

## **PURVEYANCE SYSTEM NOW AVAILABLE ON ULTRA-MOBILE PCs** **Leading sales force automation system first to be released on new platform**

**Sydney, September 2006**

Australian software developer De Data Pty Ltd has completed the roll out of its Purveyance field sales force automation system on an Ultra-Mobile PC.

The Ultra-Mobile PC is a new breed of computer. With an appearance half-way between a PDA and Tablet-PC. The Ultra-Mobile PC combines Windows XP with mobile-ready technologies that make it easy to access and use the software on the go.



De Data's intelligent *Purveyance* sales force automation system is the first of its software to be made available on the Ultra-Mobile PC.

Also running on PDAs and Tablet-PCs and used by market leaders such as Proctor & Gamble and Colgate Palmolive, 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 mobile devices 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*.

The Ultra-Mobile PC is portable, lightweight, and configured to connect, communicate and – coupled with the *Purveyance* solution – can accomplish many tasks in the field.

Unlike PDAs, the Ultra-Mobile PC features full Microsoft Windows XP functionality and provides users with the ability to touch, write, or type.

Frank De Palo, De Data managing director concludes: "We are delighted to be offering Purveyance on the Ultra-Mobile PC, as we know the mobile market has been calling out for a device that has a form factor of this size and a price point between a PDA and TabletPC." He adds, "For us, supporting the Ultra-Mobile PC was quite simple, as we designed the Purveyance system in such a way that we have the one code base for all platforms. This means that any new functionality is immediately available to all our clients no matter which hardware platform they choose".

Source: <http://www.microsoft.com/windowsxp/umpc/default.msp> and [www.tegatech.com.au](http://www.tegatech.com.au).

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](http://www.dedata.com.au)

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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.