

💡 CASE STUDY

# Satisfying Market Demand & Retail Operators with a Sweet DSD Solution

A leading Texas ice cream distributor combines DSD software, rugged mobile printers, and smart iOS devices to pave the route for speedy delivery of frozen treats.





Yumi Ice Cream Company, Inc. delivers popular pre-packaged ice creams, baked goods, snack foods, and frozen drinks to thousands of customers across Texas. With the increasing demand for these treats, Yumi needed an end-to-end, iOS-compatible DSD solution to help satisfy retail customers while maintaining delivery efficiency.

## The Business Challenge:

Improving route efficiency to delight retailers

With 127 delivery routes to manage daily, Yumi's top priority is maximizing route efficiency, as drivers can only serve retailers and generate revenue when they're on the road. This makes it critical that each driver is "route-ready" with the right inventory and fully functional connected devices – avoiding the time-wasting hassle of returning to the warehouse.

With its robust software platform from IntegraSys at the heart of its delivery operations Yumi needed an upgraded fleet of mobile printers to ensure seamless integration with both platforms.

In addition to software compatibility, the ability to stand up to the rigors of the road was a must. "Because providing premier customer service is core to Yumi's mission and values, we demand top reliability and durability from our printers. Our drivers simply cannot make deliveries without them," said Yumi IT Manager Sam Chen. "We use our equipment in very challenging environments – they're in cold freezers, bounced around, or even dropped as drivers make deliveries."

### Industry:

Direct Store Delivery (DSD), Route Accounting

### Application:

Mobile Route Sales, Delivery, Order Management, On-site Invoice Generation, Return & Credit Processing, Payment Collection, AR Receipts, Pick Tickets, Inventory, Inspections, Surveys, Expenses, Reporting and Real-time Dashboard.

### Challenge:

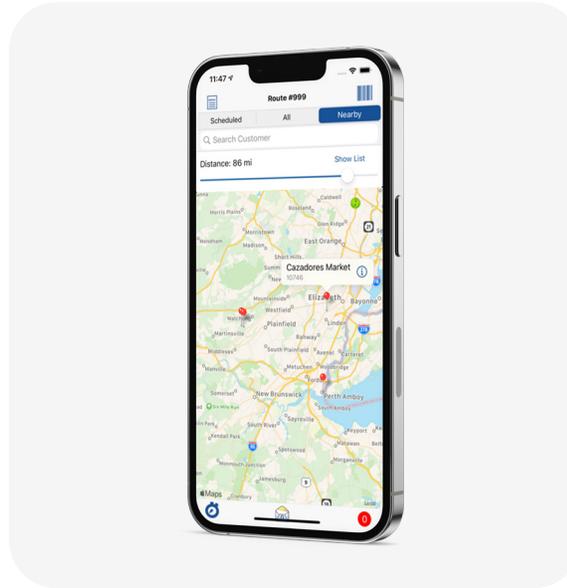
Yumi needed a more reliable, user-friendly DSD solution that could integrate seamlessly with iOS® devices, provide accurate receipts, and withstand the rigorous demands of frozen food delivery.

### Key Benefits:

Yumi reported that the new solution is simple to integrate, easy to use, and durable for 10-12-hour days on the road. The IntegraSys system combined with RuggedJet mobile printers provides drivers with real-time inventory data, allowing them to deliver accurate proof of delivery and pricing to customers while boosting efficiency and revenue.

# The Solution

- ✓ After evaluating various mobile printers, **Yumi chose the Brother Mobile Solutions RuggedJet series as the clear solution.** “We selected Brother as they were one of the only vendors that offered a truly rugged mobile printer that was the right size for our needs, but also offered built-in integration for iOS,” explained Chen.
- ✓ Following several months of testing, the printers proved to be an ideal fit. Their **compact size and lightweight design made it easier for drivers to move efficiently** between the warehouse, delivery truck, and each customer’s location. Additionally, the printers’ **long battery life** allowed drivers to use them all day without needing to recharge. The ability to **dock the printers at the end of the day** was another key benefit, as drivers return the printers to a central docking station at the warehouse to recharge overnight, ensuring they’re ready for the next day.
- ✓ In practice, Yumi’s drivers deliver products to retailers, verify inventory, arrange goods in-store, and finalize the transaction by printing receipts or obtaining signatures as needed. **“The printed receipts detail all the products delivered, along with pricing and the total – and RuggedJet handles it effortlessly,”** Chen added. Even for large orders, with receipts that can be up to four feet long, the RuggedJet prints them quickly and efficiently, streamlining the checkout process for both drivers and retailers.



## IntegraSys DSD App Features

- ✓ Full back-office suite for inventory, financials, EDI, routing & sales reporting
- ✓ DSD route manager mobile app for pre-sale and delivery
- ✓ Cloud services for a simplified IT structure
- ✓ EDI to send & receive sales & orders
- ✓ Custom branded web ordering portal
- ✓ Over 70 customizable reports
- ✓ BI Analytics dashboards and KPIs

[Learn more](#)

## RuggedJet mobile printing features

- ✓ Rugged design, low failure rate, & long-lasting battery
- ✓ Comes with Two-year Premier Limited Warranty
- ✓ Apple® iOS, Apple AirPrint®, MFi, & Android™ compatibility
- ✓ Connects easily with Bluetooth® and Wi-Fi
- ✓ Simple loading & fast print speed
- ✓ High-resolution receipts

[Learn more](#)

# Implementation

To stay on top of market demands and continue satisfying customers at every stop along the route, Yumi required a rapid transition to its new DSD solution.

By partnering with Brother and IntegraSys, the company was able to equip drivers with the best technology tools needed to provide accurate proof of delivery and pricing – all in just a few months.

“The software is time-tested and built for the specific demands of frozen food delivery, which is especially important for us in a state known for hot temperatures,” Chen explained. “And the RuggedJet mobile printer integrates seamlessly not only with the DSD software, but also with the iOS devices we’ve migrated to using.”

# Benefits and Results

Since pairing RuggedJet mobile printers with its existing IntegraSys system, Yumi has seen significant improvements in delivery efficiency, with drivers spending less time on administrative tasks and more time on the road. The durable, compact printers have reduced downtime, and the long battery life ensures drivers can work all day without interruptions. Yumi also benefitted from fewer technical issues, leading to better customer satisfaction and overall cost savings.

Chen reports that since the implementation of 127 printers from Brother, performance issues have become an extremely rare occurrence on the road. The printers also come with a five-year bumper-to-bumper warranty that is above the industry standard, making the few repairs needed a breeze.



“ We selected Brother as they were one of the only vendors that offered a thermal printer that was the right size for our needs, and also offered built-in integration for iOS.

**Sam Chen**

IT Manager of Yumi Ice Cream Company, Inc.



**Improved productivity**



**Seamless integration**



**Reliable durability**



**Enhanced customer service**

**brother**

## Meet Brother RuggedJet Mobile Printers

Quickly and accurately produce invoices and other documents in the field with reliable mobile printers and drastically reduce downtime. Work faster and smarter, from order to delivery.

[Try one for free](#)

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**IntegraSys**

## Find the IntegraSys DSD Solution for You

Find the DSD route manager mobile app solution for your modern route accounting toolkit today.

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