

FOR IMMEDIATE RELEASE



### **J.L. BRISSETTE TO OPTIMIZE ITS DISTRIBUTION NETWORK WITH CIS' DIRECT STORE DELIVERY/ROUTE ACCOUNTING SOLUTION**

**Saint-Jérôme, QC – May 04, 2010** – JL Brissette, a Coca-Cola independent distributor, will be streamlining its distribution activities with CIS's DIRECT STORE DELIVERY (DSD) solution – Route Companion. JL Brissette has been a CIS client for many years and this past month they renewed the relationship with CIS by upgrading to Route Companion's new version. Drivers will be able to manage all their daily activities directly on handheld computers, simplifying their start and end of day, and efficiently carrying out all their POS activities with customer-specific information.

The project will also include the automation of the activities of its field sales reps with CIS' SALES FORCE AUTOMATION (SFA) solution – Rep Companion. All data will flow in a bidirectional environment between the back-end and mobile units. The DSD mobile solution will run on Motorola's MC75s handheld computers with Datamax-O'Neil PrintPADs and the SFA mobile solution, on Fujitsu tablets.

Since their beginnings, JL Brissette has been devoted to the distribution of soft drinks, juices and water. They have always been committed to high customer service, responding to constant changing needs and offering added value to their clients with strategic promotional campaigns at point of sale.

#### **About CIS Group**

Founded in 1977, CIS Group is one of the largest providers of DIRECT STORE DELIVERY and SALES FORCE AUTOMATION software solutions in North America. They have been creating innovative software solutions since 1977, helping businesses optimize and streamline their unique business processes, reducing operating costs and having a positive impact on revenue. CIS innovative solutions have a proven track record with over 8000 routes and reps automated throughout North America, making them a leading provider of mobile software solutions for field sales, merchandising and direct store delivery. For more information, please visit [www.cis-group.com](http://www.cis-group.com)

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