

# from the Managing Director...



2006 is almost over and I am pleased to report that ComOps has had an extremely busy year, with a number of new clients joining our user group and a large number of new

projects with existing clients.

At the beginning of the year the Gartner Group analysts predicted that Business Intelligence would be the number one technology priority in 2006 and we have certainly seen this to be true. We have worked on new projects with Orica Consumer Products, Universal Publishers (see page 1), DATS, and Toll as well as welcoming a new BI client Freedom Furniture.

We have also seen other major new projects with Universal Publishers who have taken on a number of our product offerings (see page 1), Bradken, MMEM, L&M Equipment, Nordson and at the start of the year C-Direct implementing our mobile sales force automation product (see page 2).

During the year we have focused our efforts on introducing a new delivery of services methodology and ensuring our Project Management skills are up to date and being utilized correctly with every project. We have had very positive feedback from clients so far and look forward to deploying this new methodology across all future projects.

May I take this opportunity to thank you all for your continuing support and trust you have a wonderful festive season and that 2007 proves to be even more successful than 2006.

Richard Bradley  
Managing Director

# C-Direct Results

## Business Situation

When C-Direct won major contracts with Telstra and Kodak, their sales force had to expand considerably. The complex paper-based system that the sales team had been using was difficult to train new staff in quickly and made the required reporting very difficult and time consuming.

## Solution

C-Direct deployed the Sales Force Automation solution, ComOps SAM on Microsoft Pocket PC handheld devices to manage call plans as well as collect and analyse data from the field.

## Benefits

- Reps are now in constant contact with the business
- Up to date information is available from the field for analysis
- Reports are now produced weekly instead of monthly
- Staff retention is up as sales processes are now simpler to learn for new reps
- Promotions and pro active sales activities can now be strategically organised due to analysis of market intelligence

## Background

C-Direct, a sales, marketing and distribution company, is an authorised distributor of icon brands such as Telstra, Kodak, TDK, Casio, Village, Hoyts, Greater Union and Warner Bros. Its distribution channels include pharmacies, video stores, tourist outlets, retail outlets, government departments and agencies, universities, hospitals and corporate social clubs. As a family business, C-Direct prides itself on its superior service.

As well as its head office in Melbourne, C-Direct has offices in Sydney, Brisbane, Adelaide, Perth, Hobart, Cairns and Auckland, servicing over 6,000 customers around Australia and New Zealand. Angela Ciliberto, Chief Operating Officer, has worked the family business with husband Peter for twenty seven years. She explains how the company developed.

"We restructured our retail and wholesale operation in 1990 to focus on our wholesale business and seven years ago our children came to work with us."

Winning a Family Business Australia Award in 2002 underlined the company's success in instigating best practice as a family business.

Phillipa Taylor, CEO of Family Business Australia, says C-Direct is a great example of a company that promotes the value and contribution family business makes to Australia.



"They are diligent about upgrading their skills and taking advantage of the alternative viewpoints available from both generations.

"Our award was in part a recognition of the professional nature of their policies and procedures."

## Major contracts won

When the company won major contracts with Telstra and Kodak, their sales force had to expand considerably. The complex paper-based system that the sales team had been using was difficult to train new staff in quickly. Robert Renner, Business Development Manager at C-Direct, outlines the time-consuming process sales reps used to go through.

"Before each visit to a customer, a sales rep had to fill in a hand-written form and then write down any updates afterwards.



"All paperwork then had to be faxed or mailed back to the main office, a laborious process that meant information wasn't always relayed back to head office in a timely or legible manner."

#### New processes made easy

To fulfil their obligations as a Telstra distributor, Robert outlines some of the changes that needed to be made.

"Reps now have to complete a survey at each customer visit," he explains.

"Using SAM, all information will be automatically collated and up-to-date on a reps' PDA, accessible to head office as soon as the system is synchronised."

As well as keeping sales reps in constant contact, whereas they used to only come in to their office on a weekly or fortnightly basis, Robert also sees several other business benefits.

"Marketing and sales reports that used to be prepared on a monthly basis were complex to collate and provide, the information is now captured on a daily basis and is quick and easy to access and provide reports.

"The information from the field is no longer three to four weeks behind.

"This gives Telstra, Kodak and us the chance to organise more effective promotions for major banner groups and key periods of activity, like a specific "O" Week promotion at universities."

Similar benefits apply to all C-Direct's contracts.

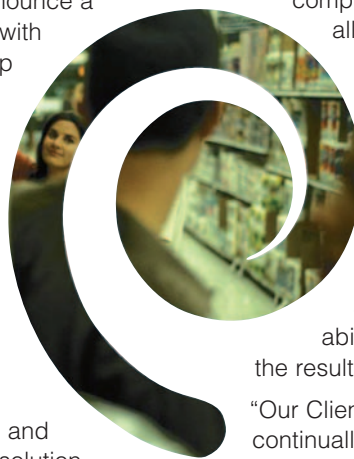
For example, C-Direct distributes Kodak digital photo machines and other products to pharmacies. With customer survey results and monitoring now possible, a rep is able to capture and report all relevant information and provide a verifying signature at each visit. This allows head office to better manage the field sales team and to

# End-to-end Solution for the Consumer Goods Industry

ComOps is pleased to announce a new strategic partnership with Promax Applications Group (PAG). This partnership will combine the ComOps Mobile Field Automation and Business Intelligence Solutions with the Promax Promotional Planning and Trade Spend Management system to provide Consumer Goods companies with a closed-loop sales, merchandising and promotional management solution.

Promax is the world's leading innovator of ideas for the optimisation of trade spend management. Maximising the value of promotional spend through the management of the entire promotion lifecycle, from trade promotion strategy, budgeting, planning, approval, spend, forecasting, evaluation and analysis. For more information visit [www.pag.com.au](http://www.pag.com.au)

This new strategic alliance provides a



complete closed loop solution allowing companies to plan, and forecast promotions as well as distributing them into the hands of the field teams for in-store execution. The solution also provides visibility over all promotions for the entire organisation and gives management the ability to analyse and report the results.

"Our Clients will now be able to continually optimise their trade spend as well as strategically manage and execute their in-store activities." said Mr Richard Bradley, Managing Director ComOps.

"Our strategy is to provide our clients with a solution not just software – and through partnerships with leading companies like Promax we are able to bring a best of breed solution to the CGI that provides an integrated promotional planning and in-store execution tool."



monitor usage at individual machines, track promotions and software upgrades.

As well as those already mentioned, Robert sees even more benefits to C-Direct.

"Giving us the ability to provide

information quickly puts us in a better position to negotiate with existing customers and expand into new products and niche markets.

"If a sales rep is to leave the company, none of the information they have acquired is lost in the transition.

"Working with innovative companies like Telstra and Kodak requires us to keep up with their progressive attitude to technology.

"SAM is an investment for securing our future and one way of staying ahead of our competitors.

"We are still very much a family business with family service, values and ethics, but now we have an extra edge!"



Danielle Ciliberto-Renner, Andrew Ciliberto, Angela Ciliberto, Peter Ciliberto and Robert Renner

