress. The Targets module will allow you to set up specific sales targets that can be viewed by the sales people. They will quickly see the current total, target and the percentage achieved and also achieved versus target to date for this period.

Service requests

The Quick Response module allows your customer service team to enter and manage customer requests. Calls are timed and given a level of urgency. Response levels are monitored to ensure best possible service delivery.

Asset management

Track your containers, dispensers, trays, baskets, fridges. Container and equipment issues and returns are monitored at customer level, including equipment serial numbers and configuration. Know to the penny your container costs and losses, or deposit values by customer. Record the equipment serial number and configuration, in-service date and warranty period. Quickly locate where it is installed and review maintenance work and related costs.

Report manager

Generating management information is quick and easy. Report Manager enables the selection criteria of existing reports to be modified. It also accommodates adding new reports generated using Seagate Crystal Reports® (not included).

Department of Transport module

Vehicle inspections to comply with FTA or HSE are time consuming and generate lots of paperwork. This module enforces the discipline of inspections, whilst making them quick to perform. It then stores all the data. Create any report, for any vehicle, whenever you want!

Market Intelligence and surveying

Using your handhelds, survey customer sites for competitor products or other intelligence. Responding to competition is key to maintaining and growing your market position. User defined questions allow you to capture the information you require at customer and product level. All information captured is held in the database and can be reported on easily and in any format, including spreadsheets.



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Key facts

What the users say

"We have the best van sales system on the market, with the BelTek implementation"
P&H Snacksdirect, UK

"We couldn't live without the BelTek solution"
Northern Neck Distribution, US

"We have an excellent working relationship with BelTek and are really pleased with the service they provide" Green Mountain Coffee, US

"At BelTek, they deliver what they say they will deliver!" Goodlife Brands, Canada

"You have worked relentlessly, and vigorously pursued a solution to a problem that was not your duty to resolve. Many thanks for your help in having gone beyond the call of duty." Red Stripe, Jamaica

The Company

Mobile Enterprise Systems Limited is the European reseller for the BelTek system. We specialise exclusively in the automation of field based sales and delivery workforces. Our long experience of providing solutions to this sector, both 'within the walls' and 'in the field', uniquely qualifies us to deliver real business benefits to our customers. Our Key Performance Measurement programme ensures that our customers achieve the objectives they set when selecting us as a partner.

The author

Founded in 1990 BelTek Systems Design Inc has established itself as the leading software author for van sales and delivery systems. BelTek Systems Design Inc is a Microsoft Embedded Partner, Great Plains Business Solutions Partner, ACCPAC Development Partner and has several strategic alliances with handheld device manufactures including Symbol, O'Neil, Intermec and Unitech. Their solution is installed in over 10 countries and translated into five languages. Each day thousands of van sales and delivery people rely on the BelTek system to manage their daily transactions, quickly and accurately.

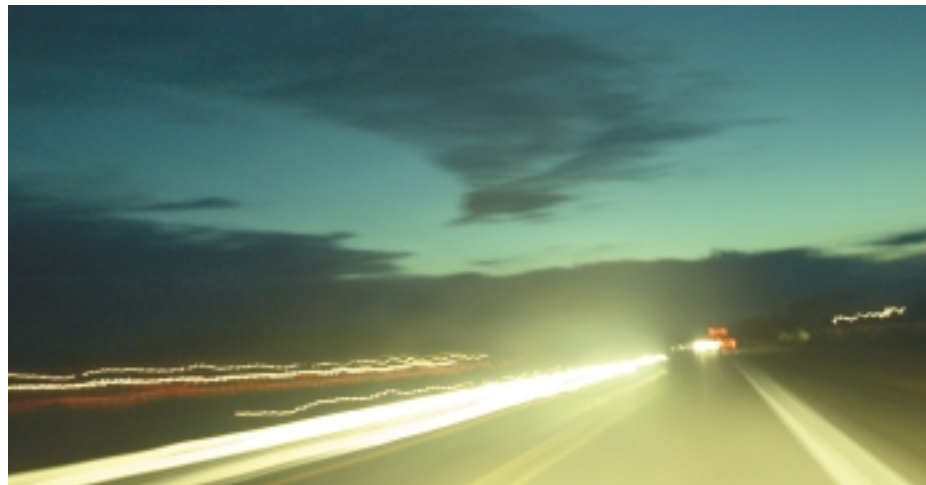
Ongoing product development

BelTek Systems Design Inc believes strongly in partnering with its customers and has a strong track record of close relationships with its user base, delivering new functionality and 'competitive edge' through its ongoing product enhancement program. Users of BelTek's products can be sure they will see the benefits of the R&D program as BelTek continues to invest in and develop the Route Administrator and Route Assistant systems.

Service and support

Mobile Enterprise Systems and BelTek combine to offer support 24 hours a day, 7 days a week. If you need urgent help you will always be able to speak to a product support expert. The basic philosophy is that if you have a concern, we will solve it. We provide support to your back office as well as to your field staff. We understand the need for immediate courteous service that produces results.

But our support service is much more than a helpdesk. Your support contract will entitle you to receive, free of charge, enhancements to your licensed programs that will ensure you retain that vital competitive edge and continue to get the very best from your investment.



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