

REALITY GROUP KEEPS IN TOUCH WITH XCELLENET'S AFARIA

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£50K Deal Sees E-Fulfillment Leader Bringing Mobility To a Major Home Shopping Group

XcelleNet Inc., the leading provider of management solutions for remote systems and mobile & wireless devices, has today announced that Reality Group, the end-to-end business solutions provider, has implemented Afaría, XcelleNet's mobile device management software on behalf of its client GUS Home Shopping Ltd, the catalogue and internet retail company. Afaría forms part of Reality Group's Sales Force Electronic Recruitment project, which enables GUS Home Shopping's 400 nationwide field-sales staff to run a paperless system by recruiting new customers by using Windows-powered hand-held devices.

Reality provides GUS Home Shopping with fully integrated customer care, logistics and technology services. GUS Home Shopping Ltd has an increasing number of field sales staff actively recruiting new business anywhere between Inverness and Truro. In light of this, a sophisticated communication tool was needed in order to optimise data transmissions from all locations.

Project Manager at Reality Group, Bernard Mills, explains, "Timeliness is the key to any business communication strategy. Our client relies on the successful recruitment of new catalogue customers through its field sales team, and we therefore needed to ensure that we provided the best possible business solution. We chose Afaría as it is the only solution on the market that integrated with our Windows CE hand-held devices. Afaría is secure, reliable and efficient and it enables sales staff to communicate their daily sales work just by clicking a "virtual" button on the hand-held device. It automatically initialises the link and downloads information to the central server. Since implementation, we have realised real business benefits."

XcelleNet's strategic business partner, Retail Business Solutions (RBS), the retail technology solution provider, facilitated Afaría's implementation. RBS integrated Afaría with bespoke software used on the hand held devices. Sales staff no longer have to rely on handwritten data and the time and security constraints of postal services, which can take over a week to process information and dispatch catalogues to customers. With Afaría, data is uploaded to the central server at any time of day or night from over four hundred different locations, and a catalogue is normally dispatched within 48 hours.

Mills continues, "What we have effectively gained is a paperless system that is self-reliant. It's ideal when IT deployment creates simplicity of use and cost savings, and Afaría has enabled this. Users do not have to be trained in programming technology as the software initialises itself and is easy to use. Afaría has enabled non-technical users to communicate more effectively and we have reduced stationery and administrative costs associated with postal applications and end-data entry. Our timeliness is maximised."

European Marketing Manager at XcelleNet, Yad Jaura, comments, "This deal is exciting for us as it is one of the first software solutions to effectively manage mobile devices in a retail environment. It enables business to become more mobile, more accurate and more secure."

About The Reality Group

Reality Group is a leading provider of business solutions combining e-commerce technology with integrated nationwide logistics and support. It was created in May 2000 by combining existing companies within Great Universal Stores Plc with external acquisitions. This amounts to over 100 years experience in marketing direct to the consumer. Employing over 20,000 staff nationwide, Reality Group houses one of the biggest customer service networks in the UK, with a diversity of clients spanning industries such as digital marketing, customer contact, logistics and end-to-end solutions.

About XcelleNet

XcelleNet, Inc. is the leading provider of enterprise solutions for managing remote systems and mobile & wireless devices. For more than 14 years, the company has been a pioneer in meeting the challenges of securely delivering and maintaining mission-critical applications and content to remote locations with its flagship product, RemoteWare®. Today companies around the world use RemoteWare to manage kiosks, retail and restaurant store systems, branch office networks, and other remote systems.

Leveraging remote expertise and award-winning technology, in May 2000 XcelleNet introduced Afaria®, a device management solution designed to address the problems enterprises face as a result of the explosive growth of the mobile & wireless economy. Afaria provides the most comprehensive management functionality available for organisations deploying large numbers of mobile devices, including laptops, PocketPCs, Palm Handhelds, RIM Blackberrys, and Symbian smart phones.

XcelleNet serves some 2,500 customers worldwide in a broad range of industries such as pharmaceutical, retail, hospitality, insurance, financial services and manufacturing. The company's solutions reduce total cost of ownership of remote or mobile deployments, accelerate end-user productivity and ensure the availability and reliability of corporate applications and information to an organisation's remote and mobile workforce.. More information is available at <http://www.XcelleNet.com> and <http://www.Afaria.com>.

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