

Triumph

Business Systems

WHOLESALE

CHOKEBY ROAD

Western Australian leading chocolatiers and confectionary distributors, Chokey Road were one of the first companies to adopt Triumph's real-time logistics management system and have now been running Triumph Accounting for over 15 years.

The system consists of two components; Triumph Accounting and Reach 4 Sales, a mobile communications application.

"The time savings generated are tremendous," says Managing Director, Richard Blance.

"All the data management is completely automatic and about as real-time as you can get; as a result, we can provide far more effective delivery."

A Personal Digital Assistant (PDA) device gives a sales representative in the field remote access to customer account and inventory details, allowing them to process orders on the spot. Field reps can check an account status, stock holdings, status of back-orders, and enter details of an order while in a customer's store, communicating immediately with the system at Chokey Road's headquarters in Welshpool.

The order is processed into Triumph's Sales Order Entry module, automatically raising a sales order. The Inventory Module is searched and checked for stock holdings and a Picking Slip is generated.

"The system even produces a delivery run sheet if we want it," says Richard Blance.

CLIENT PROFILE



Richard Blance at Chokey Road's Subiaco branch



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Triumph
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