

# Triumph

## Business Systems

### WHOLESALE FOOD SERVICES

## CLIENT PROFILE

### Chokey 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 ERP for over 25 years.

Chokey Road's software system consists of two components; Triumph ERP 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 they are in a customer's store, communicating immediately with the system at Chokey Road's headquarters in Welshpool.

The order is processed through to 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.

Triumph's fully integrated system enables the automation of many business processes, saving Richard and his team both time and money.



Managing Director, Richard Blance, at Chokey Road's Subiaco branch



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

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