

FOR IMMEDIATE RELEASE



### **PARMALAT STREAMLINED ITS DIRECT STORE DELIVERY OPERATIONS IN WESTERN CANADA WITH THE CIS DSD ROUTE ACCOUNTING SOLUTION**

**Saint-Jérôme, QC – March 02, 2010** – **Parmalat** has implemented CIS' Route Accounting application – Route Companion – to automate its direct store delivery operations in western Canada. **Parmalat** has been a CIS client for over 15 years and this past month rolled out Route Companion in that region, totalling over 350 DSD routes automated throughout Canada. Drivers will be able to carry out all their daily activities directly on handheld computers, simplifying their start and end of day while efficiently carrying out all their POS activities with customer-specific information. The CIS DSD mobile application runs on Intermec's CK60 and PB42 printers. All data will flow in a bidirectional environment between the back-end and mobile units.

With over 120 years of brand heritage in the Canadian dairy industry, **Parmalat** Canada has been committed to the health and wellness of Canadians. **Parmalat** Canada produces milk and dairy products, fruit juices, cultured products, cheese products and table spreads with such respected brands as Beatrice, Lactantia, Astro, Black Diamond, and Balderson. Their employees' continued commitment to quality and innovation has helped **Parmalat** Canada become one of the largest, most-dynamic food group companies in Canada, employing more than 2,900 people with 18 operating facilities across the country.

#### **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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