

GoRoute! Key Savings and ROI

- Eliminate manual order entry by clerical staff
- Eliminate handwritten orders and invoices, reducing the time per sales stop
- Reducing the salesperson's settlement time at end of day.
- Accurate pricing and invoicing reduces costly accounting errors.

This return on investment example was formulated based on results of many companies using the GoRoute Route accounting solution. While these savings may not reflect your business, they are intended to show the potential savings when you begin using GoRoute's solutions. We encourage you to perform your own internal evaluation based on the results you obtain from this exercise.

The benefit of GoRoute's suite of solutions is how it impacts your day-to-day business and ultimately your bottom line.

At GoRoute, we take our customer's business very seriously and we are proud of the return on investment many of our customers have realized since implementing the GoRoute solution.

Our solutions will provide savings in many areas:

Hard Savings

- Eliminating manual-order entry by clerical staff
- Eliminating handwritten orders and invoices, reducing the time per sales stop Reducing the salesperson's settlement time at end of day
- Accurate pricing and invoicing reduces costly accounting errors

Soft Savings

- Optimal customer route itineraries will help to maximize the number of customers visited each day
- Detailed sales history provides for more accurate and timely planning, reducing stale or out-of-date products
- Better overall customer satisfaction
- Up-to-the-minute information allows for improved marketing decisions
- Improvements in productivity go towards improving employee morale

1. Route Sales Productivity		Example	Your Company
	Manual daily settlement	30 minutes	
-	Automated settlement	15 minutes	
	Minutes saved per day/route	15 minutes ①	
	Minutes saved per stop	3 minutes	
x	Number of stops per route	30 stops	
	Minutes saved per day during stops	90 minutes ②	
	Minutes saved for settlement time	15 Minutes ①	
+	Minutes saved during stops	90 Minutes ②	
	Total minutes saved per day per route		
	Total minutes saved per day per route	105 minutes	
÷	60 minutes/hour	60	60
	Total hours saved	1.75 hours	
÷	Average hours worked per day	10 hours	
	Productivity Increase	17.5% ③	
	Yearly sales per route	\$400,000	
x	Productivity gain -50% of ③	8.75%	
	Increased yearly sales per route	\$35,000	
x	Gross Margin	8%	
	Increased yearly profit per route	\$2,800	

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		Example	Your Company
	2. Automated Order Entry		
	Hours per day per route – order entry	1 hour	
+	Time to do daily settlement	0.5 hours	+
Total time spent on manual system		1.5 hours	
	Total time spent on manual system	1.5 hours	
x	Hourly labor rate	\$10.00	x
Daily cost of manual system		\$15.00 per day	
	Daily labor cost	\$15.00	
x	250 days per year	250	x
Yearly manual cost savings per route		\$3,750	

		Example	Your Company
	3. Reduced Accounting Errors		
	Number of orders written per day per route	30	
x	Percentage of orders with errors daily	10%	x
Number of daily orders with errors		3 orders	
	Number of errors per day	3 errors	
x	Cost to correct each error	\$2.00	x
Daily cost of Invoice errors		\$6.00	
	Number of orders with errors (automated system)	1 error	
x	Cost to correct each error	\$2.00	x
Daily cost automated system		\$2.00	
	Current error cost per day	\$6.00 per day	
-	Daily cost (automated system)	\$2.00 per day	-
Daily savings			
x	250 working days	250	x
Annual savings		\$1,000	

Return on Investment Summary

		Example	Your Company
	Hard Savings		
	1. Route productivity	\$2,800	
+	2. Automated order entry	\$3,750	+
+	3. Reduced accounting errors	\$1,000	+
Total hard savings per route per year		\$7,550	
	Soft Savings		
	1. Increased sales calls	\$1,000	
+	2. Improved merchandising	\$3,000	+
+	3. Improved production planning/tighter inventory control	\$5,000	+
+	4. Improved marketing decisions	\$4,000	+
Total soft savings per route per year		\$13,000	
TOTAL SAVINGS PER ROUTE PER YEAR		\$20,550	