

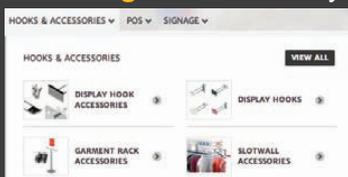
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## Mobile solutions provider completes rebrand

Reflecting its evolution into a richly featured mobile solution, I.T. Link has changed its name to Opmatrix.

By Jane Boler.

Established 15 years ago in Christchurch, New Zealand, Opmatrix has always been focused on providing mobile sales force solutions. The company opened an office in Sydney 10 years ago and currently supports clients throughout Australia and New Zealand.

With the aim of improving operating efficiencies for its clients, Opmatrix offers a total mobile solution package backed by a team on hand to scope, implement, train and manage the ongoing needs of clients.

"Many of our team have extensive FMCG industry experience, so we understand and appreciate the issues that key stakeholders wish to solve," Opmatrix Managing Director Oliver Huggins said. "We are hands-on in approach, with a dedicated project manager and technician for every installation."

The company achieved success in 2003 by winning the Sony Ericsson Frontier award (New Zealand and Australia) for wireless software solutions. After moving to the

Windows mobile platform, Opmatrix was the inaugural winner in New Zealand of the 3G A-List Award for Innovation in Mobility 2007.

Opmatrix has a broad range of field users, including key account managers, territory managers, field managers, sales reps and merchandisers. The Opmatrix reporting suite is designed to provide managers and owners with timely, pertinent information and insights.

"Our focus in the field is to make their lives paperless, streamlined and to increase their productivity," Mr Huggins said.

"We've recently deployed Opmatrix for Constellation Brands and Cottonsoft, and continue to work closely with organisations such as Masterpet and Cerebos to ensure they're utilising our software effectively," Mr Huggins said.

Recently, Opmatrix picked up New Zealand's largest FMCG organisation, Fonterra, as a client.

The company's solutions are now in their third generation, originating on Palm O, then Windows Mobile OS, and now operating on tablets running Apple iOS or a Windows 8 platform.

To reflect the broader nature of its product, which has evolved from a sales

data entry tool into a mobile solution with abundant features, I.T. Link changed to Opmatrix earlier this year.

"Our new name, Opmatrix, incorporates the opportunities and performance of sales teams, and the 'matrix' management used to drive improvements," Mr Huggins said. "The rebrand was an opportunity to align our company's legal entity name with the application we market and sell."

Living up to its new name, Opmatrix has been performing well, with growth rates increasing significantly since moving to a tablet-based application with a three-year sales CAGR running at 30 per cent. Furthermore, the company's client base is expanding with larger installations and more field users.

To remain competitive, Opmatrix focuses on customer retention and continuous improvement of software features.



"The research we recently completed identified that our customers like having a solution that adds new functionality [at no extra cost]," Mr Huggins said.

"We release up to three updates every year and the new features are based on feedback we get from existing clients or improvements to mobile technologies."

One of the most recent trends in mobile applications is the convergence of GPS into tablet technology, which has provided management with visibility on activity and performance of their field teams. Offering information represented geographically via map reporting, Opmatrix has launched a new product range: "where do we have distribution/where don't we have distribution?"

Looking to the future of mobile, wearable technology is now a reality.

"It may be still in its infancy, but products such as Google Glass, smartwatches and activity trackers will all play a part in how we do business in the future," Mr Huggins said. "Just imagine checking a shelf planogram against a real shelf using virtual technology."

In the future, Opmatrix hopes to continue to lead in cutting edge mobile technologies, and expand into new territories.

"Asia and the northern hemisphere are markets that need great FMCG mobility solutions," Mr Huggins said. ♦