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YOUNG & YOUNG TRADING CO. LTD

Young & Young Trading automates its sales force with CIS Group, to increase its efficiency in the field.

This Asian food wholesaler, based in Toronto, has chosen CIS Group to automate the activities of its sales force. The Rep Companion® mobile solution will help Young & Young Trading to attain a consistency of process in the store visits made by its representatives. The devices used by the sales force will be Fujitsu Q550 tablets, which will communicate in a bidirectional environment with the Office Companion® application installed at the office. The application will allow a more frequent communication between the representatives and management.

The Companion® application will also allow eliminating the manual order entry that entailed a lot of errors with regard to the capture of data. The orders will be directly transmitted to the company's ERP system, Business Vision, which will reduce the risk of errors. Furthermore, the representatives will have access to the credit history, the orders, the payments, and the End-of-day reports, which will greatly facilitate their work.

About Young & Young Trading Co., Ltd.

Established in Toronto in 1958, Young & Young Trading is a wholesaler and a leading importer of Asian foods. Being one of the oldest and most renowned, this company is a figurehead in the Asian foods industry. Young & Young Trading represents and distributes several well-known brands.

About CIS Group

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 process, 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