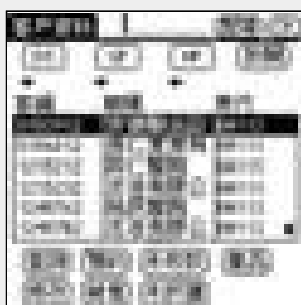




China Chemical Deploys Palm™ Enterprise Solution

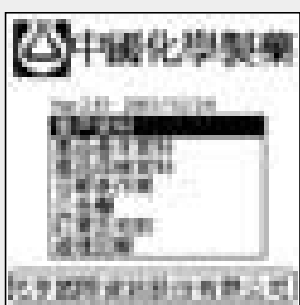
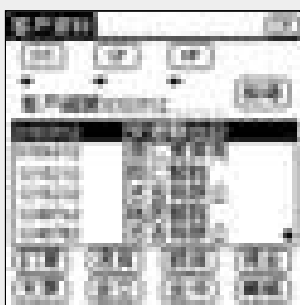
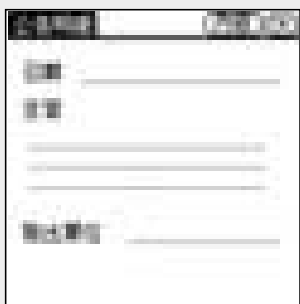


Action International's "Portable Business Systems" Solution on Palm OS® platform enhances customer service and results in impressive business performance

Established in 1952, China Chemical & Pharmaceutical Co. Ltd. (China Chemical) is Taiwan's first integrated pharmaceutical company to implement the Good Manufacturing Practice (GMP) and produces more than 400 items, ranging from western pharmaceutical products, advanced Chinese medicine, veterinary pharmaceutical products, additives for animal food, family health care products to medical equipment. By using the "Portable Sales Assistant" solution for Palm Powered™ handheld computers, developed by Action International Computer Co. Ltd. (Action International), China Chemical has accomplished tremendous results while streamlining operations processes and increasing time and labor efficiency through the Palm™ handheld-equipped workforce.

THE CHALLENGE

To provide a total one-stop solution for customers. China Chemical sales professionals carry large amounts of information on customer visits to enable the checking of stock enquiries and order-taking – as prompt responses to such enquiries are the pre-requisites of excellent customer service. During business meetings, sales representatives have to jot down details of conversations with customers and bring these back to the office to input the data into their company computer system. This process has resulted in a significant waste of time and energy. To speed up the whole business cycle and reduce time in transmitting data, China Chemical has deployed Palm™ handheld enterprise solutions to enhance sales-force efficiency.



THE SOLUTION

China Chemical sales professionals are now using Palm™ handhelds record data and have implemented Action International's "Portable Sales Assistant" since March 2001. In short, China Chemical's daily operations, which previously relied only on the company's desktop computers, have extended mobility with Palm™ handhelds.

Mr Han-Shun Lin, manager of the MIS Department a China Chemical & Pharmaceutical Co. Ltd. said, "Our sales professionals are now able to download customer and product information from the company's database server onto their Palm™ handhelds. Armed with these information, they can glean over them at business meetings. If an order is secured, details can be entered into their Palm™ handhelds and uploaded easily into the company's database when they get back into the office. The slim and light Palm™ handhelds have radically increased sales professionals' efficiency levels; relieving them of the paperwork needed, eliminating redundant data input, not to mention being lighter to carry around as opposed to using notebook computers."

Action International's Portable Sales Assistant also supports functionality for dealing with outstanding balance and order status of customers. With Palm enterprise solutions, sales professionals can access mission-critical information through their own handhelds, without carrying piles of documents. Taking full advantage of the enhanced mobility of using Palm™ handhelds, sales professionals can now take stock and collect payment when visiting customers.

THE OUTCOME

China Chemical sales professionals have been able to reduce the time required to record data by 50 percent. Also, with the linkage afforded by the

company's Enterprise Resources Planning (ERP) system, sales professionals can access critical information on orders and products, increasing interactivity with the customer. By integrating with advanced technology, China Chemical has enhanced the effectiveness of its Customer Relations Management (CRM) system and has improved the professionalism of its sales professionals by equipping them with the latest market information. Han-Shun Lin, manager of the MIS Department at China Chemical and Pharmaceutical Co., Ltd., indicated that currently there are about 100 China Chemical sales professionals using "Portable Business Systems" on Palm™ handheld.

THE FACTS & FIGURES AT-A-GLANCE

Enterprise:

- China Chemical & Pharmaceutical Co., Ltd.

Industry:

- Pharmaceutical

Category:

- Business management

Application:

- Enquiry for basic information and order history of each customer
- Enquiry for product information and the latest promotion offers
- Daily sales records
- Notice board
- Customer visits scheduling and alert
- Stock-taking at customer-end
- Enquiry for order status and accounts receivables and management of customer feedback

Features:

- Obtain accurate customer information and increase the enquiry handling speed by screening customers
- Fully manage the interaction between each individual customer and the company
- Personalized interface to fit the needs of front-end sales professional

Benefits:

- Increase efficiency of sales management
- Link to Enterprise Resources Planning (ERP) system
- Increase the interaction with customers and update the latest market information regularly

Specifications:

- Palm™ Vx handhelds

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