

American Beverage Taps MobileFrame for Digital Transformation

Quick Overview

American Beverage (AMBEV) provides service, installation, and design consulting on a wide range of beverage systems, from fountain drinks to beer and juice equipment and even ice machines. AMBEV empowered their team by providing mobile apps with real-time data to their field techs, while simultaneously replacing their entire ERP & CRM systems with MobileFrame.

Who is American Beverage?

With over 30 years of experience in the beverage services industry, American Beverage (AMBEV) takes enormous pride in continuing to exceed their customer's expectations year after year. A trusted partner by manufacturers and resellers all over the country, AMBEV has had the distinction of being one of the top partners in the country contracted by Coca-Cola.

AMBEV provides service, installation, and design consulting on a wide range of beverage systems, from fountain drinks to beer and juice equipment and even ice machines. AMBEV's success is due to their amazing customer support staff and technicians. In fact, each service technician has at least 10 years experience in the field, which translates into high-value services for all of their customers.

The Need for Digital Transformation

AMBEV's primary goal was to minimize downtime while providing better customer service and improved efficiencies for every process across the enterprise. With those goals in mind, the leadership team undertook a digital transformation for both the field team and the back office staff.

For the field, AMBEV's goal was to arm the service techs with innovative mobile apps and real-time data so they could get the job done right the first time. This also gave techs more time to focus on what matters most, providing stellar customer service by making every interaction a satisfying experience.

For their back office, the goal was to reimagine their ERP and CRM solutions and design a whole new approach to their work processes. AMBEV's backend systems weren't integrated and employees were forced to log into several different systems (data silos) to complete their work. Making matters worse, the solutions AMBEV had in place didn't allow them to make changes to the apps as their requirements evolved.

The company realized that their requirements and processes were specialized and they couldn't find an out-of-the-box system that met their needs. It was clear to AMBEV that they needed to take a truly "digital first" approach to modernize their operations holistically from the back office to the point of deployment of the beverage systems themselves.

“ As a business analyst, I thrive on solving business challenges that impact the efficiency of the company. I'd much rather solve problems that drive immediate revenue to the bottom line than write code for months at a time. MobileFrame offers cross-platform support, so we were able to write the apps without worrying about managing separate code bases for different operating systems. Our apps just work; that's the key to our success. ”

- Amanda Weldy, Operations Manager @ American Beverage

The MobileFrame Solution

AMBEV made the strategic decision to deliver their vision of supercharged apps by using the MobileFrame platform. MobileFrame's no-code approach to rapid application development was important because the project was led by a business analyst who wanted to see results fast.

AMBEV began by documenting the features they liked best from each of roughly 30 disparate software solutions they were using across the company. They kicked off the project using MobileFrame's ready-to-run Field Service Solution, which got them on their way quickly. Within 4 months, Amanda built an entire Enterprise Resource Planning suite of apps with an amazing user experience that fit their needs perfectly resulting in true information symmetry that allows work to happen smoothly across all departments. The problem of data silos is long gone and employees get their work done with intuitive apps that give them what they need when they need it.

Using MobileFrame, AMBEV is constantly innovating and deploying apps across their organization. Some of their apps include:

- ✓ Dispatch & Work Orders
- ✓ Sales CRM
- ✓ Inventory Tracking & Ordering
- ✓ IT Help Desk
- ✓ Accident Reports
- ✓ Management Portal
- ✓ HR Apps (timekeeping, training, expenses, etc)
- ✓ Project Billing & Review
- ✓ AC/Refrigeration Servicing
- ✓ Warehouse Management
- ✓ Employee Portal
- ✓ Company Directory

The Results...

AMBEV's novel approach to their implementation has helped to implement cultural changes and streamline their operations. Their MobileFrame-based ERP system has significantly reduced both overstocks and service tech return trips to the warehouse for resupply. Since overstocking & return trips are incredibly costly, AMBEV saves a great deal of money by ensuring an efficient stock of parts and equipment on their trucks. In addition, the company's timesheets now use GPS tracking and timestamps, which has dramatically improved their service margins.

AMBEV's ROI isn't limited to margin improvements - the company has also recognized tangible, hard-dollar savings by avoiding hundreds of thousands of dollars in piecemeal custom coding and development service contracts.