

Sydney, May 2003

SCHWARZKOPF & HENKEL GO WITH PURVEYANCE!

Field Force Automation at Work with FMCGs

Business software solutions provider, De Data Pty Ltd (De Data) announced that their mobile sales and merchandising system has been employed nationally by Schwarzkopf & Henkel – Australia (Schwarzkopf).

Loaded on to a Pocket PC, the speedy two-way information system, known as Purveyance, effectively captures and transmits data between the office and the field via a mobile phone or landline, eliminating the need for laptops in the field or double-handling of data through cumbersome paper-based systems.

Mr Frank De Palo, Managing Director of De Data, said the move to a system on PDAs symbolises the progression of fast moving consumer goods (FMCGs) companies looking to improve productivity and reduce costs through a solution that allows them to focus on increasing sales.

“Schwarzkopf have over 200 products in the market that are serviced by 80 sales/merchandising staff nationally and they totally rely on speed of accurate information between the field and head office,” Mr De Palo explained.

Mr Steve Cauchi, Schwarzkopf & Henkel National Business Manager - Field Sales Force, said a prime factor in the decision to move to Purveyance was its speed and functionality.

“Our previous paper based system delivered information between one-to-two weeks after our Reps performed the store call. We were looking for a cost-effective way of receiving information from the field within one or two days.

“In addition, the systems ability to show ‘Billboards’ (display upcoming promotions on PDA etc.) was a key feature that caught our attention. We were also attracted to the fact that we controlled the ‘Back Office’ feature and the cost savings this represents,” explained Mr Cauchi.

Backed by over seven years experience in field force automation, De Data were determined to ensure Purveyance would meet the needs of the market by consulting FMCG companies during the 12 month development period.

“From our R&D, we see the major benefit to FMCG businesses is that Purveyance allows them to focus on increasing their sales and not on burdensome administration,” said Mr De Palo. “The speed of the data transmission means field representatives and staff back in the office can send and receive the information to each other, keeping them up-to-date as well as allowing them to fast-track any contingencies.

“We are extremely happy that we can see this and the many other benefits of Purveyance working for Schwarzkopf,” he said.

Since adopting the Purveyance system in February this year, Schwarzkopf have been working closely with De Data to modify and enhance some functionality. This demonstrates De Data's commitment to improving the system and tailoring it to its customers needs.

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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.

About Purveyance

Purveyance increases productivity through the following key features and benefits:

- Initial investment and total cost of ownership are reduced through operation on PDA which eliminates the need for laptops in the field;
- Field staff time is freed up through minimal data entry requirements and ability to order stock from remote locations;
- Two-way information flow capability means field staff receive departmental updates immediately (through the use of billboards and checklists), reducing time needed by office staff to communicate with those in the field;
- Field staff can increase their efficiency by planning customer route visits automatically, reducing travel and planning time; and
- Specific sales/distribution channels and multi-level territory hierarchies can be established, allowing organisations to customise data to suit their specific needs.