

# TECHNOLOGY MEETS THE PACKAGED ICE INDUSTRY

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**"SINCE INSTALLING ROUTEMAN, WE HAVE MET OUR OBJECTIVES AND MORE," SAID HORNE. "WE HAVE NOT ONLY LOWERED OUR COSTS, BUT WE NOW HAVE MORE TIMELY INFORMATION ABOUT OUR BUSINESS."**



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FunTime Ice  
C/O Deweese Enterprises  
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Wayne Horne,  
VP & Controller

## SPECIAL POINTS OF INTEREST:

- Reduce Costs
- Improve Accuracy
- Timely Information
- Professional Image

Deweese Enterprises, Inc. of Meridian, Mississippi is one of the leading owners/operators of convenience stores in the Mississippi area. Back in 1971, the company needed a reliable source of ice to sell at its stores. So, they started FunTime Ice. Soon, they began selling ice to other accounts and stores. Since its beginning in 1971, FunTime Ice has become a major ice supplier in the southeast Mississippi area.

In early 2005, Wayne Horne, VP and Controller of Deweese Enterprises, began to look at bringing more efficiency to their ice business. "We were using a lot of



**Wayne Horne, VP & Controller  
Deweese Enterprises**

computer technology in our C-store business, but were using almost none in our ice business. We were looking for cost savings," said Horne. "Our major objectives were to lower our cost of operation, improve our accuracy and provide better controls for our company."

"We spoke with Pure Pack Ice, and they recommended we look at the RouteMan — Route Man-

agement System from Software Advantage, Inc.," said Michael Gray, GM of Ice Operations. "We saw a demo of RouteMan, and it was what we were looking for."

"Since installing RouteMan, we have met our objectives and more," said Horne. "We have not only lowered our costs, but we now have more timely information about our business. RouteMan has an extensive set of sales reports. We can get up-to-date information about our bag count sales by product, customer, driver and route." FunTime Ice uses a separate accounting system for Accounts Receivable. Completed invoices are transferred to that system using the RouteMan Export Function.

"We are providing our customers a more accurate invoice now that we are using a printed

RouteMan ticket instead of a hand written ticket." said Gray.



**FunTime Ice, Office Staff**

**Wayne Horne, Wanda Gordon,  
Susan Hawkins, Lorane Davis,  
Chuck Hartfield**



**Michael Gray, General Manager  
of Ice Operations**

"We were trying to change the image of our ice business to be more professional. Having our drivers use handheld computers projects that image," added Horne.

"We have found Software Advantage to be very responsive to our needs. They know the packaged ice business well," said Horne.

FunTime Ice has been using the RouteMan —Route Management System since May 2005.

For more information on RouteMan, please contact Software Advantage at (205) 620-1610, or visit their website at:

[www.SoftwareAd.com](http://www.SoftwareAd.com)



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