



Sanitarium selects O4 Corporations mobile sales solution for Australian and New Zealand sales reps

O4 Corporation, Australia's leading provider of PocketPC-based mobile business solutions, today announced that Australian health food manufacturer Sanitarium has chosen it to provide a handheld field operations solution for Sanitarium's sales representatives across Australia and New Zealand. Sanitarium manufactures and sells some of Australia's most well-known products, such as Weet-Bix, Up&Go and So Good. The company evaluated a number of mobile sales solutions before settling on the O4 Field Operations Solution for its 69 sales representatives.

Sanitarium's General Manager for Business Development, Dale Williams, said the O4 Field Operations Solution, being rolled out over the next six months on O2 PDA devices, offered the best functionality of all systems reviewed and will improve the efficiency of sales representatives operating in the field.

We needed a solution that was easy to use, but we also wanted to improve the reporting and efficiency within the sales process, Williams said. O4 was able to offer the most comprehensive solution in the simplest form.

Sanitarium's sales force covers more than 2,500 stores in a four to six week cycle. The O4 Mobile Client will become the sales persons electronic calling card, storing information such as store display records and product ranges. It will also maintain information on promotional campaigns and aid sales representatives in checking compliance with specific campaigns.

Our sales representatives will use the O4 Mobile Client to track the success of individual product campaigns and store compliance, which will help us obtain an accurate picture of store activity, said Williams.

The mobile solution will also replace Sanitarium's current paper-based reporting system, a process that can take up to two weeks to complete.

With the O4 Field Operations Solution, Sanitarium will be able to request multiple reports simultaneously. Sales representatives will simply synchronise their PDAs to download the necessary information, which is then formatted into various reports.

It essentially delivers real time reporting and will enable us to track the success of campaigns, strategies and performance more effectively, Williams said.

The O4 Solution will become a vital tool in the selling process for our sales representatives and will provide us with real time information on what is happening in the field on a day-to-day basis, said Williams. It will give us more insight into the business and the results our sales force is achieving.

Notes for Editors

ABOUT O4 CORPORATION

O4 Corporation develops and markets solutions that automate sales and merchandising field operations, giving organizations the tools they need to maximize 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, Lion Nathan, Swift & Moore, Suntory, Pauls, Janssen-Cilag (Johnson & Johnson), Mundipharma and Smith & Nephew.