



## **BelTek Customers Manage Sales in Real-Time with Wireless Communications**

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Boston--(BUSINESS WIRE)--Jan. 26, 2006--BelTek Systems Design Inc., a leader in Mobile Sales and Route Accounting Solutions for direct-store-delivery, field sales and field service, announced today the launch of their next generation of remote operations using wireless communications

BelTek's enhanced wireless communication provides their customers with a real-time view into their remote operations. Managers can immediately access information on sales and deliveries the second they are made. They can even measure sales progress on a minute-by-minute basis throughout the day allowing them to make quicker, better-informed sales and production decisions.

Another feature that BelTek has been investing in is GPS (Global Positioning System). This feature, when combined with the BelTek wireless functionality, allows dispatch departments to receive an order from a mobile worker who is at the customer's location and assign that order to a delivery vehicle that is in the local vicinity of the customer. This adds new meaning to "just on time delivery".

To improve operational efficiency, a Coca-Cola distributor and brewery, Tropical Bottling Company, implemented BelTek's Mobile Sales and Route Accounting solution with wireless communications including GPRS and Bluetooth printing. "In our business we are measured by the efficiency of delivery and service to our customers, going wireless improved both considerably. We used to work hard when we did not have wireless, now we are working smart," states Giovanni Kock, Financial Controller, Tropical Bottling Company. "We cannot imagine going back to the non-wireless environment. BelTek's solution with wireless was the perfect combination for us."

J.C. Wright Sales Co., a large gourmet and specialty food distribution company operating throughout Northwestern United States, implemented BelTek's Mobile Sales and Route Accounting Solution with wireless capabilities and saw immediate benefits. "Our sales reps spend less time generating and sending orders and more time with their customers. BelTek has literally saved two hours a day from our old process. With a 24 hour turnaround on our orders, this is a huge benefit in producing quicker and more accurate orders to our customers," states Ronnie McKillop, J.C. Wright Sales Co.

BelTek understands that wireless communication is an integral part of today's mobile work force and they have been offering wireless functionality as part of their complete solution for the past 10 years. "In today's competitive environment, customers with the ability to stay connected to their information while mobile have a clear advantage over those who don't," states Michel Belzile, President and CEO of BelTek Systems Design Inc. "We believe that BelTek's enhanced wireless communications will allow our customers to better manage their businesses today, not tomorrow and most importantly, they will be able to provide instant service/react to their high demand customers."

There are many other functions and features integrated into BelTek suite of applications that takes advantage of the BelTek wireless functionality. According to Jason Janes, BelTek's Senior Manager of Products and Services, "Wireless communications come in many shapes and forms and are known by many terms like WPAN (Wireless Personal Area Network), WLAN (Wireless Local Area Network), WWAN (Wireless Wide Area Network) and BelTek supports them all. Our suite of applications have been developed to support features such as Bluetooth and 802.11(Wi-Fi) printing, as well as remote communication with the mobile handhelds using 802.11, GSM/GPRS, and CDMA 1XRTT." If you would like to receive additional information as to how this can enhance your Mobile Sales Force then please contact BelTek at 1-800-493-6903.

### **About BelTek Systems Design Inc.**

BelTek is the industry leader in Mobile Sales & Route Accounting Solutions for the direct-store-delivery (DSD), field sales, field service and distribution industries. BelTek's Solution Suite, Route Assistant®, Route Administrator® and T-Server!®, integrates sales, delivery and off-truck-sales functions with your back-office systems allowing you to store, track and manage your routes, customers, products, pricing groups, payment methods, discounts, orders and more!

For more information, visit [www.beltek.com](http://www.beltek.com).