

CUSTOMER STORY

A Midwest Frozen Food Manufacturer

How a regional DSD operation scaled into a multi-state powerhouse — with HandApps embedded in every route, every delivery, and every invoice for over 14 years.

AT A GLANCE

Industry: Frozen Food Manufacturing & Distribution (DSD)

Founded: 1982

HandApps customer since: 2012

Region: Midwest, distributing multi-state

ERP: Microsoft Business Central (previously Dynamics NAV, previously Sage SBT)

14+

Years with HandApps

60M+

Products Produced Annually

3

Manufacturing Facilities

6+

Brands Distributed via DSD

THE CHALLENGE

A growing DSD operation that needed a mobile platform to keep pace

By 2012, this manufacturer had already made the strategic shift from warehouse distribution to Direct Store Delivery. Their routes were growing, their brands were multiplying, and their field teams were the frontline of customer relationships across the Midwest.

That year, the company was also making a major ERP transition — moving from Sage SBT Accounting to Microsoft Dynamics NAV. They needed a mobile DSD solution that could integrate tightly with NAV, handle the demands of route sales and delivery, and scale with a company that had no intention of slowing down.

- **Full-Stack DSD** — Route sales, proof of delivery, mobile invoicing, van inventory, stock counts, barcode scanning, and on-route printing — needed in one platform.
- **A Simultaneous ERP Move** — Standing up mobile DSD while migrating from Sage SBT to Microsoft Dynamics NAV — the mobile app had to integrate tightly from day one.
- **A Partner, Not a Product** — A vendor that would build to their operation and scale through growth and acquisitions — not a fixed feature set.

THE SOLUTION

HandApps — a full-stack DSD platform that grows with the business

The company selected HandApps as their DSD platform in 2012. From day one, HandApps delivered a complete solution — not a minimum viable product with promises of future functionality, but a production-ready platform covering every aspect of their route operations.

"When we evaluated mobile DSD solutions, HandApps stood out because they understood our business. They didn't just sell us software — they became part of our team. Over the years, every time we've needed something new, they've found a way to make it happen."

— Sr. Director of Finance

- **Route Sales & DSD** — Complete route-to-cash operations — from loading the van to delivering product, capturing signatures, and syncing invoices back to the ERP.
- **Proof of Delivery** — Download ERP orders, fulfill deliveries, adjust quantities, capture signatures, and print confirmations — all from the device.
- **Stock Tracking & Counts** — Van inventory, physical counts, and transfer orders — accurate stock levels from warehouse to vehicle to shelf.
- **Barcode Scanning & Printing** — Scan products for faster order entry and inventory counts. Print invoices, delivery confirmations, and reports on-route.
- **DEX Integration** — Electronic invoice transmission directly into retailer systems — meeting the requirements of major grocery chains.
- **SharePoint Integration** — Automatic upload of delivery PDFs, images, and reports to SharePoint, with file management linked to sales documents.

SCALING THROUGH CHANGE

Two ERP migrations, one platform transition, multiple acquisitions — zero disruption

What makes this relationship remarkable isn't just the initial deployment — it's how the platform has scaled and adapted through more than a decade of continuous change.

"We've been through two ERP migrations and a complete device platform change with HandApps, and never once did our drivers miss a beat. Our routes kept running, our invoices kept flowing, and our customers never knew anything had changed behind the scenes. That kind of continuity is rare."

— Route Support Manager

● 2012 — Partnership Begins

HandApps deploys on Microsoft Windows Mobile, integrated with Microsoft Dynamics NAV. Full DSD route operations go live.

● 2012–2017 — Organic Growth

New routes added steadily. In 2016 the company acquired another frozen food manufacturer, expanding into numerous additional states. HandApps scales with each expansion through add-on modules and customizations.

● 2018 — Android Migration

Transition from Windows Mobile to Android. HandApps migrates the entire deployment — including every customization built over the prior six years — seamlessly.

● 2019–2022 — Acquisitions & Route Expansion

Additional acquisitions of other food manufacturers add new brands, territories, and distribution capabilities. New drivers onboarded, new routes configured, platform scaled at every step.

● 2023 — Business Central Migration

Migration from Dynamics NAV to Microsoft Business Central. HandApps delivers full BC integration — all functionality, modules, and customizations carry forward without interruption.

● 2023–Present — Continued Growth

Another frozen food manufacturer acquired, a third manufacturing facility added, and a bakery expansion significantly increases production capacity. HandApps supports an increasingly complex, multi-facility operation.

THE HANDAPPS DIFFERENCE

A partner that moves heaven and earth to keep operations running

For this customer, the value of HandApps goes beyond the software. It's the relationship — the certainty that when something needs attention, HandApps responds immediately and doesn't stop until the issue is resolved. Over 14 years, they have requested numerous modifications and enhancements to meet evolving operational needs. HandApps has delivered every one — not as one-off patches, but as permanent, production-quality features built into the core platform.

"Every customer-requested modification is compartmentalized and controlled through configuration switches, maintaining a single codebase across all customers. Their Windows Mobile customizations from 2012 still work flawlessly on Android in 2026."

— IT Manager

- **Immediate Response** — When an issue arises, HandApps mobilizes immediately — no ticket queues, no waiting for the next release cycle.
- **Customization Without Fragmentation** — Every modification is a configurable feature controlled by settings switches — not a code branch. One codebase serves all customers.
- **Permanent Enhancements** — Customer-requested features carry forward automatically through every update, platform migration, and ERP change.
- **True Partnership** — HandApps doesn't just maintain the software — they understand the business and proactively recommend solutions as operations evolve.

"What sets HandApps apart is their commitment. When we have an issue, they don't put us in a queue — they respond immediately and stay on it until it's resolved. And when we need the system to do something new, they don't just say 'that's not a feature.' They build it. Every modification we've ever asked for has been delivered and has carried forward through every upgrade since."

— IT Manager

"HandApps has been with us through every acquisition, every ERP change, and every time we've added routes. They know our operation inside and out, they're right there whenever we need them, and they work seamlessly with our team. They've made our DSD operation one of the things I don't have to worry about."

— Chief Financial Officer

RESULTS

14 years of uninterrupted DSD operations and growth

14+

Years as a HandApps Customer

2

ERP Migrations — Zero
Downtime

100%

Customizations Carried Forward

0

Missed Deliveries Due to
Technology

- **Scalable Growth** — From a regional Midwest operation to multi-state DSD distribution — HandApps scaled at every step without re-implementation.
- **Platform Continuity** — Windows Mobile to Android. Sage to NAV to Business Central. Every transition seamless, with all functionality preserved.
- **Full-Stack DSD** — Route sales, POD, stock tracking, DEX, SharePoint, barcode scanning, and printing — all running on one integrated platform.

"We know there are other solutions out there, but nothing comes close to what HandApps gives us. The software is rock solid, but it's the people behind it that make the difference. They treat our business like it's their own."

— Sr. Director of Finance

Customer name and identifying details withheld at their request. We protect our customers' operational and systems information as a matter of practice. Full details — and a direct conversation with this customer — are available to qualified prospects during an active evaluation.

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