

Customer Success Stories



Our Customer: All-Brand New England exclusively serves the child and adult industry in Massachusetts and New Hampshire by

providing food, produce, paper goods, cleaning products, and arts & crafts.

The Situation: All-Brand New England, following the lead of sister company, All Brand Florida, streamlined its operation by using the **entrée** system and its integrated accounting modules.

Their Latest Challenge: All-Brand New England needed a way for its 600 customers to enter their own orders in a self-service fashion in order to achieve its growth objectives. Otherwise, they would have to dedicate six employees to order entry. Also, sales reps would need to spend time delivering product information to customers along with telephone follow up dedicated to verifying specifics.

The Solution: **entrée.NET** enables self-service online ordering for All-Brand New England's 6000 line items that are beautifully categorized with a user-friendly interface that enables customers to find any product in seconds.

Results: **entrée.NET** sets the stage for completely satisfied customers and efficient, profitable operations. All-Brand New England sales reps are more effective in building relationships and focusing on key opportunities. Their self-sufficiency minimizes interruptions to the office staff.

"We wouldn't have grown as fast as we did without online ordering that requires only one employee instead of six if we had to do order entry ourselves."

John Richard, President and Co-founder, All-Brand New England
<http://www.allbrandne.com/>



Our Customer: Cotati Food Service is a 70 year-old full-service, broad-line foodservice distributor serving Northern California restaurants, hotels, breakfast houses, caterers, grocery stores, and manufacturers.

The Situation: Cotati has been using the **entrée** system to streamline the management of its business operation for almost 20 years. One feature that they continually tout is **entrée's** simple to use and flexible reporting ability to export delimited files into Microsoft Excel or Access. This enables managers to perform macro-level analysis rather than having to study up to 36 individual reports.

Their Latest Challenge: Cotati was approached by more than 30 customers who asked for the ability to do self-service online ordering. As a way to foster its "global thinking and local buying" brand strategy, Cotati decided to search for a solution.

The Solution: It didn't take long for Cotati to understand the power and affordability of **entrée.NET** and that it naturally integrates with Cotati's **entrée** system.

Results: After the original 30 customers who had requested the ability to do online ordering proved **entrée.NET's** performance, reliability and ease of use, Cotati opened it up to early adopter customers who discovered how to sign up for online ordering on the Cotati website. Now, Cotati is promoting online ordering on their promotional materials, on their website and offers demonstrations to show customers how they can benefit from online ordering.

"Online ordering through **entrée.NET** helps us to look more professional and gives us a larger presence. Reporting features offer customer advantages similar to those we receive from the **entrée** product. As a side benefit, customer self-service enables Cotati productivity improvements. "

Ed Maybrun, Cotati Food Service President
<http://www.cotatifoodservice.com/>

