

JOHNSON & JOHNSON INTEGRATES SYSTEMS THROUGH 'PURVEYANCE' WITH DE DATA

Johnson & Johnson Pacific, one of the leading brands in Australia and NZ, has recently upgraded sales field and back-office operations in its National Grocery and Pharmacy divisions through De Data's intelligent *Purveyance* sales force automation tool, following an internal review of back-office processes over the last 18 months.

The sales field and back-office system overhaul was required to meet current market and business demands as the National Grocery and Pharmacy divisions of Johnson & Johnson had used a previous system for over 10 years, so it was time for an upgrade. *Purveyance* will be used by the company to manage sales force operations for such renowned household brands as Band-Aid, Johnson & Johnson Baby Products, Reach and Carefree.

The company chose to use the system because it required a single solution that could easily cater for the diverse channel activity requirements of the National Grocery and Pharmacy divisions as well as more efficiently deliver all the functionality provided by the previous system quicker and with enhanced accuracy.

Purveyance delivers quality information through affordable, easy-to-use technology by integrating an organisations field and back-office operations, resulting in increased productivity, CRM gains and a rapid return on investment. PDAs are linked to the main system to administer everyday operations enabling them to obtain accurate and up to date reports on distribution, stock levels and new promotions among other functions as well as take sales and purchase orders electronically.

John Cortazzo, National Field Manager, Grocery for Johnson & Johnson said, "We chose to use *Purveyance* because it was time to look at an upgrade of our current system. The *Purveyance* solution was affordable and enabled us to incorporate the Pharmacy and Grocery business into one from a reporting and order placement point of view. We are now looking to enhance reporting from *Purveyance* and once this has been completed, we will be able to monitor our business a lot closer than we have ever before."

Frank De Palo, De Data managing director commented: “Johnson & Johnson is another global brand that De Data can add to its burgeoning client base. We look forward to a long and progressive relationship with Johnson & Johnson. It strengthens our belief that we have a market leader in sales force automation systems with *Purveyance* and that the De Data team provides a wonderful service to any client when installing and progressing their systems.”

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For further information about De Data or Purveyance please contact Sharon Farley, Marketing Manager of De Data on tel: + 61 2 9279 3737 or via the web: www.dedata.com.au

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.