

# case study

INDUSTRY: WATER DELIVERY & TREATMENT



## About MobileIQ

MobileIQ increases operating profits for companies making deliveries or service calls in a local area.

We have years of experience in all facets of route management:

- ▶ Reducing route mileage, hours and fleet size
- ▶ Developing scorecards for effective route management
- ▶ Implementing comprehensive route balancing projects
- ▶ Improving customer service
- ▶ Technology integration: GPS, handhelds and wireless

## Symphony Enterprise™

MobileIQ's online subscription route management service:

- ▶ Analyzes hundreds of thousands of route possibilities within minutes and balances routes for maximum efficiency
- ▶ Connects with a company's existing billing system to synchronize routing and billing
- ▶ Automatically assigns new accounts and resequences daily to keep delivery fleets working at peak performance

## SUCCESS STORIES

### Culligan of Madison

Discover how this franchise cut fleet mileage by 29% while reducing route hours 18% and saving time to resequence routes each day.

### Culligan of Virginia

Browse before and after pictures from their recently completed route alignment.

### Culligan of West Palm Beach

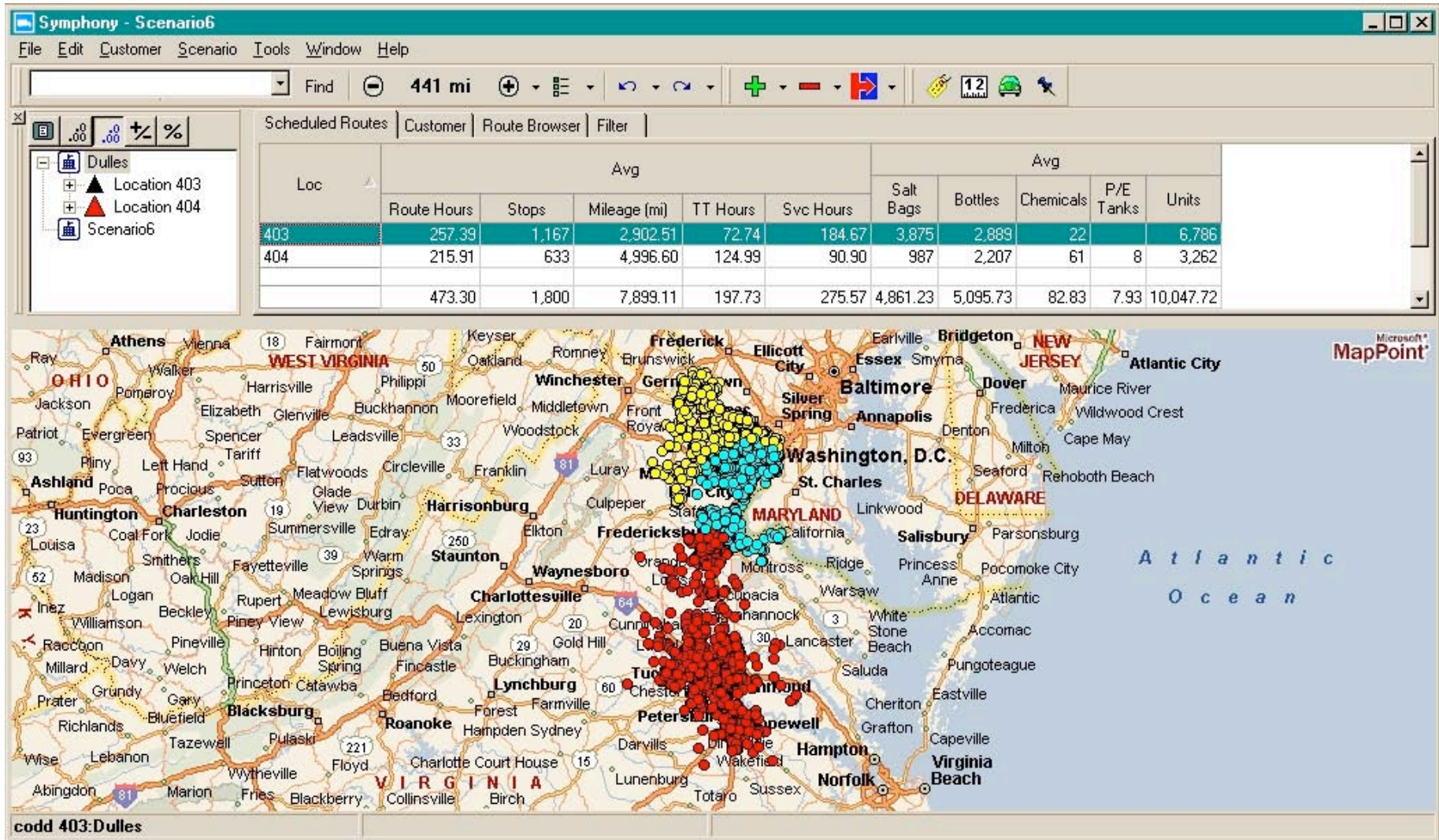
Learn how MobileIQ eliminated two trucks from the fleet and view personalized route calendars that virtually eliminate customer confusion when making route day changes.



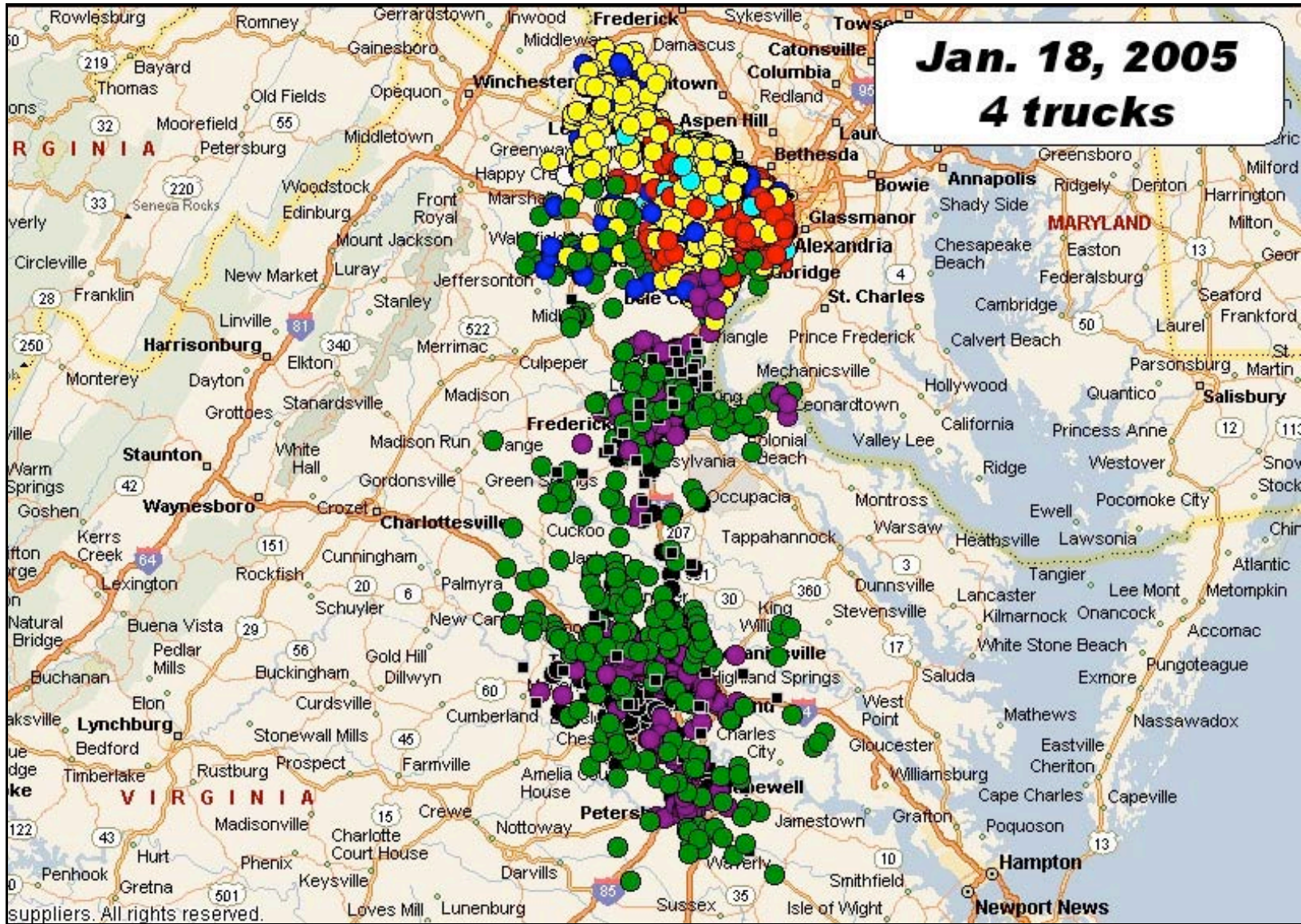
[www.gomobileiq.com](http://www.gomobileiq.com)

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# Culligan of Virginia

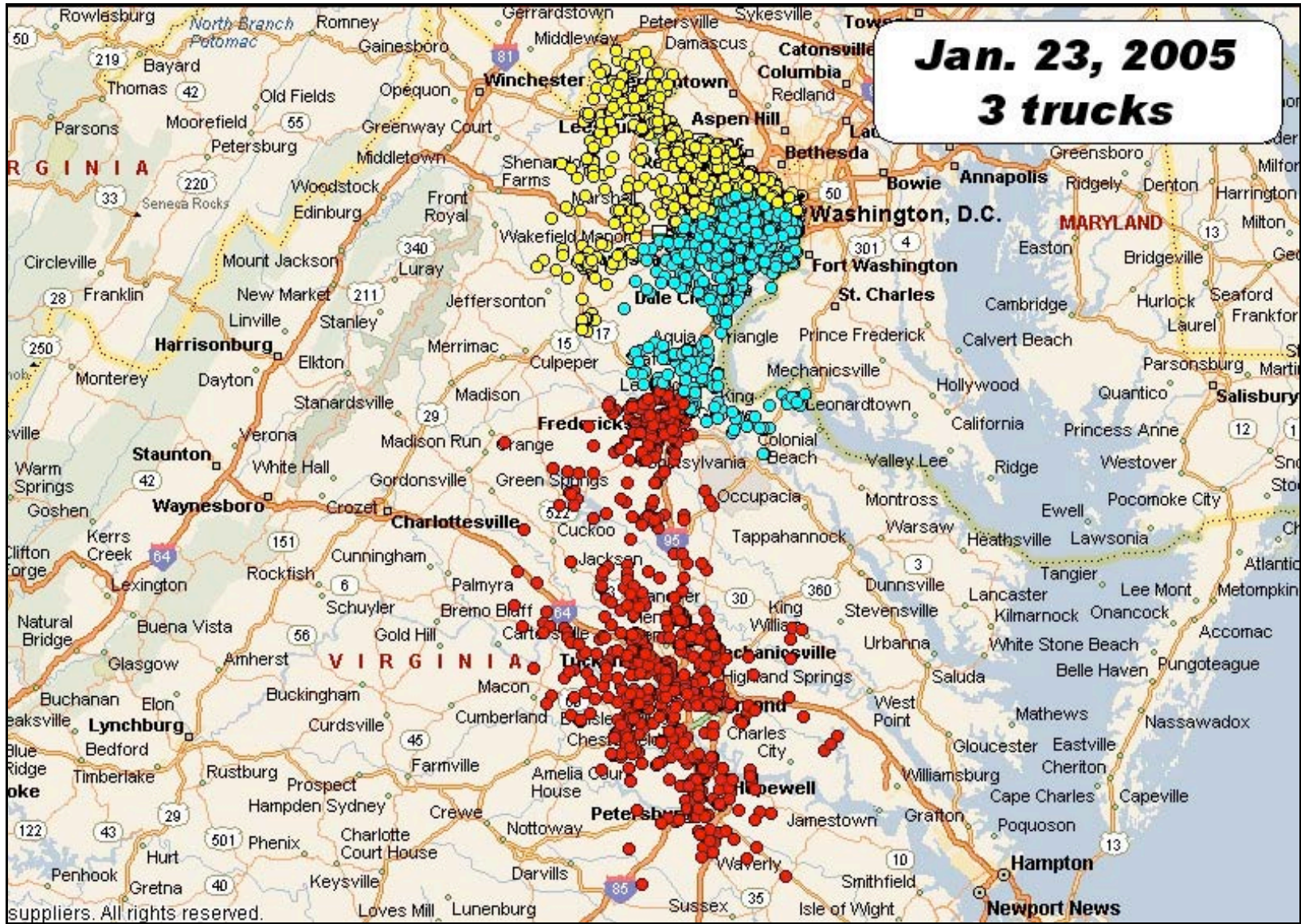




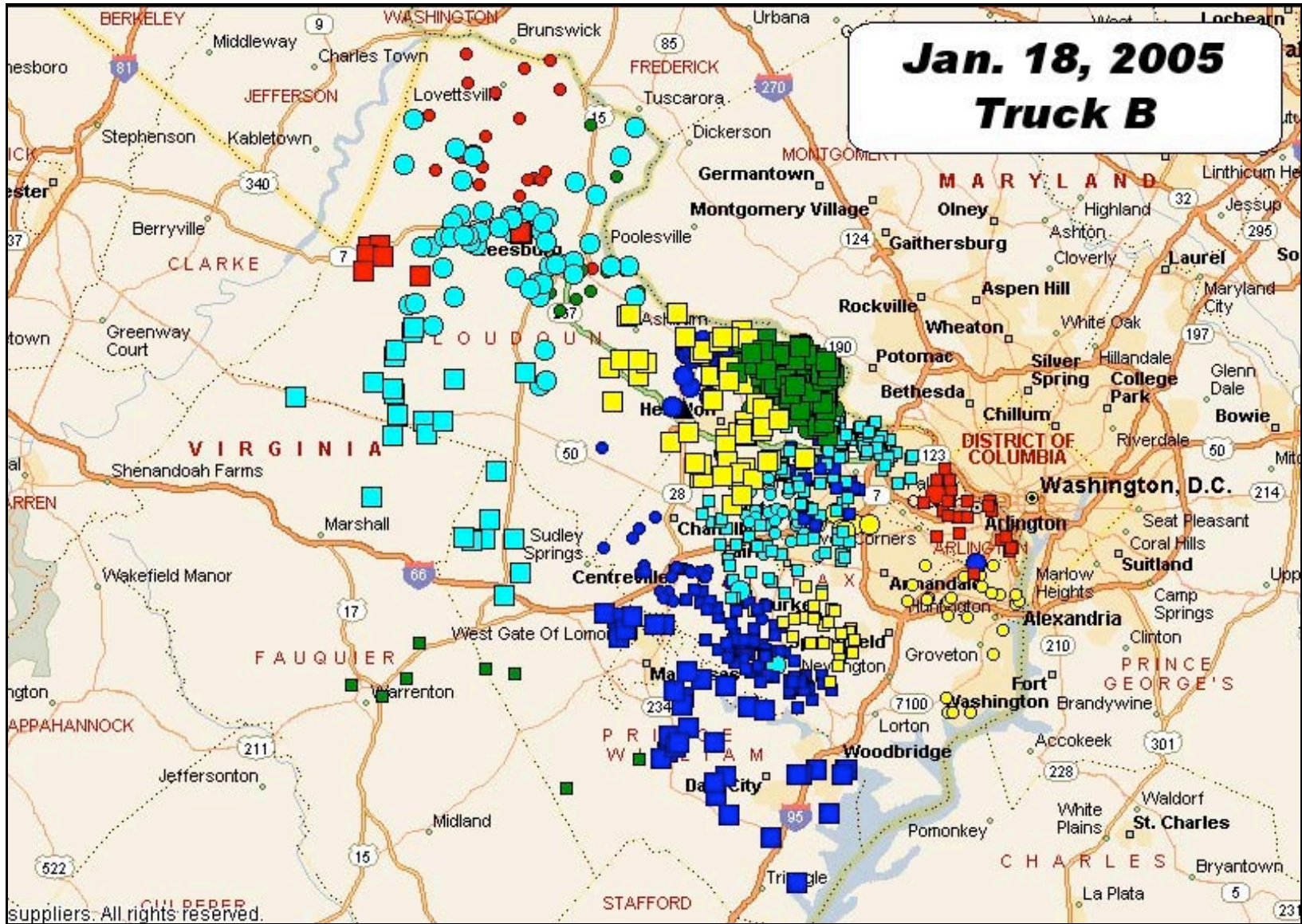


**Jan. 18, 2005**  
**4 trucks**

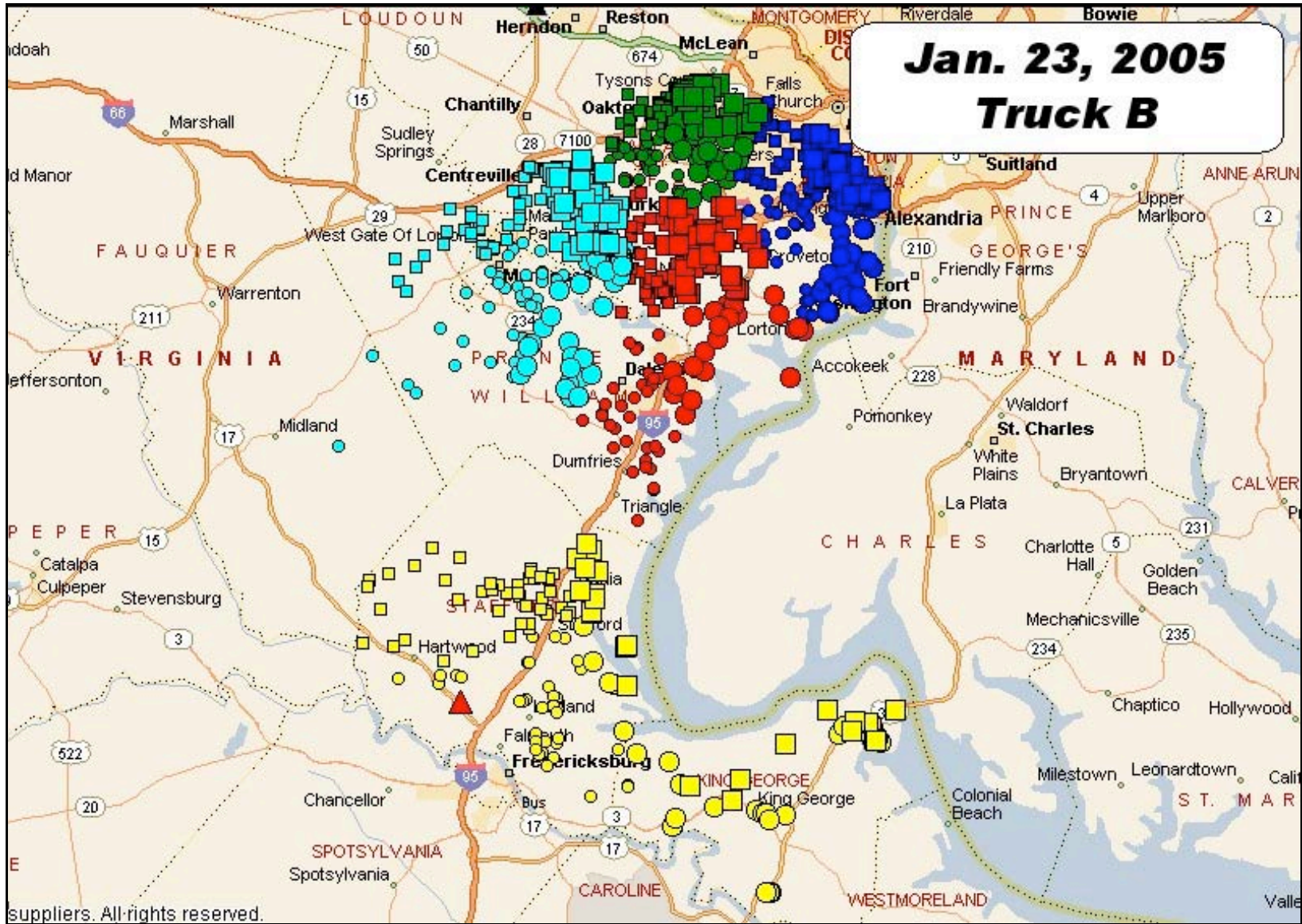




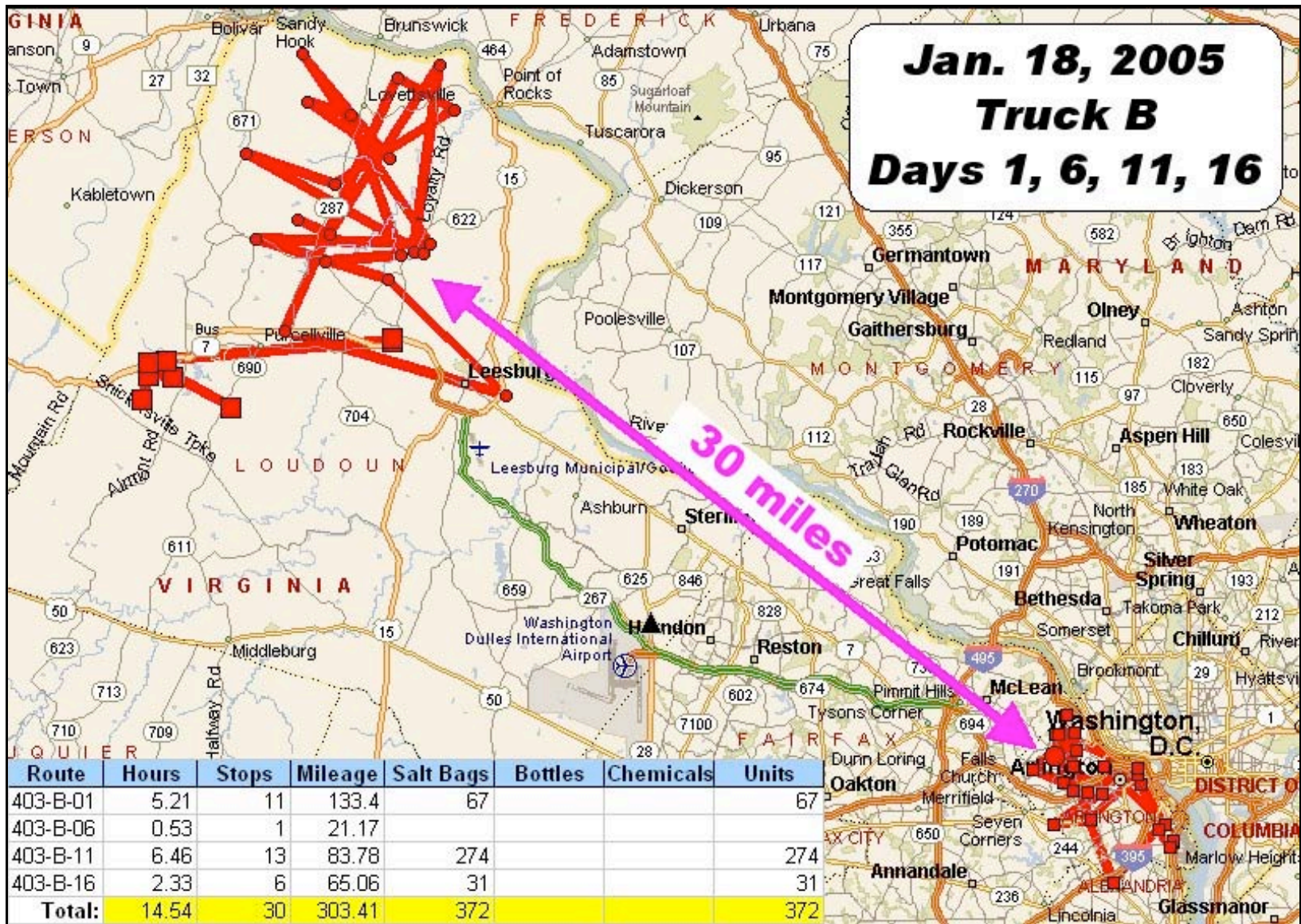




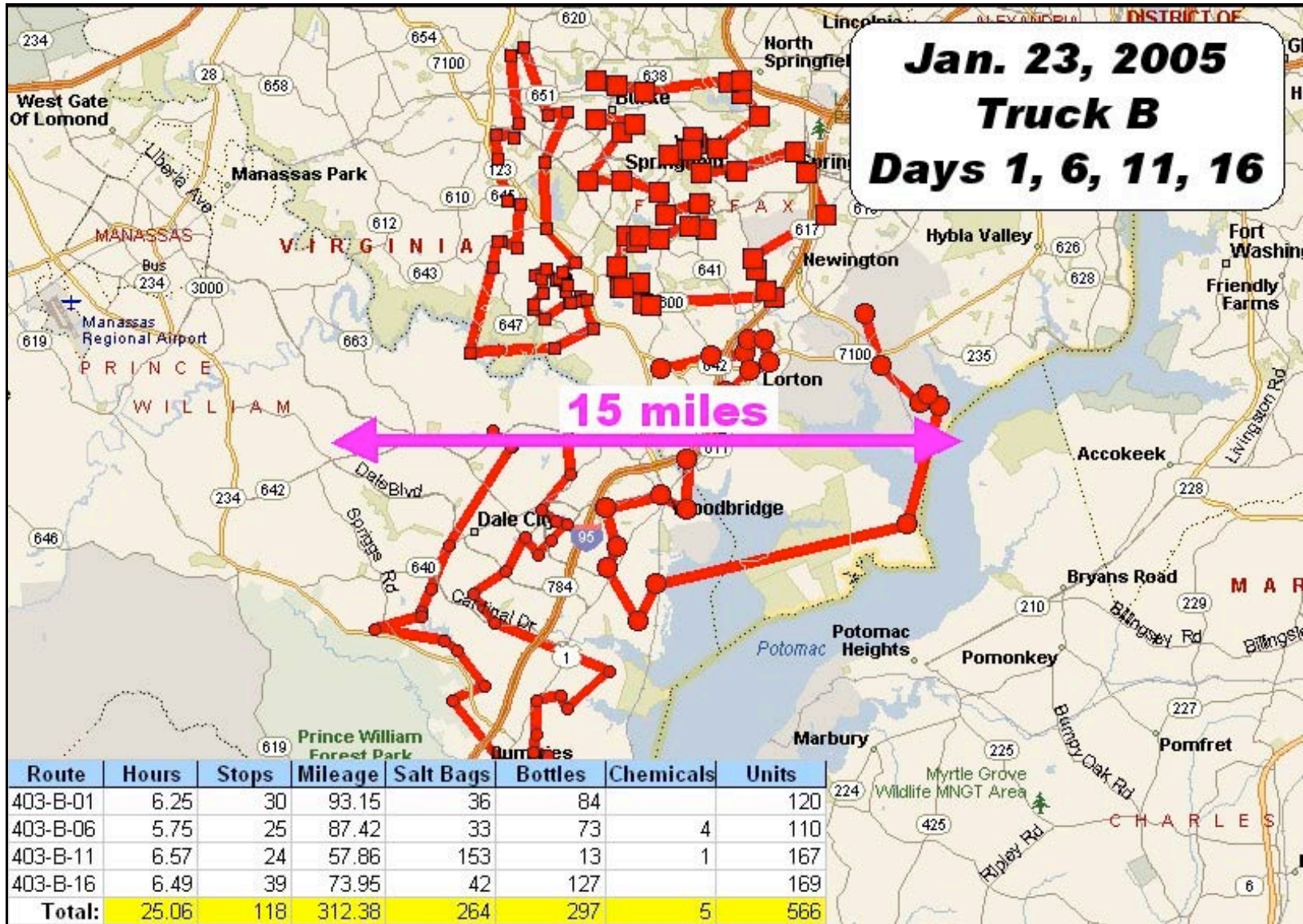














## Street Level Routing Detail

Symphony - Scenario6

File Edit Customer Scenario Tools Window Help

Find 14 mi

Scale: .00, .00, 1/2, %

- Dulles
- Location 403
- Route A
- 01
- Scenario6

ID	Next Delivery Date	Loc-Rte-Da...	Company	Contact	Street	City
008847	2/14/2006	403-A-01-27		O'ROURKE, GINGER	1600 LEFRAK CT	HERNDON
004659	2/14/2006	403-A-01-37		PINTO, GREG	12410 WILLOW FALLS RD	HERNDON
016460	4/12/2006	403-A-01-47		SHANNON, DAN & ELLEN	1118 LANDERSET DRIVE	HERNDON
031467	5/10/2006	403-A-01-57		WEYANT, JOHN S.	300 W. VERNON CT.	STERLING
002795	2/14/2006	403-A-01-67	CYPRESS CONTRACT LLC		45975 NOKES BLVD	STERLING

**codd 403: Dulles**