

## **PURVEYANCE USER CONFERENCE**

**SYDNEY - JUNE 08, 2007**

**13 June 2007** – De Data’s recent Purveyance User Conference held in Sydney on 08 June 2007 was deemed a “hit” amongst delegates by providing them with information to improve their competitive advantage in their field operations.

The conference is an exclusive seminar set up to provide Purveyance users with value-add information and support including tailored training sessions for management teams and user group sessions.

The conference attracted management from some of Australia’s leading pharmacy and consumer goods distributors and manufactures including Schwarzkopf & Henkel, Key Pharmaceuticals, Colgate Palmolive, Sara Lee and L’Oreal.

The User Conference covered in-depth training on all new Purveyance functionality with a session focusing on Optimising Purveyance Reports, a presentation on the De Data Wiki (extranet - community portal), and topics such as the latest news and reviews on mobile hardware and networks.

The day consisted of the User Conference and was followed by a User Group meeting later that afternoon.

Frank De Palo, founder and Managing Director of De Data, said “Feedback from the attendees was immense with many a comment on the significant benefits they were able to take away from the sessions. It is a good indication that you are on the right track when you have some of the ‘heavyweights’ in the FMCG market provide you with such positive feedback and information as to the impressive success they are enjoying.”

Elaborating, Frank De Palo said, “The conference provided attendees with training and tips to assist them to gain an even greater competitive advantage with their field

operations. One attendee commented that they were 'blown away' by what we had shown, as it meant they were able to gain even more benefits from their field operations".

Riding on the success of this event, next years Purveyance User Conference scheduled for late May or early June 2008, is set to be another crowd pleaser. .

- news ends -

For further information about De Data 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)

### **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.