



S.C. Johnson Hits the Road with ComOps Mobile Sales Solution

Sydney, 28 October 2009 ComOps, a leading Australasian provider of business software products and services, has announced that S.C. Johnson & Son Pty Limited, the Australian arm of the US manufacturer of household cleaning supplies and consumer chemicals, has renewed its contract for ComOps SAM, a hosted mobile sales force automation solution. The ComOps software is being used by S.C. Johnson's national sales team for customer call planning, accessing pricing information, downloading and presenting sales support material, managing in-store product range and distribution and for management reporting.

S.C. Johnson manufactures and distributes many of Australia's best-known household chemical brands including Baygon, Mr. Muscle, Raid and Windex. The company's sales representatives spend up to eight weeks at a time out of the office, travelling to meet with independent retailers throughout Queensland, New South Wales, Victoria and Western Australia.

Operating on Motorola handheld personal digital assistants (PDAs), ComOps SAM enables the sales team to keep in touch with head office at all times, ensuring that they have the latest product, pricing and promotional information whenever they speak with a customer. Daily communications via the mobile solution also help to promote a team feeling amongst the sales representatives, regardless of how long they may be absent.

ComOps SAMs automatic reporting has reduced time demands on staff and has given management visibility into the activities and effectiveness of the sales team, allowing them to view sales schedules, distribution results and to analyse territory trends on a daily basis.

Trent Kiner, national field sales manager at S.C. Johnson said, ComOps SAM gives us the facility to plan calls and to send and receive information quickly. We use it to alert the reps of any wins or product development news. We can get promotions out faster and in a format that is ready to be used in discussions with the customers. It's also an easy way to report field intelligence and competitor information.

S.C. Johnson began its journey with ComOps SAM in 2008 when it deployed the solution under an initial 12 month Software as a service (SaaS) contract. The solution replaced a manual and paper-based system. Today's announcement extends this agreement for another 12 months.

Kiner added, We chose SAM because it is widely used by other FMCG [fast moving consumer goods] organisations and it was best suited to our needs. ComOps were able to provide everything we needed from hosting the software and providing services, training and support, to attending sales team meetings and assisting with change management. Their solution is competitively priced and they are supportive of our own unique requirements, spending time on the road with reps to understand our business and to ensure SAM is being used effectively. They are a very good fit for our size and style of business.

About ComOps Limited

ComOps Limited has a 37 year history in the IT industry in Australasia and listed on the ASX in 1999. The company develops, sells, implements, hosts and supports software solutions in the ERP, Business Intelligence, Mobile Sales Force Automation, e-Commerce, Retail, Risk Management & Safety Compliance, Workforce Management and Human Capital Management markets. These solutions are used by a range of blue chip clients such as Toll Transport, Simplot, , RACQ, Steinhoff Asia Pacific (Freedom Furniture), National Foods, Golden Circle, Australia Post, Toshiba, Orica, Lexmark, 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, ISO 9001:2008 Quality Accredited and Government Endorsed.