

## **PZ Cussons Deploys Purveyance Sales Force Automation System**

***System trials prove dramatically reduced field admin:  
sharpened focus on customer relationships: enhanced sales productivity***

Sydney, June 24<sup>th</sup> 2004

Sydney-based software house De Data Pty Limited has today announced that PZ Cussons (Australia) Pty Ltd will equip its 70 field representatives with Purveyance, the sales force automation solution developed by De Data for distributors of fast moving consumer goods (FMCG) and other manufacturers.

UK-based PZ Cussons is a worldwide manufacturer and distributor of soaps, toiletries and household cleaning agents. The company's brands include Radiant, Morning Fresh, Imperial Leather and Pure.

Richard Alp, National Field Manager at PZ Cussons said Purveyance was selected largely on the basis of its 'billboard' feature. This enables the company to keep its field force and customers advised of new promotions and other marketing initiatives, quickly and as frequently as needed, via PDAs and 1-800 dial-up. The system – which can also be delivered wireless-enabled – facilitates reporting, quality free-form communication, and paperless interaction between head office, regional operations and the field.

The key benefits, according to Richard Alp, are enhanced customer relations and improved sales productivity. He said, "Purveyance will enable each field representative not only to spend more time in-store, but will allow at least one extra customer visit each day thereby creating a conducive environment for selling and implementing business building plans with customers. It will also relieve them of the tedium and time-wasting associated with our current paper-based system."

"The time and motion studies we conducted before choosing Purveyance, (from amongst several alternative systems) proved that we can replace the average 85 minutes per day that a representative currently spends on the paper system to well below 45 minutes, with the overall aim being zero paperwork as we eliminate further process."

He added that the productivity benefits of Purveyance extended throughout the company, saying, “When we take into account the reporting up through each region to head office, we are looking at removing more than 100,000 pieces of paper a year from the business, thereby speeding up and guaranteeing delivery of messages to the field team when they need it most”.

PZ Cussons will make the transition to its new mode of operation next month and confidently expects its investment in Purveyance to have paid for itself within two years.

Frank De Palo, founder and Managing Director of De Data, said PZ Cussons was the fourth high profile FMCG company to adopt Purveyance since the web-enabled solution was launched early last year; the others being Schwarzkopf & Henkel, in both Australia and New Zealand, and the Australian arm of Colgate-Palmolive.

– *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.