



brother
at your side

💡 CASE STUDY

Accurate Printing & Real-time Data, Fully Baked In

Schwebel's Bakery selects MiT Systems and Brother Mobile Solutions for their Next-Generation Route Accounting and DSD Solution to Modernize their Mobile Workforce.





Schwebel's Bakery has been delivering high-quality baked goods to the Youngstown, Ohio area and its neighboring communities since 1906. Today, the 116-year-old Schwebel's Bakery remains a private family-owned company with approximately 1000 employees servicing large chain retail stores, independents, restaurants, schools, and institutions. Schwebel's needed an all-in-one solution that could handle all their onsite ordering and printing needs, minimize Route Sales Representative (RSR) disruption, and provide accurate real-time information to the sales team to better service their customers.

The Business Challenge:

Improve Efficiency and Productivity While Reducing System Downtime.

The baking industry is one of the most demanding and challenging industries to service successfully given the short shelf life, variety, and seasonality of products. A Schwebel's RSR likely services large chain stores multiple times a week to rotate products, ensure the optimal product is on the shelf, and place orders for the next service visit.

Before transitioning to MiT Systems and Brother Mobile Solutions, Schwebel's was using an older software platform that didn't give full visibility to historical data and reliable inventory levels, which hindered their ability to place optimal orders. To complicate matters further, the printers routinely broke down, costing valuable time. Finding replacement printer parts was such a challenge that the Schwebel's team routinely had to order the parts from second-hand reseller websites. Finally, RSR's and customers often had a hard time reading the printed receipts, which also took away crucial time from the service visits or complicated future orders.

Having access to a well-designed software application that would be able to support RSR's in the field would allow the Schwebel's team to be more proactive at both the route and customer level. They needed a solution that was capable of robust reporting through real-time and relevant sales history, upcoming sales pricing, carry over inventory levels, and more. Because RSRs are in the field all day, having a reliable solution with long battery life that was easy to carry was imperative. Finally, this solution needed to quickly print clear, accurate, and readable receipts every time.

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:

Schwebel's software, devices and printers were dated, worn and nearing their end of life. Additionally, Windows Mobile OEM support was no longer available. Schwebel's legacy software was highly customized so they required a software partner that could meet all their current functionality and business processes with the flexibility and industry knowledge to develop future changes.

Key Benefits:

The Schwebel's RSR's reported that the new solution is easy to learn, reliable, and lasts all day in the field. The MiT Systems solution provides the office with real-time data and visibility with a comprehensive dashboard, allowing Schwebel's to improve efficiency and productivity.

The Solution

After a thorough evaluation process, Schwebel's selected MiT Systems and their Baking software suite of products to run on a consumer Android™ tablet paired with the Brother Mobile RuggedJet Go 3" printer (RJ-3035B). The new hardware platform represented a lower total cost of ownership while still functioning reliably and effectively in the demanding environments associated with Direct Store Delivery (DSD) operations. MiT Systems seamlessly reformatted Schwebel's customized invoices, receipts, and reports from 4" form factor to 3" while preserving all required information.

"MiT software provides us real-time, accurate information that allows our sales representatives to make the decision based on our customer needs," said Steve Cooper, President and CEO of Schwebel's Bakery. "It truly reinforces our credibility and trust to our customers by knowing exactly what they want and when they want it, and it truly keeps us closer to our customers."

Schwebel's is realizing faster print speeds that save time throughout the day, as both the printer and 8.4" tablet was faster than the previous solution. Additional screen space allows the RSR's to view and perform more functions on one screen. Bolder fonts make it easier for RSR's and customers to read printed documents, improve invoice legibility, and allow customer acceptance with signature capture and DSD store stamps. Their entire sales team also appreciate the ultra-mobile and lightweight printers which they can wear on belt, shoulder strap, or bag.



MiTEzSales Mobile®

- ✓ Improved holiday schedule management
- ✓ Ability to reprint historical invoices on-demand
- ✓ Ability to efficiently order at the shelf seven days in advance
- ✓ Application is extremely user friendly and easy to navigate through
- ✓ Real-Time system provides the most up to date and accurate data
- ✓ Solution designed specifically to meet the need of the baking industry

[Learn more](#)



Brother RJ-3035B

- ✓ Rugged design and long-lasting battery
- ✓ Simple paper loading and fast print speed
- ✓ Comes with Two-year Premier Limited Warranty
- ✓ Human and machine readable high-resolution receipts
- ✓ Windows®, Android™, Apple iOS®, and MFi compatibility
- ✓ Connects easily with USB 2.0 MFi Bluetooth® Ver.5.0, and NFC pairing

[Learn more](#)

Implementation

Schwebel's Bakery needed to move from a legacy system to an entirely new platform quickly, and that was initially a cause of concern.

"MiT had to gain the sales team's trust, which wasn't going to be easy due to change," Steve Cooper said. "There's a lot of technology and software out there to choose from."

Not only that, but Schwebel's had to make the change within a matter of months so they would be ready for the busy holiday selling season. MiT Systems and Brother Mobile Solutions were able to handle the tight timeframe.

"We went with MiT because of their hands-on approach of being personally involved from every phase of implementation," Cooper said. "We were impressed with their track record and knew what they were doing, and more importantly related to our sales personnel from the start."

The result was a highly successful on-time implementation that impressed not only the customer, but the software partner as well.

"The entire Schwebel's Bakery team are a group of knowledgeable industry professionals who we enjoyed working together with to achieve a smooth and seamless rollout of the MiT software and new system after more than 20 years on their legacy platform," Maraj said.



Benefits and Results

With the new solution from MiT Systems and Brother Mobile, Schwebel's RSR's in the field are more productive, sales supervisors have remote access to real-time and meaningful data to better manage their team, IT support is minimized with the reliability of the solution, front office personnel can reconcile routes a day earlier, and improved production scheduling results in added efficiency across the company.

"The success of the project was a testament to Mike Illes, Director of IT for Schwebel's Bakery, along with his technical staff who made it possible. Additionally, the sales team were able to remotely train and deploy the complete solution including the Brother Mobile printers in the field given the ease of use. We look forward to continuing a close working relationship with the Schwebel's Bakery team as their trusted technology partner," Maraj said.

Given the system's ease of use and intuitive user interface, MiT Systems was able to implement and train the Schwebel's team rapidly and remotely for a seamless transition, making their targeted go-live date successfully prior to the summer selling season.



Improved productivity



Better sales forecasting



Real-time visibility



Enhanced customer service



“ I personally have been involved with many executions of software and never seen one go as seamless as this one. We experienced no interruption in our operations whatsoever. MiT has been a great partner that has done what they said they could do. We are a better sales team and company with the MiT Software and the Brother Mobile printing solution.

Steve Cooper
CEO of Schwebel's Bakery

Meet Brother RuggedJet Mobile Printers

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

[Try one for free](#)

Discover the System That's Right for You

Add reliable mobile printing to your modern route accounting and direct store delivery (DSD) toolkit today.

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