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ACCOUNTING

Beer Marketer Plans to “HighJump” Its Efficiency with Updated Accounting System

Healy Wholesale, beer marketer, has selected HighJump RouteCenter On-Demand as part of a project to manage its beer distribution and marketing process more efficiently.

Taija Sparkman • Mar. 20, 2012



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The current [HighJump Software](#) direct store delivery customer will also implement HighJump Load Management, a load planning system, as part of the second phase of

the project.

HighJump Route Center On-Demand will integrate with the HighJump mobile sales and DSD software suite, providing taxation and regulatory reporting to manage alcohol sales. Other key functions of the software as a service solution include order management, inventory management, pricing and promotions. Beverage distributors will also have the ability to perform mobile e-commerce transactions with retailers and supplier organizations.

“We think the efficiencies we gain across the company as a result of our new HighJump route accounting system will enable us to begin to look at expanding the company,” said Mac Healy, President, Healy Wholesale. “In addition, my current backups and system security aren’t as good as they should be and we don’t have a huge IT staff. The fact that HighJump RouteCenter On-Demand is hosted by HighJump means our system and data are safe and are maintained by the experts at HighJump.”

HighJump RouteCenter On-Demand is housed in a secure HighJump Software data center, eliminating the need for hardware and server upgrades. Any required software updates, maintenance and infrastructure support are all performed by HighJump Software.

“We are pleased to continue our partnership with Healy Wholesale as they migrate to our on-demand route accounting software,” said Russell Fleischer, CEO, HighJump Software. “We are confident Healy will enjoy the ability to implement a modern route accounting system without the complexity and cost of on-premise infrastructure.”

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