

# TECHNOLOGY MEETS THE PACKAGED ICE INDUSTRY

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Greater Raleigh Refrigeration and Ice Company is one of the new breed of ice companies. The company was started in 1991 by David Turner offering installation and maintenance of commercial refrigeration equipment. As a service to their restaurant customers, they installed a small ice maker to provide emergency ice. A few years later, they secured the bagged ice contract for a major drugstore chain. That is the way Greater Raleigh Refrigeration became Greater Raleigh Refrigeration and Ice Company. In the process, they have grown to two trucks, moved to a new building and expanded their ice making capacity. They have grown every year and are on track to grow 20% this year. In 2006, founder David Turner sold the company to his sons Brian and Jason. Brian and Jason now operate Greater Raleigh Ref & Ice along with Jason's wife, Courtney, who manages the office.

Brian Turner first saw RouteMan-RMS in 2005 at the Southern Ice Exchange convention and could immediately see its value. While they did not purchase RouteMan-RMS until May 2007, it was in their growth plans. “We had big plans for our ice business,” said Brian. “We needed to take the paperwork burden off of the drivers so they could concentrate on delivering more ice and getting

new customers. I could see that RouteMan-RMS would let us do that,” said Jason. Before installing RouteMan-RMS, Greater Raleigh Ref & Ice was using handwritten tickets and entering them into QuickBooks each day.



**Chris Sandlin Using RouteMan  
Host**

“Since we installed RouteMan-RMS, it has met our objectives. Our drivers have more time to deliver more ice and we have more time in the office to spend on other things because we do not have to correct errors or key data into QuickBooks each day,” said Courtney Turner. “I can see that RouteMan-RMS will pay for itself just from eliminating pricing and sales tax errors. We were small, but RouteMan-RMS has helped us grow,” added Courtney. “I would advise other small companies to go ahead and install RouteMan-RMS now while they are small, so they can handle the growth when it comes. RouteMan-RMS helps you get your prices and routes organized so you can grow without having paperwork problems.”

Greater Raleigh Ref & Ice took

advantage of the RouteMan-RMS “Starter Edition” that lets companies pay as they grow. They also leased the software and hardware. By leasing, they did not have to come up with a big cash outlay all at once. This was also very important for a small, growing company.



**Drivers Clayton Van Beck  
& Tyler Swallow Get Ready  
To Run Route**

“Learning RouteMan-RMS was very easy,” said Courtney. “Software Advantage made the conversion simple. After the sale, they are always ready to help with questions. I would rate their customer support as Outstanding!”

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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Brian Turner

Jason Turner

Courtney Turner

## SPECIAL POINTS OF INTEREST:

- **Small, Growing Company**
- **Eliminate Paperwork**
- **Pays For Itself**
- **Can Be Leased**
- **Easy To Convert and Use**
- **Outstanding Support**