

Sydney, December 2003

PURVEYANCE GOES OS WITH SCHWARZKOPF & HENKEL NEW ZEALAND

In time for Christmas celebrations, De Data are proud to announce the signing of Purveyance , their field force automation system, to Schwarzkopf & Henkel New Zealand (Schwarzkopf NZ).

With the installation and training for the New Zealand team taking place in February 2004, national roll out is scheduled for March 2004.

After conducting a lengthy independent evaluation, Schwarzkopf NZ found Purveyance to be the ideal solution for their 28 strong sales and merchandising team. Amongst other variables, it was the ability to control the data and manage the system autonomously that led to Schwarzkopf NZs decision to go with Purveyance.

Mr Frank De Palo, Managing Director of De Data, said “the signing of Schwarzkopf NZ caps a successful year for Purveyance and De Data. Particularly after seeing the system work so well with Schwarzkopf & Henkel Australia.

“It also demonstrates the flexibility of the solution to adapt to local settings and the ability of the service to stretch internationally,” said Mr De Palo.

News Ends...

About De Data

De Data is a privately owned company that has successfully delivered quality Information Technology (IT) services to organisations locally, nationally and globally since 1993. The company shareholders collectively enjoy over 40 years industry experience and are actively involved in the day-to-day running of the business. The goal of De Data is to provide clients with independent practical solutions to business challenges. It is the aim of De Data to allow the client to focus on their core business so they are not forced into the business of being technical specialists.