

'PURVEYANCE' SYSTEM REALLY WORTH IT TO L'OREAL

Leading sales force automation system provides up to date information

Sydney, August 2006

L'Oréal, a global leader in the health and beauty industry has made significant benefits utilising De Data's intelligent *Purveyance* sales force automation system in its everyday merchandising operations.

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. The sales force generally use PDAs linked to the main system for their everyday operations enabling them to obtain accurate and up to date reports on distribution, stock levels and new promotions. Furthermore, sales and purchase orders can be taken by *Purveyance*. L'Oreal has commissioned De Data to rollout the *Purveyance* Ordering module in August 06.

The system has been used by the national merchandising team within the consumer division of L'Oréal Australia for over 12 months. Looking after such luminary brands as Garnier, Maybelline New York and L'Oréal Paris, the team consists of over 100 merchandisers servicing grocery, variety and specialty outlets for more than 2,000 retail stores nationally, so it is imperative for the field team to have access to timely and accurate data on all brands and account activities.

L'Oréal previously used a paper and mail out based system incorporating a recorded phone message service, which proved to be slow and lacked detailed information. The original system meant new product launch data used to be exchanged on a monthly basis, with *Purveyance* this is now done overnight via synchronization of the PDA devices.

Purveyance was recently used to successfully launch the Garnier Nutritionist skincare range and significantly enhanced speed-to-market activities when communicating the new line information to the field force.

Brian Trim, L'Oréal national field manager, commented: "*Purveyance* allows L'Oréal to better service our retail partners through sharing instant information. The *Purveyance* product is improving our information flow from field teams to retailers."

Trim highlighted: "We have found that the capturing, translation and reporting of important data including distribution, out of stocks and stock weight has provided immediate benefits to our retail partners and to L'Oréal. We are now able to measure and monitor in-store compliance of agreed activities, which allows us to better service retailers and liaise with store personnel. In the past, using our original paper-based system, this was very time consuming.

"Our merchandisers have ongoing up-to-date stock and promotions information as a result of the *Purveyance* system. They have immediate access to detailed data, specific to each of our retail partners, including on-screen billboards and date activated surveys. *Purveyance* is a time efficient, professional system that helps personalise our relationship with our customers," continued Mr. Trim.

One of the concerns for any company or division switching to an IT related system is the potential upheaval this may cause especially with lost work time and teething problems. L'Oréal's complete change from its paper-based system to an electronic sales force automation solution with *Purveyance* took less than six weeks. Its adaptability to most business environments meant L'Oréal could use the standard system simply configured to suit the company's requirements. This makes *Purveyance* more cost effective to a company than a tailor made alternative.

Trim concluded: "De Data was supportive throughout the decision making process and proved to be a leader in field force automation systems. Our experienced team of sales reps had never used PDAs in their work at L'Oréal previously but the user-friendly nature of *Purveyance* was easy for them to understand and quickly became second nature to the team. This allowed the system to be easily integrated into our processes."

Frank De Palo, De Data managing director concludes: "We are delighted to have such a reputable and highly regarded company as L'Oréal as a client. 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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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.

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

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