

## Customer thrives on new technology

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But Casey also knows he can't revamp the entire way of doing business overnight.

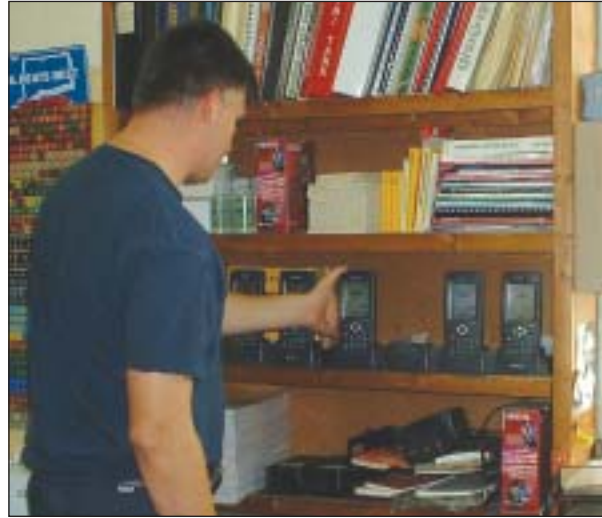
"My goal is to focus on one area of the software each year," Shane said, looking forward to inventory or possibly Energy Scheduler as modules to explore next.

"I'm excited about the scheduling," Casey said of the new Energy Scheduler, which enables management of service technicians based on schedule, estimated job duration, and skills.

The company's approach drives home the point that Energy customers don't have to jump into using all of the software at once. With the size and scope of ADD Energy, you can opt to use just the components that are essential to you.

Casey anticipates that the future could involve bar code scanning and possibly the Pegasus service dispatch system.

ADD Companies looks forward to providing these and other innovative technology solutions. Most of all, we thank Casey and all our customers for their business.



Vice President of Operations Michael Brown places a Raven handheld into a dock in Casey's service department.

## ADD Systems seminars: 2005 builds on successful 2004

ADD Systems would like to thank everyone who made our seminars a success this season.

The primary purpose of the seminars is for ADD trainers and employees to share their knowledge of the system, including new components. But the seminars achieve added value because attendees interact with one another and the instructors in a mutual exchange of experience.

Nearly 200 users from 27 ADD Systems customers attended 18 courses this spring and summer. As in past seasons, this year saw the addition of new ADD Energy topics to respond to the needs of our users, such as Technical Essentials for the Hardware Administrator. In addition, we provided updated versions of traditional offerings, such as the Budget Process and Applying Advanced Delivery Techniques sessions.

We'd also like to thank those who attended the New England Regional seminars, with accolades to Down

East Energy for hosting the event. This project launched our efforts to bring ADD Energy "on the road" and was very well-received.

With seminars completed for 2004, we now evaluate the past year, with an eye toward making next year better. Throughout the seminar season we get suggestions from attendees and we always find those to be very helpful as we make plans for the future. We hope to introduce new courses for ADD Energy. To achieve this goal, we invite you to contact us with suggestions, which can be e-mailed to Kealin Murphy, director of training, at [murphy@addsys.com](mailto:murphy@addsys.com).

Next season you can expect to see an expanded schedule of course offerings. Topics will be scheduled with convenient dates and will be designed to coincide with time-sensitive business functions. In addition, new topics in Service and Inventory will be featured in the program.

## EMPLOYEES

### ADD Companies names chief operating officer

Rob Culbertson has been named senior vice president and chief operating officer of Advanced Digital Data, Inc.

This new position draws the development, installation, training and support efforts of the company under one roof, allowing for improved coordination and efficiency.

Culbertson started with the company immediately after college in 1978. He rose through

manager of development to vice president of engineering and now to the newly created position.

"Rob's work ethic, coupled with his experience and knowledge make him a major asset to our company. We felt his title should reflect his additional responsibilities," said President and Chief Executive Officer Bruce A. Bott, who made the appointment early this summer.

We're proud to introduce these new members of the ADD Companies:

In the New Jersey office:



**John Doak** is a business analyst.



**Linda Lesaski** is a customer support representative.



**Vanessa Redmond** is a project administrator with the Special Projects Group.

At ADD South in Orlando:



**Jacqueline Boston** is a customer support representative.



**Comal Daneshwar** is a hardware support representative.



**Nadia Schleske** is a customer service representative.

## Rain, wind, snow...ready for anything

When Hurricane Charley stormed through central Florida this summer, ADD South was ready.

Relying on a Crisis Management Plan that has been in place for several years for these types of emergencies, the Orlando, Fla. office was able to relay support calls and provide some service to customers during the storm. The office was fully back on-line within 72 hours.

The plan that made possible this quick recovery is representative of the foresight that ADD Companies brings to its customers. The plan was set into motion for other storms that blew through later in the season.

A fallen tree and an air conditioning unit that needed replacing were about the only physical damage to the modern office building. But power was out for about three days, forcing employees to fire up the generator to supply their own electricity.

The hurricane preparations included:

- A check for up-to-date employee phone numbers and addresses.
- Test-run of the company's generators.
- An e-mail informing customers that the company was preparing for the storm and would handle calls on an emergency/after hours basis.
- A backup was made of the company's crucial data. Backups are created regularly over weekends anyway, but this one was done early.
- Forwarding the 800-number to the Flanders office.

With the phone connection in place, employees were able to log calls into our Clientele support management system,

where they could be picked up by other available employees.

"A number of our employees that had broadband connections were able to communicate with our customers," said ADD South Vice President Mark Collins.

At least five employees took support calls at home. Two more worked from hotel rooms. And in one of the best examples of persistence, the conversion of a customer to a new software level proceeded on time.

"This effort during the most trying of times makes one extremely proud to be a part of this organization," said Customer Service Manager Tommy Strazi.

The wake of the storm presented the company with the opportunity to assess the workability of the plan.

"That's a big part of one of these events - the re-evaluation of one of these documents, so the next event is a much cleaner process," said Collins.

But this hurricane season made the plan a little too familiar, as Charley was followed by hurricanes Frances and Jeanne, all roughly three weeks apart.

One of the changes for subsequent storms was to create a voice mail box at the New Jersey office. Employees could phone the voice mail box - when they could access a working line - for updates, and were able to leave messages for others. This practice could be used at all three ADD Companies offices.

This voice mail box replaced a "phone chain," in previous versions of the plan, in which employees call one another in succession to check status. The chain proved less effective because so much communication is by cellular phones, which were overloaded with calls or without power, while land lines were also down.

A similar tactic is employed with our support system software, Clientele. Copies of the entire system and database of calls are maintained at both the New Jersey and Florida offices, so employees can access the duplicate if either location is out of commission. The copies are synchronized every few hours.

"We do have a redundancy on the support system," Collins said.

Customers seem to have weathered this storm fairly well. ADD Systems (the New Jersey office) phoned our Florida customers following the storm, and none reported needing any assistance.

Overall, Charley brought disruption, if not devastation. But the Crisis Management Plan insured that employees had clear steps to protect the company and left us in position to best serve our customers.



Some of Hurricane Charley's damage at ADD South in Orlando

## Find your way with Energy 3.0

Have you ever photocopied a map and traced in high-lighter the route that your driver will take to deliveries? Now, our ADD Energy software in conjunction with Microsoft MapPoint will produce the map for you.

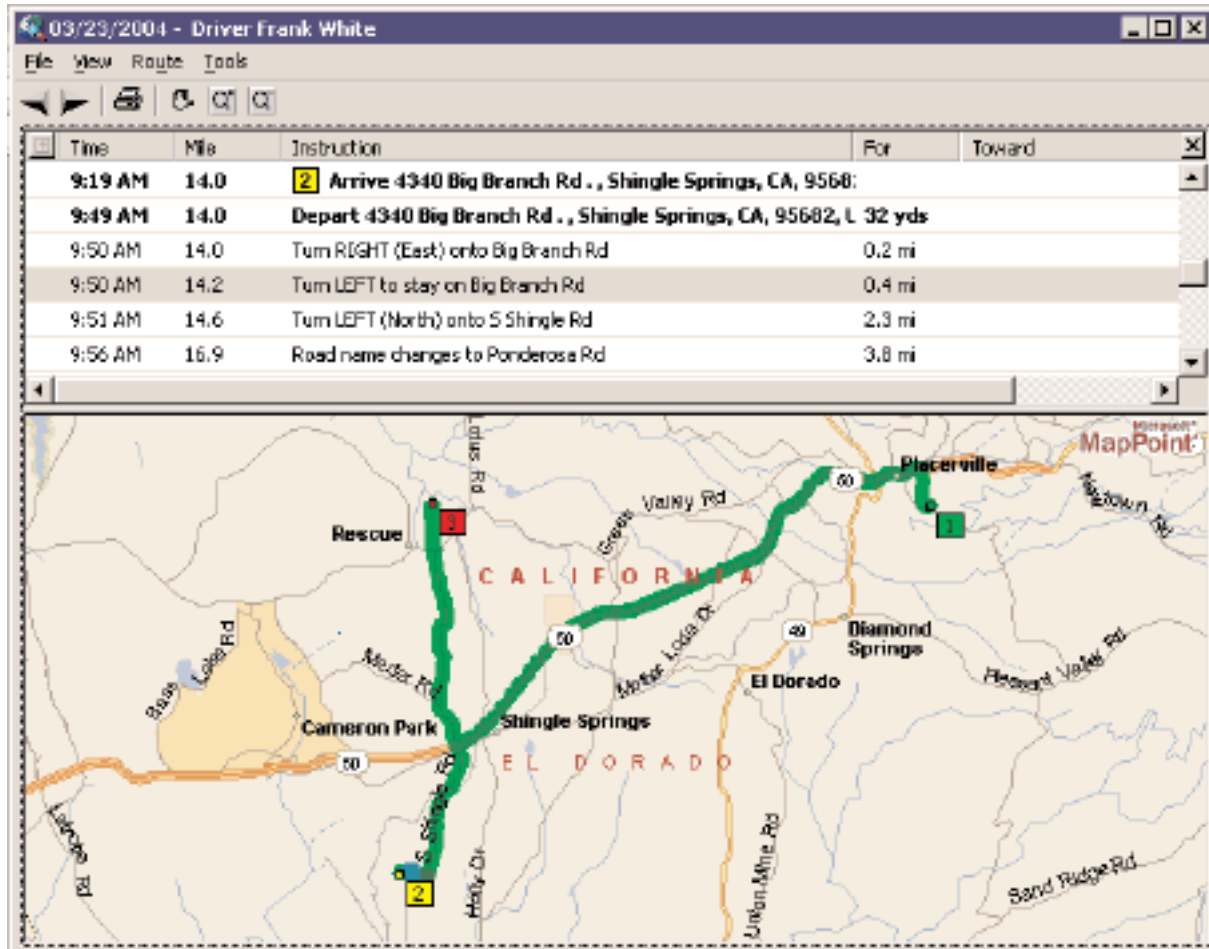
Similarly, if there's a desire to see the path that drivers equipped with Raven took during their shift – a capability known as **breadcrumbing** – well, that's available too.

ADD Energy's latest evolution – Release 3.0 and beyond – is out, offering these and other valuable features:

- **Service Billing** – The new, user-friendly Windows interface takes the form of a wizard, guiding you through the entry of service call basics, hours and parts – now including liquid products! But one of the real strengths of this new component lies in its ability to handle Work In Process (WIP) calls by providing more timely and accurate update of billing and inventory. This conversion of the legacy SBILL command also includes enhanced messaging and the ability to quickly produce duplicate invoices.
- **Document Viewer** – For use with Raven, this window displays on your computer screen a reproduction of the invoice or receipt left with the customer. If you've ever had a customer on the phone asking about an invoice, and wished you could see the hard copy, then document viewer is for you. No more struggling to understand one another, now you and your customer can be looking at virtually the same thing. Printing is also possible from this window.

- **Driver Positioning System** – Also known as breadcrumbing, this component uses GPS (Global Positioning System) technology on the Raven handheld to display the route taken by the driver. This capability can be used to pinpoint a driver's location at any time of the day.
- **Mapping and Geocoding** – Select Tickets and Microsoft's MapPoint are now integrated, enabling you to produce color maps of the route your driver could take. Driving directions are also included. MapPoint suggests a route, which you can customize to meet temporary conditions like traffic or other needs. This tool can also be used to see where your customers are distributed. Some setup may be required to validate your customer addresses to the MapPoint database, but once they're in, it's a "set it and forget" system.
- **Context Sensitive Help** – Press F1 (among the function keys at the top of the keyboard) and a window will open with the relevant Help text in ADD Energy. The thousands of Help topics about ADD Energy have been cross-referenced to the Energy window that is currently open, so you can skip right to the relevant material.

Contact the sales department for a demonstration or to find out more about the exciting features of Energy 3 and up. Call 800-922-0972 and ask for sales.



Select Tickets interfacing with MapPoint to show a simple delivery route.

## ANNOUNCEMENTS

### HOLIDAY SCHEDULE

With holidays on the way, we offer this holiday schedule so that you can be aware of our availability. These dates have *limited* support staff for emergencies: Columbus Day - **Oct. 11, Nov. 26** (day after Thanksgiving), Christmas Eve - **Dec. 24** (until 1 p.m.) New Year's Eve - **Dec. 31** (until 1 p.m.). This support availability applies to e-mail sent to [support@addsys.com](mailto:support@addsys.com) as well.

On the following dates, we are closed but emergency support calls are relayed to an on-call support person who can return your call: Thanksgiving - **Nov. 25**, Christmas - **Dec. 25**, New Year's Day - **Jan. 1, 2005**.

The exception is for ADD South (PAMS, PowerStore) which is also closed the day after Thanksgiving, **Nov. 26**.

Our Web site, [www.addsys.com](http://www.addsys.com), will have any updated information.

\* \* \*

Come see us at NACS!

ADD Companies will be exhibiting at **NACSShow 2004**, the National Association of Convenience Stores convention, Oct. 18-20, at the Las Vegas Convention Center, booth 5613.



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# THE ADD Advantage

A Newsletter for ADD Systems ▲ ADD Canada ▲ ADD South

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At Casey Fuel in Connecticut, they've got their eye on the future, building on the solid reputation of their past.

That future includes a forward-looking acceptance of new technology, such as ADD Companies software, which will help to innovate the ways in which they run their fuel business.

Their past is a family-run tradition of accountability and personalized service that guides the business even as the third generation steps up to lead the company.

Michael Casey, who has led the company since 1977, is gradually handing the reins of day-to-day business to his son, Shane. Shane's grandfather, William Casey, started the business in 1949.

The company has been with ADD Systems since 1982 and recently undertook its third major upgrade, rising to ADD Energy® Release 2.05. They also grabbed hold of ADD Mobile® technology, with seven Raven® handheld computers for recording deliveries.

With nine users and approximately 4,000 customers, Casey Fuel is just one example of a typical, successful ADD client that has embraced technology and is thriving because of it. They are one of about 125 customers currently using ADD Energy.

"It's been very stable," Shane Casey said of the system. "I think it's been great."

Why move to an upgrade in uncertain economic times?

"It comes from the perspective of going along with the top of the line," Shane says of the company's choice of ADD Systems for technology solutions.

The features of ADD Energy that help his company do business, Casey said, include the price history and comprehensive information that is avail-

able on customer screens. Especially in times of price volatility, like the present, the company can be flooded with up to 30 calls a day when new pre-buy prices go out. Michael Casey fields these calls, and with a few clicks of his mouse is able to access the customer's credit history and usage in order to make decisions on pricing.

Shane also cited the service history that is available when one of the company's technicians is at a customer site and would like to know about previous work that has been done there. Casey or other employees are able to relay this information by cell phone.

Similarly, drivers came to recognize their reliance on the Ravens one day recently when the units were unavailable. Drivers had to go back

to the old way of tedious, hand-written invoices. Casey said it's almost like they "couldn't live" without the Ravens now. The accurately-priced Raven invoices are one of the touches that set them apart from competitors. The company has seven of the latest, Intermec Color Model 700 Raven units for their gleaming silver Freightliner tank wagons with red cabs.

The Ravens' automated posting is likely to free up time during the busy winter months for differ-

ent priorities for Arlette Perry, who oversees all aspects of oil delivery and technical issues regarding ADD Energy.

Casey and Perry serve as their own system administrators. They have not seen the need to bring on

a full-time technical person.

After four years working in the computer industry immediately after college, Shane had a high comfort level with new technology and its ability to aid business processes.



Shane Casey with one of his company's Raven-equipped tank wagons.



Casey Fuel's office in Ridgefield, Conn.

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