

NEWS RELEASE



18th August 2007
For immediate use

COMPLETE FOODS ACHIEVES COMPLETE SUCCESS WITH REPSMART

One of Victoria's leading independent food distributors Complete Food Services, has increased its business turnover by 71 per cent since coming on board with Melbourne-based software company Repsmart, with their streamlined web-based sales technology and management tool.

As Complete Food Services began to expand in the 1990's, Director and founder Tony Osby was determined to streamline and personalise his business processes in using innovative and automated technology to push the business forward to a new and exciting level.

According to Tony Osby, Complete Food Services played an instrumental role in shaping the Repsmart technology to accommodate the demanding needs of the food distribution industry and has now reaped the benefits in enhancing selling capacity of Complete Food's 4000 product line to its 600-strong client base and opening up new horizons for the Melbourne-based business.

"Prior to Repsmart, we were using laborious paper trails to conduct daily business dealings with our clients that consumed many unnecessary hours and resulted in many errors with orders - which become very expensive in the cut throat industry of hospitality and food distribution," he said.

"Since incorporating Repsmart in our business in 2004, our four sales representatives are saving an average of four to six hours a week, allowing them to enhance relationships with existing clients and to also seek new business opportunities."

According to Tony, Repsmart has given sales reps the capacity to set up orders that can be dispatched almost immediately, transfer the food data and orders from clients and can be directly slotted into an accounting package and allow Complete Foods to keep track of every rep, every customer and every sale, including up-to-date client history.

"Repsmart has been able to deliver to us an extremely intelligent sales tool software package that can be accessed anytime and anywhere and that can fit in the palm of your hand – what more can you ask for.

"We have made huge in roads and efficiency improvements as a result of installing Repsmart which creates excellent reports and communicating with the company systems – I am sure it will only get better from here." he said.

Established in 2004, Repsmart is a web-based, fully integrated wireless sales and reporting system that links the company on-the-road sales representatives with its head office via hand-held computers. The Repsmart technology allows sales representatives to send information about customer orders back to the company for in real time.

Repsmart's website is repsmart.com.au

PHOTO OPPORTUNITIES AND INTERVIEWS WITH PAUL MIZZI AND NICHOLAS HUTCHINS, DIRECTORS OF REPSMART CAN BE ARRANGED

For more information:

Diane Falzon

0430 59 66 99