



# Purveyance

## **Purveyance Sales Force Automation System for Marketing, Merchandising, Distribution By Independent – Liaise Marketing**

***System deployment delivering faster, more accurate information:  
promising substantial benefits all round***

Sydney, January 2006

Sydney-based software developer De Data Pty Limited has completed another rollout of its Purveyance sales force automation system for distributors of fast moving consumer goods (FMCG).

De Data Managing Director and founder, Frank De Palo, said the latest user is Melbourne-based Liaison Australia Pty Ltd, trading as Liaise Marketing. Other Australian users of Purveyance include Colgate-Palmolive, Schwarzkopf & Henkel, Jackel, PZ Cussons, and a leading beauty products manufacturer and distributor.

*Business Review Weekly* placed Liaise Marketing 47<sup>th</sup> in its 2004 listing of fastest growing Australian companies. The company began operations in 1998 and is headed by its founder and Managing Director, Tony Merlino – an FMCG professional with nearly 30 years experience in grocery retailing.

Liaise Marketing provides a comprehensive range of marketing and merchandising services for some 25 FMCG suppliers and represents them to more than 2,500 Australia-wide outlets such as Woolworths, K-Mart, Coles, Safeway, Bi-Lo, Target and Big W.

Tony Merlino said the clear early benefit of having deployed Purveyance was, **“The speed and accuracy of the information we are gathering from the field”**.

He added, **“I estimate this improvement to be in the order of 15 per cent and while, at this still early stage, it is difficult to appreciate the true value of the system, I can say that we are beginning to see substantial benefits all round”**.

Liaise Marketing chose the Purveyance sales force automation solution to replace a paper-based system which – given Liaise Marketing’s continuing rapid growth – was no longer able to cope.

The company has equipped its 60 field representatives with small, inexpensive handheld computers (PDAs), which they use in store to record such information as stock-on-shelf levels and conformance to agreed display arrangements.

This PDA-captured data is transmitted to the Purveyance system at head office each evening, over a dial-up phone line, and the information sent back to the field representatives includes details of new promotions, store visit schedules, billboards and planograms.

The decision favouring Purveyance over competitive systems was taken at the field operations level. Tony Merlino said, **“Our IT people were obviously involved but I believed it was important that the actual choice of solution and its ongoing ownership should be the responsibility of the field management”**.

The advantages Liaise Marketing attributed to Purveyance were flexibility, price, ease of use and speed of implementation.

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For further information please visit [www.dedata.com.au](http://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.