



J. J. Taylor increases field efficiency and reduces costs with a solution from Motorola, Rutherford, and Barcoding Inc.



“In beverage distribution, revenue is closely tied to cost control, and Rutherford and Motorola are helping us achieve the efficiency and automation to support ongoing success at J. J. Taylor.”

— C.V. Eaton, MIS Manager, J. J. Taylor

Company overview: J. J. Taylor Companies, Inc.

Founded in 1958, J. J. Taylor is one of the top five beer distributorships in the United States. Under the leadership of John J. Taylor III, the son of the company founder, the company has grown both internally and through strategic acquisitions. Today J. J. Taylor has more than 750 employees. The company distributes beer in Florida, and Minnesota. Family-owned J. J. Taylor is noted in the beverage industry for its in-house sales and management training program called Brew University

The challenge: Increasing field efficiency and accelerating order input

J. J. Taylor was looking to update the software and mobile computers in use by its delivery personnel and sales reps. “We had a green-screen, AS/400 system, but we wanted a system that was more intuitive, easier to learn, and could move information faster. Our external people were using legacy Motorola handhelds, and these were great, but they were tied into this old, slower type of communication,” said C.V. Eaton, MIS Manager, J. J. Taylor.

The driving force behind the planned update was a warehouse automation initiative, according to Eaton. “We have an automated pallet building system called Vertique™, and the ultimate goal is to start that process earlier. By getting orders from the field more rapidly, we can start building pallets sooner, and that will reduce costs and increase productivity,” said Eaton.

“Transmissions from the field took so long that our sales team waited until they had visited three or four stores before they sent in the orders. As a vital step toward the efficiency and automation we have planned, we needed a system to help us get orders in as soon as possible after our people leave each store,” Eaton explained

Customer profile

J. J. Taylor
COMPANIES, INC.

Company

J. J. Taylor Companies, Inc.

Location

Jupiter, Florida

Industry

Beverage distribution

Motorola products

Motorola MC9063 rugged mobile computer and Motorola MC9000 with full keyboard and pistol grip

Application

Field team communications and order transmission for delivery drivers and sales representatives

Partners

Rutherford & Associates, Inc. and Barcoding Inc.

Benefits

Reducing time to transmit data from the field by more than 65 percent, increasing field team efficiency and productivity, helping put partner products on customer shelves more rapidly, and increasing accuracy of customer orders

The solution: Rutherford software and Motorola mobile computers

When J. J. Taylor chose Rutherford and Associates eoStar route accounting software, the software vendor's vision impressed the team at J. J. Taylor. "The Rutherford product is SQL-based, and that was important, but it was their company vision that really impressed us. They're focused on enhanced ease of use and automating as much as they can. In this day and age, when everyone wants information yesterday, the faster we can gather and communicate information, the better," said Eaton.

Rutherford recommended Barcoding Inc. as another key partner for the project. A national leader in data-capture solutions, Barcoding had been recognized as United States Business Partner of the Year by the former Symbol Technologies in 2006.

J. J. Taylor evaluated several options and chose to continue with Motorola mobile computers. "The MC9063 appealed to us because it is rugged enough to handle the day-to-day at J. J. Taylor. Our employees are working around large pallets of beer and equipment can get some hard knocks," said Eaton.

"We also liked the large screen size of the Motorola MC9063, how fast we can move between screens and the good memory to hold a lot of data," said Eaton.

The Motorola MC9063 is used by J. J. Taylor sales reps and delivery drivers. "The drivers come in each day, pick up their handhelds, and they can view their current load. They go out and deliver their 15 to 20 stops, making adjustments based on customers needs. When they get back and hit our internal network, they synch up the data, and that gives us all the information we need."

J. J. Taylor sales reps use the Motorola MC9063 to send orders directly to the J. J. Taylor warehouse via an EVDO connection. At the warehouse, J. J. Taylor personnel use the Motorola MC9000 handheld computer to receive product and do inventory. "The warehouse team needed a full keyboard to enter new packets as needed, and the pistol grip makes their jobs easier," said Eaton.

"Overall, we have about 270 Motorola mobile computers in use every day across our facilities in Florida and Minnesota, and our experience with them has been very good," said Eaton.

The benefits: Field communications time cut by more than 65 percent

"In the past, a normal transmission back to the warehouse took our reps an average of eight minutes. At three or four a day, that was about a half hour. Now, with the new system, that's down to ten minutes total, at most," said Eaton.

For J. J. Taylor, the Motorola and Rutherford system is:

- Reducing the time to transmit data from the field by more than 65 percent
- Increasing field team efficiency and productivity
- Helping put partner products on customer shelves more rapidly
- Increasing accuracy of customer orders

J. J. Taylor calculated ROI on the new system in the fourth year, and Eaton predicted that the company will achieve that goal.

"Looking ahead, when we have fine-tuned our processes to start up the pallet-building system earlier, we'll be saving man-hours and costs, and that will translate to revenues," said Eaton.

Eaton also noted that he anticipates even more comprehensive use of the Motorola mobile computers in the future. "We plan to use the software and the Motorola handhelds to gather survey data in the field. We're also encouraging our reps to use them more for email, because our ongoing goal is to keep communications up. The Motorola mobile computers offer a lot of potential, and we're keeping our sights on that," Eaton said.

Additional resources

For more information, visit www.motorola.com

About our partners

Rutherford

Rutherford & Associates, Inc is a leading provider of software solutions for direct-store-delivery (DSD) and consumer packaged goods companies. Rutherford provides customers with the tools, training and resources they need to more effectively manage their inventory, mobile resources and assets to enhance revenue, reduce operating costs and improve customer service. Rutherford is headquartered in Holland, Michigan and is privately-held. For more information, visit www.eostar.com.



Barcoding Inc. was the 2006 United States Business Partner of the Year for the former Symbol Technologies. Headquartered in Baltimore, Maryland, Barcoding is a world-class integrator of 802.11a, b & g networks and Motorola's Wireless Switch System, bringing decades of experience within multiple industries, including Fortune-500 companies, to its projects. Barcoding specializes in the design and implementation of wireless networks, including WPANs, WLANs, WWANs, and RFID, in manufacturing facilities, warehouses, distribution centers, office buildings, healthcare facilities, and other venues. For more information, visit www.barcoding.com.



MOTOROLA

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CASE STUDY: J.J. TAYLOR COMPANIES, INC.