

TECHNOLOGY MEETS THE PACKAGED ICE INDUSTRY

FEBRUARY 2007

“We had made several improvements in automation and efficiency by purchasing new palletizers and trucks, but we still wanted to improve our overall customer service. . . RouteMan has helped us accomplish this objective,” said Tony Barraco, Jr. .

Holiday Ice got its start back in 1973 as part of an Ice Cream business started by Anthony Barraco Sr. According to Tony Barraco, Jr. Vice President, “We started with 2 customers and a Chevy Nova and have grown to 2 locations and a production capacity of 200 tons per day!!” Today, Holiday Ice is still a family business with brothers Sal and Steve also active in the business. Tony’s wife Mary is a CPA and is the Controller. Holiday is one of the major ice suppliers in the upstate New York region with locations in Syracuse and Batavia, New York.



**Vito Barletta
& Steve Barraco**

Holiday Ice was looking for a system that would improve their customer service. “We had made several improvements in automation and efficiency by purchasing new palletizers and trucks, but we still wanted to improve our overall customer service. We were growing so fast, our office was getting overwhelmed. We needed a way to provide better customer service. RouteMan has helped us accom-

plish this objective,” said Tony Barraco, Jr. “We wanted to eliminate manual invoices with sloppy handwriting, price errors, and math errors. We were also looking to improve customer service by having account information immediately available when a customer called the office.”

“We saw an ad for RouteMan in **Ice World Journal** and called for an Internet demonstration. RouteMan met all of our objectives and we decided to purchase the system. We have been very happy with the results,” said Tony.

“One thing we really like about RouteMan, is the all-in-one handheld terminal (iPAQ PDA and PP-55 Printer). The drivers do not have to keep up with 2 different devices, a PDA and a printer. They lock together to form a single unit,” said Tony. “Several of our customers have commented about the professional looking receipt we are providing.”

Holiday Ice has a remote warehouse in Batavia, NY. This site is linked to the home office by a Virtual Private Network, VPN. RouteMan automatically transfers invoices from the remote site to headquarters each day. “This has helped us get our statements out on time. Before RouteMan, we might have to wait a week to get tickets in from

Batavia before we could send out statements,” said Barraco. “Also, we can keep track of sales volume in the remote location and know when to send them additional ice.”



**Sal Barraco Moving Ice
From Palletizer**

“We did not realize how much we would use the additional information we get with RouteMan until we had it installed; such things as the date & time each delivery was made and the ability to see the date & time a driver attempted a delivery even if the customer purchased no ice,” said Tony. RouteMan has the ability to record a digital signature for a delivery or a refusal of ice.

Holiday Ice installed RouteMan in April of 2006.

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

www.SoftwareAd.com



**SOFTWARE
AD.VANTAGE** INC.
P.O. Box 1045 Pelham, AL 35124
205.620.1610 Fax 205.620.1611
www.SoftwareAd.com

INSIDE THIS ISSUE:

Holiday Ice, Inc.

322 Vine St.

Syracuse, NY 13203

Tony Barraco, Jr.,

Vice President

SPECIAL POINTS OF INTEREST:

- **Improved Customer Service**
- **Remote Site Support**
- **Eliminate Errors**
- **Professional Image**
- **Customer Information Immediately Available**
- **Track Driver Activity**