

**DE DATA TO IMPROVE EFFICENCY OF NATIONAL
FOOD SUPPLIER**

02 OCTOBER 2007 – Premium food company, Valcorp Fine Foods, has secured the services of De Data's Purveyance mobile sales force automation system to streamline its field and head office activities.

Valcorp is a family business representing top food and beverage brands including Lavazza coffee, Sirena canned tuna, La Gina canned tomato, sauces and pastes, and Ortalli Vinegar.

Valcorp National Trade Marketing Manager, Matthew Battiscombe, said Purveyance had been chosen for its ease of back office maintenance, extensive reporting abilities and the use of Aztec and ACNielsen data.

The Purveyance sales automation system integrates field and back office operations seamlessly, allowing staff to manage the speed and flow of information, reducing administration and eliminating human error. Users have access to detailed reports and stock levels at all times.

There is approximately 40 field staff in the Valcorp business, with all to convert to De Data's Purveyance software using integrated handheld PDAs within the coming months.

"We were looking for a handheld solution that would enable us to automate our manual, paper based processes which were slowing us down when it came to real-time field reporting and planning.

“Purveyance will provide Valcorp with lower field servicing costs, interface with our existing IT structure and reduce workloads in collation of reports. By using Purveyance, Valcorp will improve efficiency, increase turnover and lower field servicing costs.”

Mr Battiscombe said De Data offered Valcorp fantastic speed of integration, secure and supportive hosting, and value for service.

“In addition to providing the tools we need to run the business smoother, De Data is the perfect cultural fit to Valcorp. The team are honest, personable and accessible, and dealing with the owner has been a positive experience.”

Frank De Palo, De Data Managing Director, said the signing of Valcorp Fine Foods to the Purveyance system was a great win for De Data. “Valcorp handles the distribution of key brands within retail, food-service and continental, and De Data is proud to be working with them. Purveyance will provide them with the necessary tools to improve their business processes, and I look forward to watching Valcorp grow as a result.”

news ends

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About De Data

De Data is a software consultancy that has successfully delivered world class Information Technology (IT) solutions to organisations since 1993. Through our highly experienced IT specialists we offer a wide range of quality services including custom software design and development; solution needs analysis and consulting; and ongoing systems maintenance and support. De Data’s goal is to ensure every client is provided with independent practical solutions to business challenges so they can focus on their core business and are not forced into the business of being technical specialists. Our long-term business relationships are founded on a shared commitment to excellence, successful implementations and provision of high standards of customer service.