



## ComOps Automates Annual Delivery of 14 Million Sandwiches For Australian Convenience Foods

Sydney, 21 September 2011 Australian Convenience Foods (ACF),

a national supplier of hand made fresh foods and of selected frozen products that are based on exceeding customers expectations of new and innovative products at the right value for consumers, has selected the ComOps mobility automation solution, SAM, and SAM Analytics as part of a strategy to enhance customer service throughout its Australian operations.

ACFs decision to select ComOps follows a comprehensive market review of five mobility automation and route settlement solutions over the past 18 months. Only ComOps was able to satisfy the companys product feature wish list for an integrated mobile, hosted and business intelligence solution.

ComOps SAM will replace an aging ten-year old DOS-based legacy system that was unable to scale with the companys growth and provide a platform for increased operating efficiencies.

As part of the companys decision to select ComOps SAM, the new software deployment will help increase efficiencies for the companys logistics team which delivers a range of food, including more than 14 million sandwiches annually, to most of the countrys Food service, Petrol and Convenience and airline business.

ComOps SAM will be implemented on Intermec handheld devices and ONeill printers provided by Skywire. These wireless terminals are used each day by the companys 60 strong truck driver fleet in the delivery of customer orders. ComOps SAM will provide both on-demand and pre-loaded data, including a route-sequenced itinerary, which will enable the drivers to conduct deliveries and take signatures for proof of delivery and customer payments.

Once fully implemented, ComOps SAM will enable a driver to take a product, modify an invoice on the run, deliver the product, obtain a signature on the screen and generate a live transaction resulting in a streamlined, rapid and accurate delivery and sales process.

ComOps was attractive to us in terms of its offering being an integrated suite of route settlement automation tools. In addition, the company also has a robust track record of successful deployments among other Australian logistics, supply chain and manufacturer organisations, says Emad Jomaa, General Manager Operations, ACF.

ComOps SAM can seamlessly integrate reporting, invoicing, analytics, measurement and control. SAM Analytics will enable us to measure customer cost-to-serve, enhance our delivery time schedules and report on a range of processes, including product sales information, returns analysis, and delivery performance.

A key benefit is that each customer call will be captured and timed to enable analysis for drop times which will then feed into individual driver delivery route schedules. This will enable the company to understand the cost to serve on an individual customer wherever they may be located.

ACFs drivers conduct 25,000 service drops around the country each month. ComOps SAM Analytics will also enable management to gain greater visibility into the performance of individual stores by market segment and territory, promotional compliance, delivery performance by customer type, returns analysis, and driver drop times.

The new system, which will also be hosted by ComOps, will allow drivers to locate any customer invoice or automatically load details with the customer data being fed back to a centrally-located Pronto ERP platform. Operationally, ComOps SAM will act as the central data repository for customer invoicing and captured settlement data.

Deployment of ComOps SAM will commence with the companys operations in New South Wales and, once operational nationally, will result in a

dramatic reduction in the time-consuming, manual paper tasks undertaken by drivers at the point of customer delivery. It will also result in a faster reconciliation of delivery information and payments back to head office.

Australian Convenience Foods is the only national manufacturer of quality, fresh sandwiches with manufacturing operations in each major Australian capital city. In addition, it is the market leader in the ready to eat food convenience market. Its bespoke offering of fresh sandwiches, microwave products and third party brands, in combination with a national, daily distribution capability, ensures that it is a preferred supplier to a wide range of customers including most petrol and convenience stores.

ComOps will help us to remain consistent in our vision to be Australia's leading provider of quality convenience food and to deliver on our values of continuous improvement, and customer service, says Jomaa.

#### About ComOps Limited

ComOps Limited is a leading Australasian business solutions provider, founded in 1972 and listed on the ASX in 1999. ComOps develops, sells, implements, hosts and supports software solutions in the Safety, Risk and Claims Management, Workforce Optimisation, Recruitment, eLearning, Business Intelligence, ERP, Mobile Sales Force Automation, eCommerce and Retail Management markets. These solutions are used by a range of blue chip clients such as Toll Transport, Sensis, RACQ, Steinhoff Asia Pacific (Freedom Furniture), Heinz, Australia Post, Toshiba, Dulux, Canon, Queensland Government, NSW Lotteries, DP World, Virgin Blue and Commonwealth Bank to name just a few.

ComOps is a Microsoft Gold Partner, Progress Premier Partner, is ISO 9001:2008 Quality Accredited and Government Endorsed.

For further information please contact:

David Bass

Bass Public Relations

Tel: 612 9922 6820

Mobile: 61 416 107 194

Email: [david@basspr.com.au](mailto:david@basspr.com.au)