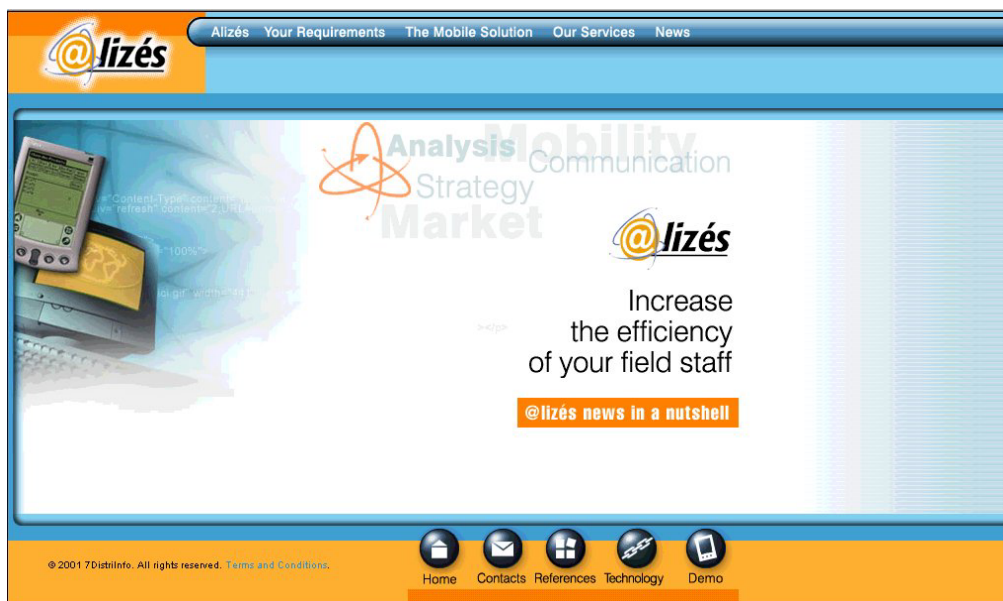


Press Folder



« The mobile solution that boosts your sales »

- November 2001 -



Press Contact (France)

GBC Conseil
Xavier Delhôme
Tel : +33 (0)1 41 31 75 00
Email : xavierd@gbc-conseil.fr

7DistriInfo International (BIZZtel)

53. Avenue de l'Europe – 59435 Roncq Cedex - France
Jos Helewaut – VP International Business Development
Tel : +33 (0)6 07 02 44 11
Email : jhelewaut@7infoonline.com

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7DistriInfo, who we are

Company Name	7DistriInfo
Headquarters	4 ^{ter} Rue Honoré d'Estienne d'Orves 92150 Suresnes – France
Countries	France, Benelux, Germany
Established	April 1999
Management	Stéphane Burlon – Founder- Managing Director Jos Helewaut – VP International Business Development Didier Brochet – Sales Manager Claude Dubois – Technical Manager
Number of employees	12 People (in France)
Missions	<p>French company with a European mission and representation in Germany and Benelux.</p> <p>The team consists of high-tech and distribution specialists with expertise in international company consulting.</p> <p>Creator and developer of its own CRM (Customer Relationship Management) and SFA (Sales Force Automation) solutions, 7DistriInfo can perfectly answer to the needs of its customers and assist them in the development and the implementation of the @lizés concept in their company. During the whole project they benefit from the consulting of a committed manager.</p> <p>The team has for mission to apply its expertise to the profit of the services in the B-to-B environment.</p>
Main Markets	<p>IT distribution and merchandising</p> <p>Food distribution and merchandising</p> <p>Insurance companies</p> <p>Service companies</p> <p>Market research companies</p> <p>Pharmaceutical and cosmetics distribution and merchandising</p>
Nominal Capital	470 542 €
Web Site	www.7distriinfo.com

The Board

Stéphane Burlon - Founder and Managing Director

At 36, Stéphane Burlon is the @lizés' founding father. A former 3Com employee with Pan European responsibilities, Stéphane Burlon has decided to pour his vision and 15 years of IT experience into @lizés.

Stéphane is a university graduate and has a bachelor's degree in languages and literature.

Jos Helewaut – Vice President International Business Development

At 51, Jos Helewaut has been assigned the European-wide introduction and international business development of the @lizés solution.

Jos Helewaut founded various start-ups in Europe and the USA after his experience as executive at companies such as Barco, Devlonics, U.S. Robotics and 3Com.

Jos Helewaut is a university graduate and has a master degree in applied economic sciences and is specialized in international business.

Didier Brochet – Sales Manager

At 31, Didier Brochet's mission is to sell @lizés to major accounts and small to medium size companies.

Didier BROCHET started his career at Flodor, where he was responsible for indirect sales. Combining his sales experience with IT, he was responsible for major accounts at U.S. Robotics and 3Com.

Didier Brochet has a bachelor's degree in sales.

Claude Dubois – Technical Manager

At 34, Claude Dubois is responsible for the development and maintenance of the @lizés solution. A programming analyst, he managed large-scale IT projects for large companies and the French government. In 1989 he joined the High Command of the Gendarmerie Nationale where he was able to acquire extensive technical knowledge.

Claude Dubois has a bachelor's degree in computer services.

The Market and Key Figures

In the age of the Internet, immediate access to information is key. Companies use the latest in communication technology to facilitate internal communication (e-mail, Intranet) and to communicate with suppliers, customers and partners (web-sites, forums).

Mobile connectivity is a crucial component of a company's communication strategy. With more than 100 million cell phones worldwide, 2 million PDA's sold in Western Europe* in 2000 and 10 millions of field workers, it is crucial that companies are able to communicate their marketing activities to their field staff in real-time.

*Personal Digital Assistant (source Gartner 2001) .



@lizés technologies

In a regular effort to remain innovative, 7DistriInfo has developed some key features that ensure better transmission and synchronisation flows between PDAs and @lizés web server.

Through the @lizés web server, hundreds of PDAs (under PALM OS or Pocket PC*) can be simultaneously synchronised.

The benefits are tremendous :

- *Transfer optimisation via GSM or GPRS,*
- *Web management (PDAs remote access...)*
- *PDAs remote set-up through @lizés web server*

Thus, 7DistriInfo guarantees to its customers a better **distribution** of the **information** within the company.

*available in 2002

The @lizés Portfolio

A – Optimise the sales & marketing strategy !

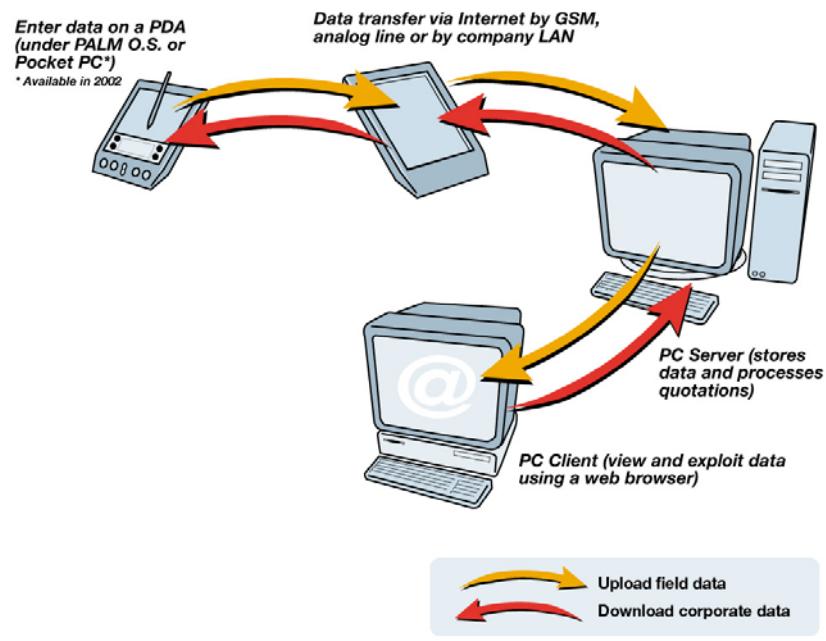
@lizés contains all the functionality required to boost sales & field representatives' administration and management tasks.

Innovative and entirely mobile, our highly customisable solution that can also be managed through desktop PCs, suits the requirements of every company that needs to ensure that information can be immediately accessed.

@lizés, the concentration of reactivity and mobility !

Thanks to the @lizés solution the company is in permanent contact with its field forces:

- It can provide call planning, visuals on results,...
- Each field person can send from or receive information to his Palm.



@lizés guarantees maximal flow of information

B – The « @lizes Pro » bundle

The @lizes solution is bundled as @lizes Pro, which consists of three modules that complement each other:

- @lizes Client

Specially developed for the field staff, the @lizes Client enables sales representatives to plan their customer visits, enter sales data using a PDA (under PALM OS or Pocket PC*) and save and synchronise data.



General and product-related information

- @lizes Viewer

A module that enables to view data, and to utilize analytical and statistical data via the Internet. A traditional Internet browser is all that is needed to access the dedicated secure site. In this user-friendly environment, updated information can be viewed in real-time, data can be modified to perform statistical analyses (recommended selling prices, new product prices). Ideal for sales and marketing managers, this module is the heart of the @lizes solution.

PDA's and analogue modems or GSM compatible PDA's are delivered as part of the standard package.



Analytical graphics

***available in 2002**

- **@lizés Auditing Services**

@lizés Auditing Services were specially developed for polling institutes to fulfill the requirements of opinion pollers who perform one-on-one surveys.

@lizés Auditing Client

Survey data can now be entered using a personal digital assistant (runs on Palm OS or Pocket PC*) that we supply.

The pollers can enter the answers to open, closed and multiple-choice questions.

@lizés Auditing Systems

With @lizés Auditing Systems, you can create online questionnaires that enable to:

- use different questionnaires for one survey
- change the questionnaire(s)
- transfer the questionnaire(s) to pollers' PDAs
- view and import the uploaded data in real-time



*Available in 2002.

C – Services

Our comprehensive service portfolio enables you to benefit from services such as:

- Leasing, lease-now-buy-later or immediate purchase of hardware and software
- User training (1 to 2 hour sessions)
- Installation/Implementation (on-site hardware and software configuration)
- Hosting (on a secure server that runs Oracle, SQL or Access)
- Maintenance (1 year web-enabled hotline support)

The benefits of @lizés solution

Marketing View :






- @lizés enables to know more about competition
- @lizés optimises sales&marketing strategies
- @lizés evaluates field sales performance
- @lizés improves negotiation position
- @lizés communicates immediately with field sales
- @lizés evaluates the efficiency of marketing promotions
- @lizés positions products portfolio better
- @lizés forecasts demand and anticipates stock shortages
- @lizés analyses and utilises information in real-time

Sales&financial View :

- @lizés offers a competitive advantage
- @lizés means tremendous time saving
- @lizés represents a dramatic cost saving
- @lizés is a practical tool, easy and useful
- @lizés is a flexible solution adaptable to evolving needs
- @lizés saves heavy technological investments
- @lizés results are available 24 hours 7 days within a mouse click reach
- @lizés is THE paperless solution

Main references

Today, @lizés is present in various market sectors. Our main customers are the following: Kodak, Pescanova, Logitech, Atol Opticians, Vertigo....

	Les Opticiens ATOL (opticians)
	KODAK (cameras and films manufacturer)
	LOGITECH (IT manufacturer)
	PESCANOVA (sea food supplier)
	VERTIGO (supplementary sales force)

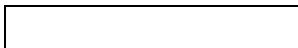
Their opinion about @lizés :



"Thanks to @lizés, our sales reps know their customers in a better way. The real-time visits tracking process is perfect.

We are far more reactive when launching sales and marketing field actions."

Frédéric MAUGER – General Manager Logitech France



"Pescanova's way of selling is currently changing : our sales reps have to make more visits a day, in a quicker and easier way. They need a mobile and easy-of-use companion. Our competitiveness depends on such solution. "

Xavier GOUGEON, Co-General Manager PESCANOVA France



Contacts

To learn more about @lizés...

➤ **7DistriInfo Headquarters**

4ter, rue d'Estienne d'Orves
92150 Suresnes - France
Didier Brochet
Tel : +33 (0)6 60 49 06 21
dbrochet@7info.com

➤ **7DistriInfo International**

BIZZtel (7DistriInfo Representative)
53, avenue de l'Europe – BP 25
59435 Roncq Cedex– France
Jos Helewaut
Tel : +33 (0)6 07 02 44 11
jhelewaut@7infoonline.com

➤ **7DistriInfo in Germany**

Consito Gmbh (7DistriInfo Representative)
Feringastrasse 6
D 85774 Unterföhring – Germany
Christian Bächmann
Tel: +49 (0)89 99 216 438
cbaechmann@7infoonline.com

> **Web site**

- www.7distriinfo.com: all @lizés in a nutshell (concept, demos, news ...)

> **Press Agency (France)**

GBC CONSEIL
Xavier Delhôme
Tel : +33 (0)1 41 31 75 00
xavierd@gbc-conseil.fr