



Bartter Enterprises selects O4 Corporations field operations solution for its sales reps and merchandisers

O4 Corporation, Australia's leading provider of mobile/wireless field sales and merchandising solutions, today announced it has been selected by Bartter Enterprises, one of Australia's largest poultry producers, to provide a handheld field operations solution for its sales representatives and merchandisers.

Bartter Enterprises employs over 4,500 staff throughout its farming, processing, distribution and marketing, and sales operations under the Steggles brand. After reviewing several other mobile solutions, Bartter selected the O4 Field Operations Solution for its 68 field workers. The solution will be deployed on a Pocket PC phone edition, enabling the field force to have immediate on-hand access to sales information.

According to Simon Bartter, Sales Director, Bartter Enterprises, a key driver in choosing the O4 Solution was its ability to help optimise Bartters relationship with the retail outlets.

To keep up with the fast pace of the food industry, we needed a solution that is simple to use, yet able to organise and deal with our extensive sales data in order to drive sales growth, said Simon Bartter, Sales Director, Bartter Enterprises.

O4 offered a comprehensive solution that will allow our field force to input and receive key sales information. This helps us to focus on working with retail outlets on product supply as well as ensuring our sales operations continue to run seamlessly, he said.

The O4 Field Operations Solution will be rolled out to Bartters field staff employed in three different divisions - retail, quick service and food service. The solution will simplify order taking across all divisions, and will also replace Bartters time-consuming practice of a paper-based system to input sales data.

The O4 Solution ensures that sales information is always up to date and reduces operating costs and errors associated with a paper-based system, said Ashley Bloch, Managing Director, O4 Corporation. Minimising mistakes, accelerating the flow of sales information and standardising reporting and field processes are just some of the fundamental benefits Bartter will gain from using the O4 Solution. The end results will be increased revenue, lower operational costs and the quality delivery of service to customers.

The O4 Solution will automate and optimise all the day-to-day tasks of the field force. Sales representatives can also easily synchronise their PDAs to download any necessary information, which is then formatted into various reports.

The O4 Mobile Solution provides an accurate insight into store activities by supplying information such as store display records, product ranges and promotional offers, while the O4 Management Suite enables field managers to administer back office functions including call planning and territory management. The system will be customised to Bartters specific requirements using the O4 Workbench desktop application.

Bartters customers in the retail division include major supermarket chains, while its quick service channel encompasses restaurants such as KFC, Nandos, Red Rooster, Oporto and McDonalds. The food service division consists of approximately 400 distributors who service outlets such as hotels, clubs, schools and caterers.

ABOUT O4 CORPORATION

O4 Corporation develops and markets solutions that automate sales and merchandising field operations, giving organisations the tools they need to maximise their revenue and reduce their costs. O4 Field Operations Solutions provide intuitive applications for mobile workers - on handheld or laptop devices - as well as in-office management tools, all integrating seamlessly with existing corporate information systems.

Australian-based, the company is working with its international offices and partner networks in countries across the Asia Pacific region, Europe, the United States and South America to deliver its comprehensive solutions. O4 has attracted numerous industry-leading clients in a range of market sectors such as FMCG, pharmaceuticals and alcoholic beverages, where it is the local market leader. O4 clients include Sanitarium, Bacardi Lion, Orlando Wyndham, Swift & Moore, Suntory, Pauls, Janssen-Cilag (Johnson & Johnson), Mundipharma and Smith & Nephew.