

Purveyance User Conference

Sydney - May 16, 2006

Medina Grand Harbourside

The Purveyance solution has now been moving organisations in to the era of sales force automation for over four years. During this time, software provider De Data has successfully deployed over 650 Purveyance users across Australia and New Zealand and established solid Client relationships along the way.

Extending the Purveyance journey, De Data recently invited Clients to its' biannual Purveyance User Conference designed to enhance their experience with the system.

Held in Sydney on May 16, 2006, the Purveyance User Conference attracted management from some of Australia's leading pharmacy and consumer goods distributors and manufactures including L'Oreal, Proctor & Gamble, Colgate Palmolive, Sara Lee, and Schwarzkopf & Henkel.

The conference is an exclusive seminar set up to provide Purveyance users with value-add information, services and support including tailored training sessions for management teams and user group sessions.

The program for this conference was divided in to two sessions - a half-day training session for management on all new Purveyance functionality introduced between versions 3.0 and 4.0, followed by a User Group forum including a case study presentation on the experiences of wireless and discussion on the future of Purveyance.

Frank De Palo, founder and Managing Director of De Data, said "The User Group sessions provide our Clients with the perfect forum for communication, education and support amongst Purveyance product users and general industry discussion."

Elaborating, Frank De Palo said, "The conference provided attendees with a greater insight on how the Purveyance system can be used to improve field activities.

“It was great to have our Clients commend us on the high quality of practical information they were taking away to assist with improving their field activities and operations.”

On the training session, he added, “Even our longest standing Client, who we deem now an expert in Purveyance, took away some great short-cuts to put to use with his State Managers and their field teams”.

Other positive feedback from attendees highlighted the benefits attributed from Purveyance in-field such as representative surveys, the ability to locate order history on the PDA and to create new stores and receive email notification as confirmation. In addition, the advantages of Purveyance Reports were also discussed such as highlighting improved speed to market of new lines and monitoring of the process.

With this conference well received, the next is being scheduled for mid-October this year, so Purveyance users are encouraged to keep some time free in their calendars around this time – to be a part of the extended Purveyance user experience.

For further information please visit www.dedata.com.au or call Frank De Palo of De Data Pty Limited on +61 (0) 2 9279 3227.

About De Data – The privately-owned company has successfully delivered quality Information Technology services since 1993 and its clients include companies with operations both region-wide and global. De Data’s people are long-time IT specialists and the company offers a wide range of services including custom software design and development; solution needs analysis and consulting; and ongoing systems maintenance and support. De Data is at Suite 1 – Level 1, 350 Kent Street, Sydney 2000.

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