



## Capricorn Ventis plugs gap in CRM systems with O4 software

- O4 Corporation to integrate with Siebel, Sage and Microsoft<BR>

- Irelands Capricorn Ventis to lead in mobile data capture using O4 software

O4 Corporation, Australia's leading provider of mobile/wireless field sales and merchandising solutions, today announced it has been selected by CRM specialist Capricorn Ventis Limited (CVL), to deliver its award-winning software in Ireland.

CVL says O4 will add significant benefits for companies in the fast moving consumer goods (FMCG) markets that are already using traditional CRM packages, such as Siebel, Sage and Microsoft.

The O4 Solution is a comprehensive offering for field sales representatives and their managers. The software is designed to provide on-the-road sales personnel with a highly efficient tool to improve mobile data collection. At the same time, office-based management can better administer their field force and can use the data to help optimise their forecasting and planning.

"Traditional CRM tools such as Siebel, Sage and Microsoft do not support the FMCG market well," said David Haughton, CEO of Capricorn Ventis.

"We are pleased to bring O4's field sales software to the market, which is the ideal tool to add to these systems, particularly for the drinks, food and pharmaceutical industries."

"We are looking forward to developing the market for O4's software in Ireland through this new agreement," said Angela Lovegrove, Managing Director of O4 Corporation in the UK. "Capricorn Ventis is the country's leading CRM specialist and has an enviable list of FMCG customers that would benefit from our technology and our rapid implementation."

Unlike traditional CRM systems, O4's field sales application is designed to service short sales cycles within the FMCG market. Task-specific software supports mobile sales representatives, making category management, merchandising and stock-taking highly efficient, for example. O4's system also provides immediate feedback to sales managers, allowing for an improved view on field data.

Notes for Editors

### ABOUT O4 CORPORATION

O4 Corporation develops and markets solutions that optimise 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, Pernod Ricard Pacific, Swift & Moore, Suntory, Reckitt Benckiser, Janssen-Cilag (Johnson & Johnson) and Mundipharma.

### ABOUT CAPRICORN VENTIS LIMITED (CVL)

Dublin-based Capricorn Ventis is a business and technology consulting firm that specialises in customer-centric strategy, processes and technology. CVL assists companies in building and sustaining a distinctive competitive edge, increasing revenues, profit and long term value generated by customer relationships. To meet this challenge, CVL provides business services and/or leading edge technologies that match customer requirements, thereby enabling them to be more successful.

CVL has a client base that spans the globe and has experience of delivering projects in Ireland and UK, as well as Continental Europe, Asia and the Americas. For more please see: [www.crm.ie](http://www.crm.ie)