

Ruckers Candy selects jLAN Mobile to automate its Route Sales Processes

Hollywood, Florida, September 21st 2010 -- **jLAN Technologies Inc**, a leading provider of Mobile Sales Force Automation software and a Microsoft Gold Certified Partner, announced today that Ruckers Candy, one of Americas leading candy distributors, has successfully deployed jLAN Mobile Software from jLAN Technologies to automate its mobiles sales distribution process.

Rucker's Candy distributes its candy and snack products via a route sales team to its wholesale and retail establishment customers. According to Rob Rucker, VP of Sales, previous to deploying jLAN Mobile route sales representatives would hand-write order and delivery information and fax, email or call in transaction information to the office for manual entry into the company's Dynamics Navision accounting system.

In order to increase efficiencies, eliminate paper work and increase inventory accuracy Ruckers searched for a mobile solution their route sales representatives could use during the order taking and delivery process. By deploying jLAN Mobile, representatives now enter orders directly on their Windows Mobile device, which creates real-time transactions from the customer site. Moreover, the candy distributor was able deploy the jLAN Mobile Server to wirelessly integrate the system to their back-office Microsoft Dynamics NAV accounting system over the Verizon wireless data network.

"With jLAN Mobile, our route sales team is much more effective than ever and business data is instantaneously available for our Sales, Finance and Distribution teams," Rucker said. "By deploying mobile devices to our route sales team, the jLAN solution has enabled us to improve our sales processes, increase customer service and manage overall costs."

"We look forward to a long term partnership with Ruckers," said jLAN Technologies President, Mr. Andres Link. Link added "Candy and Snack distribution is a key focus area for our company and we are extremely pleased to be working with such a prestigious company and brand such as Ruckers Candy. The feedback from our clients about jLAN Mobile continues to be tremendously positive. Our customers repeatedly tell us that mobility is must have strategic component in order to maintain a competitive edge."

Ruckers searched for a modern route accounting system to automate its manual processes and provide visibility into its daily operations. "Our priority is to provide the highest quality service to our customers. We selected jLAN for the software's ability to help our route drivers make more informed merchandising decisions. We strongly believe our customer will appreciate and benefit from our choice."

About Ruckers Wholesale and Service Company

Ruckers Wholesale and Service is a privately held company that provides service throughout the Midwest and across the country. Rucker's Candy consistently strives to

meet the individual needs of its customers. For over 20 years a key differentiator for Ruckers has been its ability to provide customers with turnkey, in store maintenance free merchandising programs. Ruckers "Simple Promise" is to help make their customers more profit in less space than any other bag candy competitor.

Contact: Rob Rucker, Rucker Wholesale and Service, <http://www.ruckerscandy.com>

About jLAN Technologies, Inc.

jLAN Technologies, a **Microsoft Gold Certified Partner**, founded in 2001, is a leading provider of mobile sales force automation solutions. jLAN's flagship solution, **jLAN Mobile**, enables businesses to automate their mobile sales and data collection processes on the Windows Mobile platform.

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