



Mom's Food Products

Mom's Food Products Supports Growth With HighJump RouteXpress

Quick Facts: Mom's Food Products

- 30+ routes
- 200 SKUs
- Four locations

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co-owner and office manager

Company Profile—Mom's Food Products

Mom's Food Products distributes a variety of perishable and non-perishable items throughout Texas. The company is headquartered in Ft. Worth and maintains four facilities to serve the Dallas, Houston, San Antonio and Austin markets.

Challenge

Business growth, outdated technology and a growing demand from suppliers for accurate data prompted Mom's Foods to find a more efficient, reliable sales and delivery application for its route drivers. In particular, Mom's Foods needed to streamline the invoice retrieval process and speed end-of-day settlement.

Solution

Mom's Foods elected to install HighJump™ RouteXpress™, an application designed for the Microsoft® Windows® mobile platform. The company also implemented HighJump Software's document management functionality to capture invoice signatures and reprint copies of invoices. The combination of these solutions allows users to manage invoice document retention and retrieval more effectively in accounting departments. Additionally, Co-owner and Office Manager Elicia Rankin opted to replace the company's DOS-based mobile devices with Intermec® 750 handhelds.

Result

User feedback has been extremely positive. "I've heard nothing but 'thank you, we love it' from the staff," Rankin said. "It feels good after making the investment to know we made the right choice."

The new functionality and Intermec handhelds have delivered many benefits to Mom's Foods. The invoice process in particular



has been so much easier, Rankin said. With many charge customers and daily invoices, customers often ask for copies as proof of payment. The process of locating the right invoice and making a copy was previously very time-consuming. "Now we don't have to go and look for it," Rankin said. "We can pull it from the server with the original signature capture and print it."

Not only does this save time, but it also saves storage space. With two weeks of invoices filling a "good-sized tub," Mom's Foods was running out of places to keep paperwork. Now, they are saved on the server. Rankin has also been able to save money on paper and ribbon with the PWw40 lintermec thermal printers. "The new printers are faster and don't take up space in the truck."

The end-of-day settlement process has also improved, said Rankin. "Everything is much smoother, and it doesn't take as long to finish settling all the routes for the week." The steps involved in exchanging information with the handhelds are also quicker using the upgraded hardware.

HighJump RouteXpress is invaluable to the sales team, too. "They like the fact that they can pull up sales histories and identify opportunities," Rankin said. HighJump RouteXpress allows users to quickly adjust order levels by tracking current and previous order information. "The route driver can see what the store sold and what they have left from previous deliveries," she said.

The adjustment functionality is also beneficial. "It really helps to control user returns and save money," Rankin said. "We guarantee our products, so if an item doesn't sell we have to pick it up and give the store credit."

With HighJump RouteXpress, the route driver is able to produce clean data for retailers. "If we don't keep up with technology, the big chains won't use us, even if we have the best products and services," Rankin said.

Additionally, Mom's Foods tracks stock within the supply chain more effectively with HighJump RouteXpress because it provides product information such as UPC and

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item codes. "With the Bioterrorism Act in effect, knowing product whereabouts is very important," Rankin said. "With HighJump RouteXpress we can do that. In this day and age, this technology keeps us in the loop." HighJump RouteXpress has had a positive impact for the company's sales team. "It has tremendous benefits and has made my job a lot easier," said Gene Harris, route salesman for Mom's Foods. "I wouldn't want to go back to the old system."

Harris particularly likes the way the solution anticipates the user's needs. "With the old system, you had to tell it what to do. With this system, it knows what to do automatically," he said. "This program is more condensed. You can do all the functions you need like samples and order adjustments at one time without having to print multiple tickets."

