

## **KEY PHARMACEUTICALS CHOOSES DE DATA TO BOOST ITS SALES**

**13<sup>th</sup> March 2007** – Key Pharmaceuticals (Key), a privately owned Australian company, has chosen De Data’s intelligent *Purveyance* sales automation software to enhance and streamline its sales operations. Key chose *Purveyance* because it required a single solution that could easily cater for the different needs of the field sales team.

Specialising in over-the-counter (OTC) pharmaceutical products and home used diagnostics, Key’s customers include pharmacies, supermarkets, health food stores and other retail stores throughout Australia. The company required an affordable, easy-to-use solution that enabled it to focus on sales and customer relations, increase sales team productivity, gain rapid return on investment and reduce administration.

The decision to overhaul the sales field and back-end systems was a decision involving the executive and sales teams, as well as Key’s customers. All parties recognised the need for an affordable and user-friendly electronic system which seamlessly integrated field sales and back-end operations.

David Cook, Key’s National Sales Manager said, “We are constantly looking for ways to streamline processes and improve customer satisfaction. We wanted a solution to synchronise field customer orders straight to the wholesaler and simplify the sales team processes to increase productivity. We chose *Purveyance* as it resolved all our issues in a straightforward and affordable manner.”

Previously, Key’s sales force had a manual system in place which required reps to write customer orders and fax these to the wholesaler each night.

With the *Purveyance* system, the sales force will use *Ultra Mobile PC's (UMPC)* to link directly back to the back-office system ensuring customer orders are seamlessly and automatically transmitted to the wholesaler. This will not only reduce administration but eliminate the possibility of data entry errors associated with the manual system.

Slightly smaller than a Tablet PC, the new *UMPCs* enable Key's headquarters to keep field staff advised of the latest promotions and other marketing initiatives, displaying quality images on the handheld device and reducing the need to produce colour copies of images. Field staff will also gain access to the latest product updates quickly, ensuring that Key is seen to be an informed and professional organisation.

More importantly, the *Purveyance* system will allow Key fast and secure access to data. This easy-to-use technology integrates an organisations field and back-office operations allowing a holistic view of the company. Key will be able to get detailed reports on distribution and stock levels whenever necessary.

In addition to meeting all of the technical requirements, De Data's *Purveyance* solution was chosen because of the company's experience working in the pharmaceutical industry as well as the ability to deliver functionality required.

The De Data *Purveyance* system will be rolled out in a phased approach nationally. An intensive education and training program with each sales team member will ensure they are comfortable with the sales automation tool.

Frank De Palo, De Data managing director commented: "Key Pharmaceuticals is one of the main players in their industry and distributes some of the biggest brands across Australia. We are looking forward to working with them to deploy *Purveyance* seamlessly, train the sales team and demonstrate the benefits quickly including ease of use, CRM gains and a rapid return on investment."

*news ends*

# DeData

## MEDIA RELEASE

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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.