

BUSINESSNews

SimBA to handle NCS solutions

By Wendy Lee

NEWLY set-up Simple Business Applications (M) Sdn Bhd (SimBA) has been appointed the local distributor for US-based Numeric Computer Systems Inc (NCS), which develops and markets route distribution and settlement systems.

SimBA's managing director Judy Khoo said the company would target organisations which need to implement a proper routing management system for their sales teams.

"We reckon that the NCS solutions would be suitable for companies in the food and beverage, healthcare and skincare industries. We hope to secure at least one, if not two NCS installations this year itself," Khoo told *Computimes* in Petaling Jaya on Tuesday.

She was present at a seminar on *Optimising Your Route Business & Sales Force Effectiveness* organised by SimBA and RES Malaysia Sdn Bhd.

On another development, Khoo said SimBA has expanded into the international market with the setting up of a subsidiary in Singapore.

Scheduled to be operational from next month, the Singapore office has already secured two customers and has, for a start, a headcount of two, she added.

At the seminar, NCS announced the local roll-out of its suite of solutions which comprise four core products - Route Management System (RMS), Depot Management System (DMS), Territory Xpress (TX), and Route Xpress (RX).

RMS is a highly vertical application with many features to help users operate efficiently in route delivery using the latest software technology while DMS which is integrated with RMS, allows customers to share data and automate satellite features.

To be used with RMS and/or DMS, TX is a fully graphical sales force automation tool which enables the sales team to be more effective in capturing and sharing information as well as to respond faster to customer demands.

Similarly, RX - to be used with RMS and/or DMS - is a fully graphical salesman product with typical salesman order entry system.

The product can run with both Windows and MS-DOS as the core operating system.

According to NCS' general manager for Asia-Pacific Andrew Dove, the Malaysian market is suitable for such solutions as many companies practise direct store delivery of products and each company's sales force is normally of a good size.

"Another favourable factor is that in terms of usage of computers and handheld devices, Malaysia is quite an advanced market," he said.

In terms of hardware, NCS software runs on Telxon portable tele-transaction computers (PTCs) which are distributed locally by RES Malaysia, a provider of data collection and management solutions since 1983, particularly to the manufacturing, distribution, retail and service industries.



Khoo: Solutions for any company with sales force.



Dove: Malaysian market suitable for solutions.