

Press Release



Openda launches QX Mobile – affordable mobile order processing, stock tracking and Customer Relationship Management for the SME.

Swindon, 3rd September – for immediate release

Openda today announced the launch and availability of QX Mobile. QX Mobile extends a companies' order processing, invoicing, stock tracking and CRM applications into the field to improve accuracy and speed of processing. Using industry standard hand held devices such as the Symbol Technologies rugged PDA, QX Mobile allows an order to be entered manually or via scanner, checked and fulfilled against available vehicle stock, Proof of Delivery capture and invoice production all in the customer's premises with full synchronisation back to the head office. Vehicle stock replenishment can be automatically generated based on usage. Customer history and CRM notes can be viewed & added on the handheld or other Windows Mobile compatible smartphone such as the HTC Touch Pro.

QX Mobile was trialled at Openda QX customer Bray Healthcare and has since been in live use for over 1 year. QX Mobile is now available for General Release.

Commenting upon the impact on their business, Nick Jones – Managing Director of Bray Healthcare said "We used to have problems tracking stock once it had left the main warehouse, invoicing promptly and getting clear information on payments. Data transmissions were unreliable and at best once a day only when the salesman had returned home and connected to the internet. Stock movements were often visible only days after the sale. Salesman had to manually record payments and post the paperwork back to head office for processing. And neither the salesman nor the office could guarantee what stock was available to the salesman. Sales data transmissions are now made after each sale. Accurate information on sales, stock, payments and other customer related information is brought live into the system within minutes of the event. With the improved efficiency of data capture and delivering the invoice at the point of sale, our van sales team can make more calls per day and with the confidence that they know what stock they have left on the van. Getting a proof of delivery on the spot has reduced invoice queries and improved cash collection. Replenishment stock deliveries to salesmen are now a simple mouse

click. Since putting the system in we've reduced capital tied up in stock by 50% and improved service levels. ”.

Nathan Bell, founder and MD of Openda said “innovative and practical use of mobile technology can bring real business advantages at an affordable level to SME businesses. The net result is the investment can pay for itself in a small number of months. We are pleased that Openda helped Bray achieve such great results and we are confident that many SME's can see similar results that they previously saw as too expensive”.

END

About Openda

Focused on the SME sector, Openda helps Distribution and Manufacturing businesses proactively drive the processes in their company to improve profit margins through efficiency. Openda QX is a Supply Chain Management (SCM)/Enterprise Resource Planning (ERP) solution that encompasses :

- CRM & Marketing thru order capture to fulfilment & invoice
- Multi warehouse, multi bin Inventory and Warehouse Management
- Logistics & Delivery management
- Purchasing & Production through to finished stock
- Integrated EDI, eCommerce, Document Management, mobile/handheld capabilities.
- Accounts incorporating Sales, Purchase and Nominal Ledgers and Cashbook.

Founded in 1997, Openda is a privately owned & funded growing software author with a passionate focus on quality and customer satisfaction. Openda can truly claim a 100% satisfied customer base.

For more details contact :

Richard Willis – richardw@openda.com – 01793 758 733 – www.openda.com