



FOR IMMEDIATE RELEASE

**Contact:**

Pointserve

Mary McDaniel

Tel: (512) 638-5252

[mmcdaniel@pointserve.com](mailto:mmcdaniel@pointserve.com)

## **Pointserve Optimizes Planning and Service Execution for Buffalo Exterminating**

*Customers and Management Recognize Impressive Results*

Austin, TX - October 16, 2007 - Pointserve, the leader in Economic Resource Optimization (ERO), today announced that Buffalo Exterminating is live on the Pointserve Economic Resource Optimization software. The Optimization solution identifies opportunities for maximizing the service supply chain as well as overall business performance. It quantifies the financial impact of each type of business action so that management can monitor, manage and optimize their business.

"We had tried other 'optimization' software before, but the Pointserve solution produced significantly better results for us," said John Zimmerman, Buffalo Exterminating General Manager. "Our company is built upon the core principles of ongoing training, developing professional personnel, effective service systems, and, above all, paying attention to our consumer opinions about our company and our industry. We are also extremely pleased that Pointserve and Marathon's PestPac office management system have teamed to create an end-to-end solution for companies our size. Having the right tools helps us to accomplish our goals. Our relationship with Pointserve has been very beneficial."

"Buffalo is a company which is very forward thinking, and recognizes the need for 'working smarter' within traditional industries," said Ed Powell, President and CEO of Pointserve. "They're ahead of the curve in recognizing how advanced technology can produce transformational results. We are especially pleased with the significant improvements in their "on-time percentage" metric which directly impacts customer satisfaction as well as

company revenue. Buffalo is a great role-model for moderately-sized organizations that want to improve their performance.”

### **About Pointserve**

Pointserve supplies a full range of optimization web-services and applications that enable clients to predict service demand, then plan, schedule, and operate in a way that maximizes value across their extended enterprise. Pointserve’s Economic Resource Optimization (ERO) suite has been designed specifically to deal with the complex reality of distributed service operations. ERO modules synchronize intelligent decision making across all service related functions, from territory planning and resource planning, through customer appointment setting and technician scheduling, to real-time dispatching.

Pointserve solutions typically deliver operational efficiency gains of 15 to 25 percent and reduce mileage by 30 to 50 percent (recent analysis documents an average savings of 720 miles and 32 hours per technician per month), giving its clients, partners and their customers the opportunity to deliver high-value services that improve customer retention and provide immediate tangible cost savings. For more information, visit our Website at <http://www.pointserve.com>.

### **About Buffalo Exterminating**

Founded in 1954, Buffalo Exterminating is Western New York’s most experienced, locally-owned pest management company, specializing in the elimination of and protection against pests. The company earned national Quality Pro certification which assures customers of the highest levels of service, trained technicians, environmental stewardship and professional behavior. Buffalo Exterminating is the first area company, and one of fewer than 200 nationwide, to earn Quality Pro certification. With a service fleet of 25 trucks, Buffalo Exterminating made nearly 40,000 commercial and residential service calls last year throughout their service territory. For more information, visit [www.buffaloexterminating.com](http://www.buffaloexterminating.com).

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