brother
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Case Study:
Route Accounting Solution -
Yumi Ice Cream Company, Inc

YUMI   **IntegraSys**   **brother**

Customer: Yumi Ice Cream Company, Inc
Country: United States of America
Model number: RJ-4250WB

The integration between DSD software and Brother's RJ-4250WB Rugged mobile printers, paired with smart iOS® devices has been a phenomenon, which has paved the route for speedy and efficient delivery of frozen sweets.

The Customer

Yumi Ice Cream Company, Inc. has been delivering pre-packaged ice creams by major consumer brands to grocery stores, convenience and food services outlets, across Texas for more than three decades.

Today, Yumi's operations have grown to service thousands of customers, with operation centres in Austin, Dallas, Fort Worth, Houston, Irving and San Antonio. Yumi began their operations by delivering ice cream at first. They have later expanded their operations to delivering baked goods, snacks and frozen drinks.

The Challenge

Their company has grown steadily over the years due to the continued supports they have received from their consumers. In recent months, demand has surged with more people staying at home, continuing to indulge in luxuries, such as ice cream, dessert and frozen drinks.

According to Yumi Ice Cream's IT Manager, Sam Chen, even during challenging times today, customers are still doing essential shopping from various retailers, ranging from big boxes, convenience to corner grocery stores. Hence, it is critical for deliveries to accommodate their demand spikes.

Yumi has attributed their success to their commitment, to providing excellent service to their retailers, along with their dedication to providing continuous improvement in their delivery processes. This includes ongoing investment in state-of-the-art distribution systems, as well as maintaining an efficient fleet of delivery trucks, equipped with the right mobile technology, to delight their customers at every stop.

> ## *We have selected Brother because they were one of the only vendors, who could offer a thermal printer solution, that suit our requirement and they have a built-in integration with iOS®.*

At the core of their delivery operations, is their software platform, provided by IntegraSys, a leading software provider for direct store delivery (DSD) route accounting solutions.

Founded by a former IT director from Haagen Dazs, IntegraSys has combined the real world distribution expertise with the latest software and hardware technology, to provide comprehensive solutions, that save food and beverage distributors time and money through business automation.
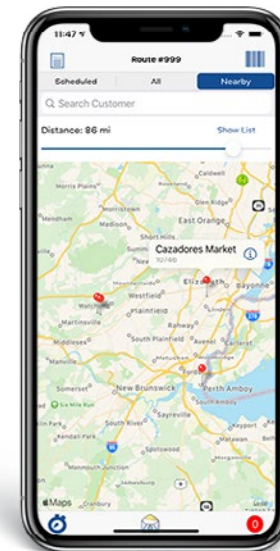
According to Sam Chen, Yumi began working with IntegraSys more than 10 years ago. "We require a partner with deep expertise in frozen foods, along with DSD, as it was a primary goal to build further efficiencies into our delivery processes. IntegraSys has exceeded our expectations. Our relationship remains strong and we could continue to evolve in our use of IntegraSys' DSD Manager software, with new

features and functionality software added.", said Sam Chen.

Several years ago, Yumi has shifted from Windows to iOS platform, due to their delivery services and increased operations. They have searched for mobile printers that could integrate seamlessly with their iOS devices.

The Solution

"We have selected Brother because they were one of the only vendors, who could offer a truly rugged mobile printer, that fit our requirement. Brother also provided a built-in integration with iOS. We have spent a few months testing this new solution and it worked well. The size and weight of Brother's RJ-4250WB Rugged mobile printers are also ideal, as they ease the burden of our drivers, who need to move in and out of our warehouse to accomplish their task. Brother's

IntegraSys DSD Manager and Brother's RJ-4250WB

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RJ-4250WB Rugged mobile printer offers a long battery life that is sufficient to run an entire day operation or longer without charging. With the ability to dock, all our RJ-4250WB Rugged mobile printers are removed from our trucks each night to place on large docking stations in our warehouse to charge overnight, so that they could be ready to use in our next day operation.", said Sam Chen.

Yumi operates 127 routes each day. Their drivers could only generate revenue, only when they are on the road. Hence, route efficiency is very important. "As our drivers usually start their day around 4.30am in our warehouse, we try to reduce their time spent in our warehouse by getting ready everything they require for their delivery.", said Sam Chen.

Their drivers will check to ensure the things they require to run smoothly, including checking their tires, gasoline level, freezer temperature, iOS devices and RJ-4250WB Rugged mobile printers. "Our drivers could pick up their fully charged RJ-4250WB Rugged mobile printers from our docking stations, located in our warehouse, with their iOS devices that are numbered, so that they could grab their right sets to go. Our drivers will usually spend around 10 - 12 hours a day or sometimes even longer during busy season. Each driver has to be 'route ready' with their correct inventory and connected devices to ensure no time is wasted in incurring any unnecessary trip back

to their warehouse. As their drivers will stop at each customers' location, they will check to ensure that their customers will accept their delivery at that specific time, before pulling out their inventory ordered to load along with Brother's RJ-4250WB Rugged mobile printers and phones to commerce their delivery, which has helped to achieve operations efficiency.

Customers will do a quick inventory check to ensure that their delivered items match with what they have ordered with no discrepancies. Their drivers will also arrange their goods in-store in a presentable way and ensure their stores' inventory are always fresh and not expired. After that, they will check out with their customer by printing out a receipt to request for payment or to obtain a signature for their good delivery. Their receipts are often 1 foot long or sometimes up to 3 to 4 feet long for large orders. Brother's RJ-4250WB Rugged mobile printers could print them out easily.", continued Sam Chen.

"Premier customer service aligns with Yumi's mission and values. We demand for top reliability and durability from our RJ-4250WB Rugged mobile printers. Our drivers simply could not function without them. As our equipment is used in challenging environment, such as cold freezers, dropping our devices are common during deliveries. Brother's RJ-4250WB Rugged mobile printers are rugged and could live up to

our expectations and handle rigorous environment.", said Sam Chen.

With industry-leading limited warranties and excellent customer service provided by Brother, it has influenced their decision to purchase 134 units of Brother's RJ-4250WB Rugged mobile printers for their operations.

Sam Chen has credited IntegraSys DSD solution, which was paired with Brother's RJ-4250WB Rugged mobile printers as a winning combination, that has enabled efficient deliveries to their customers.

"The software was tested and built to meet our specific demands for frozen food delivery, which is important for us, especially during the hot weather in Texas. Another advantage is

Brother's RJ-4250WB Rugged mobile printer could integrate seamlessly not only with DSD software but also with iOS devices, which we have successfully migrated by equipping our drivers with the best technology tools. Our drivers could provide accurate proof of delivery and pricing to keep ice cream orders flowing.", said Sam Chen.

Regardless of routes, DSD, transportation or mobile field service applications, Brother's mobile printer has allowed smooth operations, to and fro, without missing any deliveries.

Business owners today prefer consumer-grade devices for their mobile workforce. Hence, mobile printers with out-of-the-box compatibility to connect to virtually any smart devices, such as Android™ or iOS devices are important. Their

mobile printer must deliver a streamlined and reliable "ready to print" experience with features, such as built-in Apple® AirPrint®, Apple® MFi and Android™ integration. This means that mobile printers that are compatible with Apple® or Android™ devices and DSD, could support instant printing, without installing any drivers or establishing any interfaces.

Brother's RJ-4250WB Rugged mobile printers also offer convenience with WiFi and Bluetooth connectivity. Productivity could be achieved, with printing that could take place, virtually from anywhere.

Key features

Rugged
Industrial-grade rugged parts with rubber housings
2.1m drop protection
IP54 certified

Fast print speed
5ips print speed

Compatiblity
Free mobile SDKs for iOS or Android™ app integration.

Ease of use
Optional Docking station with visible LCD display, simple loading, NFC one-touch pairing with NFC enabled devices, remote updates and configuration with free Brother Mobile Deploy app.

Smart Li-ion battery
Industry-leading battery life with double the capacity and battery indicator for real-time battery life.

Connectivity
Bluetooth 4.2 (Classic/LE/MFi)
WiFi (802.11 a/b/g/n)
NFC connectivity with easy device pairing

Versatility
Tear bar for mounting and use in any direction.
Top and side access for instant release and accessibility in tight spaces.
Locking roll holders for accurate repeatable print margins.   Optional Docking station for fast mounting or grab and go.

Compact and lightweight
Ergonomic design

RJ-4250WB

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