



McGuigan Simeon Wines Limited selects industry leading Mobile Field Force Solution from O4 Corporation

O4 Corporation, the world's leading provider of next-generation software solutions to optimise field sales and marketing operations for consumer products companies, today announced it has been selected by McGuigan Simeon Wines Limited (MSWL) to deliver its solution to MSWL's mobile sales reps and management team. MSWL are owners and distributors of popular wine brands in Australia such as McGuigans, Tempus Two and Miranda Wines. The company evaluated a number of mobile sales solutions before settling on the O4 Mobile Field Force Solution. According to Cameron Ferguson, National Sales Director at MSWL, the company's mobile sales reps were previously using a paper-based system to record orders and other field data, which proved to be a long and tedious manual process. "There were simply too many links in the order process chain. Our reps needed to manually record the data and enter it into spreadsheets for processing by our office-based staff. However, this created a combination of extreme inefficiency and room for error. The O4 Solution will enable us to utilise a valuable resource that can assist in our business operations, facilitate better business decisions and serve our customers better," Ferguson said. After discussions with MSWL's suppliers, Ferguson looked into three mobile software offerings, including the O4 Mobile Field Force Solution. "Out of the solutions reviewed, we were most impressed by O4's offering as we felt it provided the most comprehensive set of functions specifically to suit the demands of the beverage industry. O4 presented us with a solution most in tune with our current and future business needs. We have not moved at the same technological pace that our business has grown and we will now take a giant leap forward with a solution that can provide a platform for improved process, data and decision making tools that will give us a sustainable competitive edge," he added. The O4 Solution is an out-of-office software application that operates on handheld computing devices. It enables mobile reps to perform tasks such as input sales orders, perform surveys, conduct distribution and range checks and check product availability and price lists. The O4 Solution includes a desktop application that provides office-based staff with the tools to manage mobile rep schedules, monitor activity and perform sales analysis based on information from the field. Desmond Miller, CEO of O4 Corporation, said that the use of mobile technology was a "must-have" for companies with an on-the-road sales team. "By moving from a paper-based system to an automated software solution, mobile workers can stay on the road for longer periods and are much more productive and effective. MSWL's decision to switch to the O4 Solution continues our success with consumer products companies and in particular with beverage companies. O4 now leads the market in this sector, with customers locally and internationally including Bacardi Lion, Pernod Ricard Pacific and Suntory." MSWL is working with O4 to implement the solution. It expects to run the initial pilot by the end of the first quarter, 2007, before rolling out the system to its sales reps around the country. - Ends -

Notes for Editors

ABOUT O4 CORPORATION

O4 Corporation develops and markets solutions to optimise the sales, marketing, and merchandising field operations of consumer products companies, providing the tools they need to maximise their revenue and reduce their costs. O4 Mobile Field Force 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-headquartered, the company is working with its international offices and partner network 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 consumer products, beverage, food, health & wellbeing and merchandising services. O4 clients include Sanitarium, Bacardi Lion, Pernod Ricard Pacific, Brown-Forman Australia, Lion Nathan, Suntory, Reckitt Benckiser, Janssen-Cilag (Johnson & Johnson) and Symbion Consumer.