Accenture CAS: Direct Store Delivery
Put yourself in the driving seat
Understanding the market

Delivery: that vital final stage of the sales process. And it is where Direct Store Delivery is now being extended and revitalized thanks to powerful new mobile technology. It means drivers can better plan tours and manage vehicle checks, as well as monitor stock levels, manage merchandising and other sales activities—and more.

But it is a challenging market for consumer goods manufacturers. On the one hand, transport and admin costs are increasing. On the other, retailers are squeezing prices, and competitors are expanding and eroding your market share. And it is not simply a matter of wanting more for less; retailers and customers also expect a dynamic, innovative and “value added” service. How can you square this ever-tightening circle?

Developed together with some of the world’s leading consumer goods companies, Accenture CAS Direct Store Delivery (DSD) equips you with the tools you need to make your DSD processes truly efficient. Using fully integrated mobile devices, it empowers your drivers and delivery team to tackle store merchandising and sales activities. It weaves high performance into every stage of your delivery loop—from early morning vehicle checks to end-of-the-day stock monitoring.

Or, put simply, how can you accelerate performance and avoid costly detours? Accenture CAS helps puts the answers at your fingertips.

What makes Accenture CAS DSD different?

Empower your people

Give your delivery team the information they need, when and where they need it—including valuable guidance about pricing, promotions and other customer knowledge. Together, these help reduce out-of-stocks, enhance the customer experience and ultimately can help drive greater sales.

Optimize your efficiency

With Accenture CAS DSD you will have everything you need to plan and optimize logistics, automate processes, cut admin and improve productivity. DSD will help you achieve improvements in follow-up time on empties, route settlement time, accounts payable and receivable, pre-settlement support, open payments and more.

Strengthen customer relationships

Of course, we can’t help you read minds. But, with the right information at your delivery teams fingertips, you can better understand a store manager’s needs and help make sure they have the right stock, in the right place, at the right time.

Mobilize your team

We have developed the Accenture CAS platform to offer exceptional mobility—equipping your DSD teams with real-time visibility, offline capabilities with background synchronization, as well as Global Positioning System (GPS) and map support for integrated route planning.

The Accenture CAS solution is an end-to-end software platform that supports all routes to market, all sales and delivery models, in all geographies, and on all mobile platforms.

Did you know? Accenture CAS was the only Vendor to have been consistently rated as “Strong Positive” in the previous Gartner MarketScope Sales Force Automation for Consumer Goods Companies for five consecutive publications.
The power of choice

At Accenture, we believe in delivering on our promises—freeing your business to work in the most efficient way and applying technology to enable change, not hold you back.

Efficiency from A to Beyond

Accenture CAS Direct Store Delivery (DSD) is a flexible solution, easily configured to match your requirements. As a closed-loop system, it spans the entire delivery journey, from logistics to sales and marketing.

How could Accenture CAS support you?

For your sales:

Accenture CAS has helped many of the world’s leading consumer goods companies to:

- **Increase revenues**: clearly define and deploy objectives, plans and actions—including in-store activities such as promotions and product introductions.
- **Embrace change**: identify and respond to rapid shifts in demand as soon as you identify them.
- **Reduce out-of-stocks**: actively monitor results to boost sales through uninterrupted product availability.
- **Strengthen your customer base**: empower delivery staff to expand Customer Relationship Management (CRM) activities on the ground.
- **Respond to local conditions**: tailor promotions to exploit local pricing opportunities or adapt to meet regional requirements and laws.
- **Optimize efficiency**: automate time-consuming field processes for store-specific compliance checks and in-store performance audits, as well as cut admin time and speed-up customer service.
- **Boost productivity**: reduce order entry, time, cut admin, home routing and expand your driver’s role to encompass a broader range of activities.
- **Save on future investments**: the Accenture CAS platform can evolve to suit your business, integrate seamlessly with existing Enterprise Resource Planning (ERP) solutions, supports multiple devices and can adopt new ones.
- **Unite your workforce**: all DSD roles such as presales, van sales, delivery driver, or merchandizer are supported, including mixed roles allowing full visibility of activities between your delivery teams, field sales teams and head office.
- **Ensure compliance**: provide easy-to-use tools to help mix-role users monitor promotions and ensure their customers stay compliant.

For your people:

- **Superior usability**: we have designed Accenture CAS DSD so it is simple for daily business use. This includes process-guided navigation for users, flexible role-centric set-ups and entry through keyboard or touch screen to ensure fast, efficient data entry. Enjoy immediate productivity benefits thanks to clear, easy-to-use display and out-of-the-box functionality that requires minimal training.
- **Optimize efficiency**: effectively supports both logistics and sales and marketing processes along the complete DSD process to cut administration time and speed-up customer service.
- **Flexibility**: highly flexible, configurable solution due to one core offering of Direct Store Delivery and salesforce automation functionality available on demand. Supports complex offline calculation capabilities, mobile printing capabilities with numerous out-of-the-box printing templates and eSignature with archiving functionality to support all DSD mobile processes.
- **Focus your activities**: give your delivery team and sales teams instant, precise guidance on sales, promotions and in-store activities, putting the information they need at their fingertips.
- **Unify your workforce**: all DSD roles such as presales, van sales, delivery driver, or merchandizer are supported, including mixed roles allowing full visibility of activities between your delivery teams, field sales teams and head office.
- **Ensure compliance**: provide easy-to-use tools to help mix-role users monitor promotions and ensure their customers stay compliant.

30 years’ experience, more than 4,000 dedicated Accenture software professionals and 700 CAS experts—all working to create software that adapts to your business and evolves to your needs.

- **Entry through keyboard, touch screen or barcode**
- **Easily configured for different driver tours**
- **Straightforward integration with legacy applications**
- **Highly adaptable to your business needs—including e-payment and e-signature capabilities**
- **Fully integrated with the Accenture CAS suite**
- **Fast deployment via our own—or your—app store**
- **A secure, proven system with various approval and validation mechanisms**
The full customer journey

Accenture CAS supports your sales at every stage of the cycle—from strategy to customer support. Direct Store Delivery is just one of the core modules:

- **Trade Promotion Management**
  Helps consumer goods and services companies improve speed-to-market, sales performance, customer experience and operational efficiency.

- **Trade Promotion Optimization**
  Uses data from the past to run models to generate forecasts for the future—honing existing activity and optimizing new promotions.

- **Digital Merchandising**
  Supports consumer goods companies offering them a fast, reliable and cost-efficient view of their products’ presence and placement at the point of sale.

- **Retail Execution**
  Helps consumer goods and services companies gain access to a powerful, integrated sales platform that supports comprehensive field sales management and execution to drive targeted activities.

- **Distributor Management**
  Enables visibility and control across the distributor value chain.

- **Customer Service**
  Provides comprehensive functionality for many areas to provide a complete customer experience.

- **360 degree sales processes at your fingertips**

Make change happen

To find out how Accenture CAS can empower your delivery teams, email accenture.cas@accenture.com or visit www.accenture.com/accenturecas
About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with approximately 275,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

Accenture Software combines deep technology acumen with industry knowledge to develop differentiated software products. It offers innovative software-based solutions to enable organizations to meet their business goals and achieve high performance. Its home page is www.accenture.com/software.

Accenture CAS is a leading end-to-end software platform for the consumer goods industry with a suite of trade promotion management, distributor management and retail execution software, including direct store delivery, field service and trade promotion optimization. Along with Accenture NewsPage, we are part of the Accenture Software portfolio of products and Accenture Commercial Services for Consumer Goods.

Accenture Commercial Services for Consumer Goods is a business service that helps companies increase sales and margins through management consulting, technology, and business process outsourcing. It improves interactions with customers, channels, and consumers through innovative analytical, multi-channel and operational capabilities.

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