



## Cream-O-Land Dairy Pushes the Limits of Direct Store Delivery Technology with Numeric Computer Systems

### HIGHLIGHTS

- Inefficient online ordering, fleet management and transportation planning processes drove Cream-O-Land Dairy to explore new direct store delivery and inventory management solutions.
- Selected eRMS Route Accounting for EDI, to manage and process orders, report truck and driver inventories and Xpedium© mobile integrated with Roadnet software for DSD and real-time fleet management.
- Capitalizes on a 30-year relationship and continues to push the limits of direct store delivery technology.

Founded in 1934 by Samuel Schneier, Cream-O-Land Dairy delivered the finest and freshest dairy products to small grocery stores and homes in the New Brunswick, New Jersey area. Fast forward 70 years and today the dairy remains a family business, run by Jay and Robert Schneier, Samuel's grandchildren. The Schneier's have helped the dairy grow significantly by expanding their service area and delivering to 8,000 of the finest grocery stores, foodservice companies, independent supermarkets, schools and colleges throughout New Jersey, New York, Pennsylvania, Delaware, Connecticut, Florida and the Caribbean.

### A Relationship of Distinction

Behind the bricks and mortar, Cream-O-Land Dairy relies on longtime direct store delivery (DSD) business partner, Numeric Computer Systems, to support its route planning, route settlement, driver-mobile business operations and technology infrastructure.

"Our relationship with Numeric Computer Systems spans over 30 years," said Scott Stoner, operations manager at Cream-O-Land Dairy. "The company has and continues to remain one of the top players in the DSD business for dairy distributors. Because we're a family owned business, we run lean and mean. Numeric Computer Systems' solutions help us to be light on our feet and at the forefront of DSD technology. Numeric has continued to invest heavily in new back office and mobile functionality that gives us a competitive advantage in best serving customers and bringing every possible dollar to our bottom line."

Cream-O-Land Dairy utilizes Numeric Computer Systems' eRMS Route Accounting software for electronic data exchange (EDI), to manage and process orders, report truck and driver

inventories and more. The robust order-to-cash accounting and inventory management software solution allows the dairy to streamline operations across multiple lines-of-business, distribution centers and the entire supply chain.

Additionally, the dairy leverages the power of Numeric Computer Systems' eCommerce offering, fully integrated with eRMS Route Accounting, to allow customers to instantly access pricing, inventory levels and order status and history through a Web-based interface. Stoner commented that before the implementation of the eCommerce solution, the dairy would have to process electronic copies of customer orders and manually enter information into their system. Stoner said there was no consistency in regard to customers' file formats and the dairy's telemarketing department was constantly fielding phone calls.

"Our online ordering management system now simplifies the [ordering] process and reduces the time our telemarketing team spends on the phone with customers – answering questions and correcting order inaccuracies," said Stoner. "The Web portal is set up so that once a customer logs in they see the number and quantity of products they're authorized to buy. Once an order has been submitted, the information appears in our AS/400 in real-time."

### An Integrated Mobile Solution

Cream-O-Land Dairy operates six days a week, running approximately 210 trucks that average 20-30 stops per day. The dairy depends on Numeric Computer Systems' Xpedium© mobile software, integrated with Mobilecast®, a module included in Roadnet Technologies' fleet management and transportation planning software suite. Stoner stated that for years dairy drivers were required to carry a cell phone, provided by Roadnet that updated Cream-O-Land's MobileCast® server and ensured his dispatch centers had access to the truck's location and route information at all times. Drivers were also responsible for towing a mobile computer provided by Numeric Computer Systems that was used for DSD functions.

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**Numeric Computer Systems**  
SOFTWARE THAT DELIVERS

Numeric Computer Systems and Stoner devised a solution that was two-fold. First, the plan was to interface Roadnet®, another module within Roadnet Technologies' software suite that is a daily routing tool, with the dairy's eRMS Route Accounting solution. This would allow the dairy to put trucks on the road making smarter, more efficient deliveries as well as provide Stoner with the flexibility to modify routes and change delivery days and dates.

"Route planning and related tasks that used to take me three days now take me three minutes," said Stoner. "For example, after creating routes for say 900 customers, our integrated solution now allows me to push this information to our AS/400 and apply certain functions like changing or deleting a delivery date with the click of a button."

Secondly, the dairy wanted to move away from drivers having to carry multiple devices so Cream-O-Land Dairy purchased Intermecc CN70 mobile computers with WAN radios, and integrated them with eRMS Route Accounting and Roadnet® solutions. Numeric Computer Systems provided a version of their Xpedium mobile software operating on these mobile devices that automatically updates Cream-O-Land's MobileCast® server, enabling the dairy to monitor their fleet in real-time. The solution includes GPS tracking, time-stamping, eliminates the need for drivers to carry more than one device and reduces redundant data entry practices.

"The eRMS Route Accounting software pulls down information input into Roadnet and then pushes specified routes to the dairy's drivers via their handheld device," said Stoner. Because of our technology's time-stamping capabilities, I can tell when a driver starts and stops an invoice, and the length of time the driver is at a particular drop off location. Through this solution we are not only able to track the status of a driver's route, obtain real-time records of customers' purchasing decisions, but also simultaneously record all of this information in our ERP system."

Another feature built into the dairy's integrated solution includes the ability to route balance, which allows Stoner to ensure all trucks are loaded as efficiently as possible – boosting profitability and customer satisfaction.

### **Flexibility and Performance are Key**

"The beauty of Numeric Computer Systems' solution is that we are able to run our DSD solution on our server of choice and on a variety of platforms," said Stoner. "Through the rules we've established behind the behind-the-firewall, DB2 databases are talking to Oracle databases and DB2 databases are speaking to Microsoft databases and so on."

Thanks to Numeric Computer Systems and advanced mobile technology, Cream-O-Land Dairy defines efficient fleet management. Modern, refrigerated trucks combined with state-of-the-art warehouses enable the dairy to provide farm fresh products on time and at competitive prices.

"We tend to be on the cutting edge of technology so we're constantly pushing Numeric Computer Systems and other service providers to move the needle," said Stoner. "Numeric has been very helpful in working with all of our transportation and mobile device vendors to provide Cream-O-Land with the very best DSD solution."

For over a decade Numeric Computer Systems has partnered with LANSA, the leading provider of mobile and desktop application development tools, modernization solutions and integration software, to deliver business solutions that run on multiple server platforms - with a variety of user interfaces from a single set of source code. LANSA technology helps Numeric Computer Systems reduce the complexity of building and maintaining enterprise-class Web applications by providing a higher-level development environment that shields programmers from having to learn and master several Web languages for multiple server platforms. Because of this, Numeric Computer Systems is able to offer the same eRMS system on a variety of platforms including Windows with SQL Server, IBM i Series with DB2 and Unix/Linux with Oracle databases, with the same source code across all platforms.

### **About Cream-O-Land Dairy**

Cream-O-Land Corp. is a distributor of milk, specialty milk, drinks and juice and cultured and food service products to independent grocery stores, homes, supermarkets, schools and colleges in New Jersey, New York, Pennsylvania, Delaware, Connecticut, Florida and the Caribbean.

### **About Numeric Computer Systems**

Numeric Computer Systems, Inc. (www.ncssuite.com) is a premier global provider of supply chain execution solutions supporting the Direct Store Delivery process. Designed for the demands of the direct store delivery (DSD) market, Numeric Computer Systems automates both back office functions and through its Xpedium (www.xpedium.com) brand of mobile offerings the requirements of mobile sales/delivery workers focusing on the fast moving consumer goods industry including baked goods, beverages, dairy, frozen foods and snacks. Headquartered in Hauppauge, New York, Numeric Computer Systems has regional offices in Auckland, Dallas, Jakarta, San Juan and Sydney.

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