

## **e-Business Is Alive and Well (and quite important for SMBs)**

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There's many businesses that are NOT using computer based accounting systems to manage their finances. These businesses are LOSING money. Only a few years ago this used to be called "e-business" it now goes by many different names including "e-business" The end result is the same: Integrating your business process into one cohesive company is vital for growth.

[Solid Innovation@, Inc.](http://SolidInnovation.com), a provider of wireless order entry, sales force automation, and integrated back-office accounting solutions to the Direct Store Delivery (DSD) and wholesale distribution industry, recently announced that Wild West Munchies, a wholesale distribution company servicing convenience stores throughout Colorado, the Dakotas, Wyoming, Nebraska, and Utah, has implemented Si Route Accounting to automate its sales force operations. Wild West is using Si Route Accounting to integrate its back-office accounting functions with its mobile sales force to speed route sales, improve customer service, and eliminate time-consuming, manual billing processes.

Dylan Doherty, partner, Wild West Munchies, said, "As a rapidly growing wholesale distribution company, we needed a proven solution that would enable us to streamline back-office accounting operations, improve customer service, speed route sales, and win new business at the same time. With Si Route Accounting, the ability to eliminate redundant, manual processes and automate our sales force has led to untapped growth and helped solidify our customer service provisioning and market acceptance."

Solid Innovation CEO, Craig Fisher, said, "We are pleased to have been selected by Wild West Munchies to meet their accounting and wireless DSD needs, and welcome the opportunity to help them compete more effectively and continue to win new business. Wild West has distinguished itself within the wholesale distribution industry by successfully leveraging technology to gain a competitive advantage." Fisher continued, "Effectively integrating the back-office and mobile sales force through automation is a necessity for any sized distributor looking for proven strategies to realize cost savings and grow more profitably."

Si Route Accounting is a fully integrated route automation system that includes wireless route invoicing, mobile inventory control, business accounting and management reporting systems. With Si Route Accounting, Wild West manages all accounting and inventory transactions on-the-road, seamlessly integrating with their accounting system via simple push button synchronization. Since implementing Si Route Accounting three months ago, Wild West has:

- Increased business by 20% without hiring additional staff
- Moved sales force through customer sites 20% quicker
- Improved back-office productivity by 30%
- Reduced billing error by 90%
- Enhanced customer service provisioning

Before implementing this computer based accounting system Wild West had a manual system of hand written invoices and reconciliation - completely manual and extremely time-consuming.

The complete Si Route Accounting Package cost \$22,000.