

Riviana Foods Chooses StayinFront EdgeCG SaaS CRM Solution on iPads and Android Devices

StayinFront's out of the box on-demand CRM platform will support activities of retail grocery and food services sector field force teams

Sydney,12 September 2012. StayinFront,Inc.,a leading global provider of customer relationship management systems andmobile sales force effectiveness tools, has added Riviana Foods Pty Ltd to the rapidly-expandinglist of customers for its StayinFront EdgeCG SaaS(software-as-a-service) consumer goods CRM and Analytics solution.RivianaFoods is an Australian-owned manufacturing, distribution, sales and marketingcompany and one of the largest and most successful food importers. The company has 500 products under itsextensive portfolio, among them some of the countrys most well-recognisedbrands.

Fieldingtwo teams one focusing on the retail grocery business with brands such as Riviana, Always Fresh, Admiral and Mahatma; and the second targeting the food servicessector with brands such as Riviana and Menu Master meant the company needed asingle solution that met the varied needs of its field reps.

RivianaFoods selected the StayinFront EdgeCG solution as it was a full-function, hosted package with the technical flexibility to deploy to a retail groceryteam using Android devices, as well as to food services reps, who requirehigher quality presentation capabilities, on iPads.

SteveWeston, National Sales Manager for Riviana Foods, said: We wanted to supportour two sales teams with the tools that best demonstrated our continuing culture of innovation, efficiency and service to our customer base. With StayinFront consumer goods CRM software available on Android devices and iPads in the field, we believe our teams will impressour customers on every level.

StayinFrontEdgeCG will be configured to provide the individual detailed reporting requiredby each team. The retail group will have fast and easy access to criticalinformation, such as competitor pricing comparisons, straightfrom the system, while the food services sector reps will pull the specificclient information required to sell effectively into each restaurant andcaterer.

Kerrie-AnneTurner, StayinFronts APAC Vice President and Managing Director Australia, said:

WhetherRivianas reps are talking to a supermarket or a restaurant customer, they willbe supported in the field by StayinFront EdgeCGs easily-configured data andreporting from the same high availability, central repository.

ENDS

About Riviana FoodsPty Ltd

Establishedin the 1950s, Riviana Foods is an Australian owned manufacturing, distribution, sales and marketing company, and one of the largest and most successful foodimporters. Its grocery brands include Always Fresh, Riviana, Admiral, Captain and Mahatma. It also has a strong presence in the food service sector with an extensive portfolio of brands such as Riviana, Menu Master, Garden Supreme and Ocean Supreme. The company's head office and manufacturing base are located in Melbourne, with sales and distribution facilities for the 500 products under its brands, located throughout Australia. See www.rivianafoods.com.au

About StayinFront StayinFront is aglobal provider of the worlds most innovative customer relationship managementsolutions. From on-demand and on-premise CRM to mobile CRM access in the fieldusing Androids, iPhones and iPads, its ground-breaking software offers rich functionality, fast deployment and easy-to-use tools that increase sales force effectiveness. StayinFront has been selected as a strategic partner by many of the worlds toplife sciences, consumer goods and business-to-business companies, improving efficiencies in over 65 countries and more than 25 languages. Headquartered in Fairfield, NJ, USA, StayinFront has offices in the United Kingdom, Ireland, India, Australia, Singaporeand New Zealand. For moreinformation, visit http://stayinfront.com or log on to our blog at http://blogs.stayinfront.com

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