

Purveyance sets its sights on S.E. Asia

Australia's De Data signs OS Distributor, Exac Consulting, to launch its Sales Force Automation Software in to S.E. Asia

FOR IMMEDIATE RELEASE

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Sydney-based software developer De Data Pty Limited has announced the signing of a an overseas distributor agreement with Malaysian-based Exac Consulting to promote its Purveyance sales force automation solution to manufacturers and distributors of consumer packaged goods throughout South East Asia.

The Purveyance mobile sales automation system seamlessly integrates field and back office operations – with field representatives equipped with inexpensive hand-held computers which communicate with the user company's sales management either over wireless communications or conventional phone lines.

Providing management consulting services, Exac Consulting, delivers total technical solutions to clients aiming at improving their business processes and sees the addition of Purveyance to their suite as a natural progression in the journey along the mobile sales force automation market.

Frank De Palo, founder and Managing Director of Sydney-based De Data, said "The agreement provides the opportunity to leverage the experience and success we have had with Purveyance here in Australia and New Zealand.

"With our great reputation in sales force automation software and the growing list of global clients using the system, including Colgate-Palmolive, Schwarzkopf & Henkel, Procter & Gamble, L 'Oreal and Sara Lee, we were seeing an increasing need to have presence in overseas markets such as South East Asia.

On the S.E. Asian market, Frank De Palo said "This market for mobile sales force automation systems in S.E. Asia is heading in a growth phase, similar to Australia, which is good news for the business.

He added, "With operations in Malaysia, Thailand, Singapore and Indonesia, the business will indeed capitalise on Exac Consulting's local knowledge, not to mention their strength in the mobile computing market."

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Notes for Editors

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

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.

Exac Consulting represent De Data in S.E. Asia through the distribution of their sales force automation system, Purveyance.

Exac Consulting is at Suite C-3A-04, Plaza Mont Kiara, NO.2 JALAN KIARA, MONT KIARA, KUALA LUMPUR 50480, Malaysia,

T. +60 62035598, F. +60 62035589, W. www.exacconsulting.com

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