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Superior Technology integrated IT solutions eases logistics at local beverage producer



Even for small beverage production startup **Cintron Beverage Group**, based in South Philadelphia, tracking inventory was, in a word, chaotic.

"There were so many orders going in and out, and the ability to track inventory in real-time didn't exist," says Chief Marketing Officer Donna Davin, who handles production, operation, product development and marketing, a tall order.

So when the 20-employee company—which produces a line of energy drinks, iced teas and fruit-flavored beverages—was pitched by its logistics provider **DF Young** on a new IT solution that could ease the process and consolidate having to manage multiple tech vendors, things were bound to get easier.

In 2007, DF Young couldn't find an integrated IT solution for its business, so it set out to create its own. Now, the company is able to market its integrated IT solutions to other small- to mid-sized businesses. And though DF was focused on logistics, there was a larger opportunity at stake, executives decided: providing IT services from start to finish, from the email environment to its sophisticated logistics software.

Superior Technology Solutions, a subsidiary, was born.

"We had a sweet spot of mid-sized companies that had growing needs and noncorporate mentalities. It was about getting the job done, not just process for process's sake," says Superior CEO Wes Wyatt. And, Wyatt says, it's not just about selling IT service for service sake. Customer service is key.

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That couldn't be more true for Cintron. With the software, Davin can track sales, generate orders and keep track of the cost of goods. But more importantly, Davin says, Superior is also able to add custom configurations that allow her to do her job better. For instance, if she needs a breakdown of sales listed by customer, and it isn't already an included feature, Superior is quick to add it.



[Superior] brought a lot of organization to the business," Davin says.


Having commercially launched its IT solutions earlier this year, Cintron is one of Superior's first three customers. Wyatt expects that number to grow to ten in coming months.

And Davin's testimonial is certainly chorus to that.

She's worked for Nestle, handling millions of orders, and knows her way around logistics software. She prefers Superior's product, she says.

"I've used these systems a lot. This is very intuitive and easy to get on and figure out without any direction."

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