



Sara Lee Fancies Purveyance

De Data wins major Field Sales Force Automation System order by demonstrating what its competitors couldn't – believability

Sydney, January 2006

Australian software developer De Data Pty Limited has completed the roll out of its Purveyance field sales force automation system for the 70 field personnel who represent Sara Lee to some 2,000 supermarkets and other retail outlets, Australia-wide.

This brings to more than 600 the number of field representatives who rely on the Purveyance system to speed and simplify the management of their daily merchandising, marketing support and order-taking for distributors of fast moving consumer goods (FMCG).

Other leading FMCG distributors reliant on Purveyance for improved field coverage include Colgate-Palmolive, Schwarzkopf & Henkel, PZ Cussons and a leading international beauty products company.

Frank De Palo, founder and Managing Director of Sydney-based De Data, said Sara Lee had deployed Purveyance for all of its retail operations – Food & Beverage and Household & Body Care.

Sara Lee brands include Moccona, Harris and Senseo for Coffee; the Sara Lee brand of Frozen Desserts and Ice Cream; and the Household & Body Care Division's popular Radox, Ambi Pur, White King and Kiwi products.

Jerry Kairuz, National Field Manager for Sara Lee Australia, said the company had looked at a number of potential replacements for its previous paper-based system and – after an exhaustive short listing process – chose De Data's Purveyance on the basis of functionality, cost and reputation.

Elaborating, Jerry Kairuz said, "De Data was the only vendor who, at that point in time, could show us the system in actual use, in the field, with companies like our own. None of the other people we spoke to

were available to do that. The system offered exactly the functionality we were looking for and we were shown it very convincingly. Seeing is believing!"

He added, "Our confidence in both the Purveyance system and De Data was confirmed by how easily our field team took to using it. They initially had qualms about new technology. In the event, however, they quickly saw its benefits and grasped it very easily."

Jerry Kairuz said the gains in switching from a paper-based system to Purveyance have been the timeliness and accuracy of the data received from the field, and productivity.

He explained, "With the previous system, the weekly data sent in from the field each Friday was not available in the form of meaningful reports until the following Wednesday. So by the time management saw the information it was anything up to nine days old and given that the system was paper-based, unlikely to be completely error-free.

"Now, with Purveyance, information about conformity to distribution/ranging and positioning and so on is sent to head office electronically over an ordinary phone connection each evening and any necessary remedial action can be taken immediately."

Jerry Kairuz added that field productivity was another benefit saying, "Because Purveyance is prompt-based and so easy to use, the Reps get their job done faster and are therefore able to cover more ground in the day".

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

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. Phone + 61 (0) 2 9279 3737: Fax + 61 (0) 2 9279 3227