



## **Tomme Tippee Goes To Market with Purveyance**

***De Data's Australian sales force automation system rolled out by Jackel – distributor of 'Mum-Researched – Mum-Recommended' Tomme Tippee and Nuborn baby products***

Sydney, October 2005

Sydney-based software developer De Data Pty Limited has today announced the completed rollout of its Purveyance sales force automation solution for Jackel Pty Limited, the Sydney-based distributor of leading branded consumer products to pharmacies, supermarkets and discount stores.

In addition to the Tomme Tippee and Nuborn 'Mum-researched – Mum-recommended' ranges, Jackel also distributes numerous other baby and child care brands, together with the Dylan laundry products range – some 150 lines in total.

Mark Hancock, Jackel's General Sales Manager, said Purveyance had been deployed to enhance the productivity of the company's eight Field Sales Representatives who are dedicated to calling on more than 2,500 pharmacies, Australia-wide.

He added, "We looked at several alternative offerings but De Data proved to us that Purveyance was clearly the most flexible in terms of being able to be scaled for a medium sized Australian company such as Jackel."

Other much larger distributors of fast moving consumer goods (FMCG) which use Purveyance, and whose field representatives have also been equipped with the system's hand-held devices and back office support, include Colgate-Palmolive, PZ Cussons and Schwarzkopf & Henkel.

While Purveyance is a comprehensive system designed to aid the marketing, merchandising, promotional, sales and fulfilment needs of FMCG companies, Mark Hancock said Jackel's main payback on its own investment in the system would be through the improved capturing of orders.

# DeData

## MEDIA RELEASE

He said, “While it is too early yet to quantify that benefit, ***we have already been able to nearly halve the time between an order being captured and the goods going onto the pharmacist’s shelf, and this is clearly leading to increased sales volumes***”.

The Jackel representatives who call on pharmacies capture orders on their handhelds in-store and transmit them to head office over a dial-up phone line at the end of each day. Purveyance traffic in the other direction – back out from head office to the field – includes billboards, planograms, alerts about upcoming special promotions, information about competitors’ activities and all the usual exchanges between sales managers and their sales people.

In welcoming Jackel to the growing list of Purveyance users, Frank De Palo, De Data founder and Managing Director, said, “This rollout proves a very important point for any FMCG companies contemplating a better way of doing things.

“Namely, that – unlike so many software applications, across all kinds of industries – Purveyance is supremely scalable. From very large users with well over a hundred Purveyance-equipped field representatives, to medium sized companies such as Jackel, with its small team of specialists calling on a specific market segment, Purveyance is delivering above expectation.”

--- news ends ---

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.