



MEDIA RELEASE

DE DATA'S PURVEYANCE SOLUTION FLEXES ITS MUSCLES FOR CLOROX

30 January, 2008 – De Data, a leader in mobile sales solutions and custom software, has proved its superiority in the sales automation market with the signing of Clorox Australia to its Purveyance mobile sales force software solution.

An Australian market leader with the *Glad*, *Chux* and *Armor All* brands, Clorox was one of the first companies to adopt sales force automation, however, its existing system was not providing the functionality and flexibility necessary to support its growing business demands.

Petros Markou, Clorox National Field Sales manager, said Clorox made the switch to De Data's Purveyance for several reasons, but primarily because it was a simple, local tool, tailor-made for the FMCG market.

"De Data came highly recommended to us by a lot of our peer companies already using the Purveyance solution. Purveyance has a simplistic way of reporting and is user-friendly when extracting reports and sharing information.

"Its strengths are its speed and reliability of information. De Data's service is thorough, professional and patient, and the system's flexibility made changing to De Data an easy decision," Markou said.

Purveyance uses mobile devices, such as handheld PDA's, UMPC's and TabletPC's, which integrate with the back office to communicate and collate information from field representatives. Users have access to business and sales reports including competitor activity, out of stocks, customer service and distribution as well as surveys, planning tools and calendars.

Clorox's field representatives will begin using Purveyance on wireless PDAs in February 2008. The national rollout is scheduled to be completed in the next four weeks.

Frank De Palo, De Data managing director, said Clorox was a wonderful addition to the Purveyance portfolio of users. "The signing of Clorox reinforces De Data's reputation for offering specific, reliable and user friendly products. I look forward to working with Clorox in the future to improve its cost savings and efficiency."

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About De Data

De Data is a software consultancy that has successfully delivered world class Information Technology (IT) solutions to organisations since 1993. Through our highly experienced IT specialists we offer a wide range of quality services including custom software design and development; solution needs analysis and consulting; and ongoing systems maintenance and support. De Data's goal is to ensure every client is provided with independent practical solutions to business challenges so they can focus on their core business and are not forced into the business of being technical specialists. Our long-term business relationships are founded on a shared commitment to excellence, successful implementations and provision of high standards of customer service.