



Hunt Brothers Pizza

“Our previous mobile application was a canned solution that required us to pay the vendor for all changes, which was very expensive over time. We wanted a solution that was more feature rich and would give us more control over our applications. We selected MobileFrame’s platform because it is not only easy to use but robust at the same time and it allowed us to use unlimited logic without restraint. Our direct store delivery applications contain a great deal of logic that is unique to our company and we no longer have to rely on a vendor to make changes for us.”

- Mike Thompson, Director of Information Technology

INDUSTRY:
Food Service

PRODUCT:
MobileFrame Business Suite™

APPLICATIONS:
• Direct Store Delivery (DSD)



CLIENT

Hunt Brothers Pizza is one of the largest distributors of fresh dough pizza to the convenience store market, with more than 6,000 locations in 27 states.

BUSINESS ISSUES

Hunt Brothers utilizes roughly 250 mobile devices to manage direct store delivery. Account managers are responsible for managing inventory at the convenience stores they service. They take the store inventory count to determine how much product is needed to replenish the stock, then pick the items from their truck and make the delivery. The previous solution did not allow for signature capture and it had limited print functionality. Both features were important when evaluating new solutions because they wanted to collect payments, capture customer signatures and leave behind a printed receipt. They also wanted a solution that gave them full control over the applications deployed without paying a vendor for each and every change.

MOBILEFRAME SOLUTION

Hunt Brothers Pizza selected MobileFrame’s platform because it eliminates custom programming through an intuitive, user friendly point-and-click desktop. MobileFrame is a *complete solution*, which means that everything required to manage the mobile deployment is built in, eliminating the need to purchase any third party applications to manage mobile projects. Some of those features include real-time Instant Messaging, Remote Device Management, Synchronization Calendaring and an Integration Wizard that allows quick and painless integrations to any OLEDB/ODBC compliant database. MobileFrame’s software enables user to capture photographs, annotate on photos, record voice notes, sketch on templates or blank sketchpads, scan barcodes and capture digital signatures.

The company has standardized on Intermec CN70 handheld computers along with PB51 printers, which both integrate seamlessly with the MobileFrame software. The combined solution of MobileFrame’s software and Intermec’s hardware has provided Hunt Brothers with a state of the art solution.

Since MobileFrame’s single platform can be used to deploy an unlimited number of mobile applications, Hunt Brothers is also deploying applications to collect store survey data and truck mileage. Some of the benefits they’ve realized include:

- More visibility into inventory levels at the stores and on the trucks
- Better control over inventory shrinkage
- Immediate access to data due to the fast sync engine
- End of Day reports are now available to management and include customer signatures which is important when customers call accounting with questions
- Integration to Microsoft Dynamics GP (Great Plains) made the entire mobile data collection process extremely efficient