



## Advantage Customer Testimonial Principal Engineer - Major Beverage Manufacturer

**“Technical know-how, listening skills, and sweating the details make Advantage Industrial Automation the real thing for the beverage manufacture.”**

“Seven of our North American manufacturing plants make syrup. Under my direction, all seven are participating in Quality Initiatives, where we’re upgrading our infrastructure to so that we can obtain more data to validate and prove that we’re satisfying all of our manufacturing requirements.

I’ve worked with Advantage Industrial Automation (AIA) throughout the almost-11 years I’ve spent here, and this is just one of the projects on which we’ve collaborated. Ordinarily, we do at least two such projects a year with them and the reasons are simple. They know more, do more and respond better to our needs than any other distributor, and the GE (formerly Intellution) software products they rep for these jobs are just better than what the competition has to offer.

Generally speaking, when we do an upgrade, we’re looking to replace systems that have become obsolete or there’s an evolution in technology requirements or we just want to be more competitive and efficient. The syrup platform upgrade has thousands of line item requirements. After we evaluated everything that was available in the marketplace for the project, we felt that GE-Intellution had the superior software; it had proven itself over time and had the functionality we needed.

But software alone wasn’t the only deciding factor. Throughout our relationship with AIA, they’ve been solid in responding to our service needs, making the technology that much more effective. That sold us, too.

My relationship with AIA in general, and with their sales-rep is outstanding. ***They almost have an insider’s understanding of our business – they know our plant operations, our marketplace and manufacturing issues, our customer service needs.*** AIA worries about us first, their bottom line second. In their wisdom, they know if they take care of us, the profits will follow. That’s the exception, not the rule, in this industry.

AIA has an excellent working knowledge of the products they sell us, and they’re detail-oriented to a fault. But the best thing is how well, and closely, they listen to us and represent our interests. If they can’t find the square peg we need to fix a round hole problem, so to speak, they’ll look for something out of the toolbox to fix it. Plus, the solutions aren’t limited to technical areas. They’re creative in helping us figure out project budget and business concerns.

It’s too early in the process to measure the benefits that AIA will bring to our current project, but we’re certainly hoping it will save energy costs, reduce raw material volume and cut down on downtime. We’re confident they can help us achieve these goals.”