

JACKEL NZ GET MOBILE WITH PURVEYANCE SALES FORCE AUTOMATION SOFTWARE

06 September 2007 – Jackel New Zealand (Jackel NZ), distributor and marketer of the *Tomme Tippee* and *Pur* baby brands, *Tyco* health products, *Nads* depilatory products and *Nestle* non – functional confectionery has chosen De Data's *Purveyance* mobile sales force automation software to enhance and streamline its sales and merchandising operations. Jackel NZ chose *Purveyance* because it required an automated system to replace their burdensome manual paper-based system.

The *Purveyance* system integrates an organisations field and back-office operations by securely delivering quality information through affordable, easy-to-use technology resulting in increased productivity and CRM gains.

When evaluating the system, Jackel NZ looked to the success of the *Purveyance* software being used by their sister company in Australia. The Australian team, who moved from a time-consuming paper-based system to *Purveyance* over two years ago, now enjoy the benefits of a fully automated solution to capture important customer information and deliver quality information to the customer in order to provide them with a better understanding of their distribution channels, improve sales and develop their customer relationships.

Jackel NZ's field representatives will be running the *Purveyance* software on PDA devices to distribute their brands in pharmacies, supermarkets, variety stores and specialty baby stores across New Zealand.

With the *Purveyance* system being fully automated, Jackel NZ envisage a significant reduction in administration time and costs which will allow their representatives more time to focus on building sales and improving customer relations.

More importantly, the field representatives will have instant access to all the information they require to perform their job including detailed customer data, up-to-date reports on distribution, stock levels, compliance checks and promotions.

The simple workflow of *Purveyance* with visual cues guiding representatives through the daily processes also rated high on Jackel's selection criteria. This ease-of-use and comprehensive training should ensure the field representatives smooth transition to the new system.

Frank De Palo, De Data managing director commented "We are very pleased to have Jackel join the growing group of companies that benefit from the significant savings generated through the mobilisation and automation provided by *Purveyance*."

news ends

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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.

Our 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.