Accenture CAS: integrated sales platform
Power at your fingertips

High performance. Delivered.
Understanding the market

It is a tough market out there: margins are tightening, competition is increasing and the retail landscape is changing. To keep up—or stay ahead—consumer goods manufacturers need to be more agile, intelligent, and efficient. And that starts here.

To win the battle at the shelf, you need to sharpen every stage in your sales process, honing strategy and sales, logistics and reporting. Each improvement feeds into the next, creating a powerful virtuous cycle: greater knowledge equals smarter decisions; greater visibility equals improved efficiency. And, ultimately, all of the elements combine to help drive revenue growth and profit.

Accenture CAS helps you to gain a competitive advantage. Designed in collaboration with some of the world’s leading consumer products manufacturers, it provides an integrated software platform that spans your sales process and operations—from assembly line to shop floor, from established markets to emerging territories.
The full customer journey
Accenture CAS provides one platform to support all your sales activities across all geographies and every mobile device.

**Accenture CAS**
360 degree business processes at your fingertips

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**Reporting and Analytics**
Gives you real-time access to the latest information to help determine the best course of action.
- Puts key information at the fingertips of your sales and marketing teams
- Out-of-the-box reports and information cubes support your reporting, tracking and analytic requirements
- Closed-loop visibility to monitor, evaluate, strategize and execute across all Accenture CAS products
- Intuitive interface and cross-process consistency makes your data easy to understand

**Trade Promotion Management**
Plan and develop winning campaigns with a complete overview of trade investments, spending and profitability.
- Use performance metrics to refine future promotions and achieve greater value
- Connect volume forecasts with demand planning to reduce out-of-stocks
- Review performance analytics to identify productive promotions—and eliminate poor performers
- Rapidly reconcile open deductions or claims, delivering value on cash flow management and cost

**Trade Promotion Optimization**
Use existing data to generate forecasts for the future—honing existing activity and optimizing new promotions.
- Improve profitability with more accurate forecasts, reducing out-of-stocks and missed revenue opportunities
- Eliminate ineffective promotion plans with automated baseline forecasts and promotion proposals
- Reduce process time and increase adoption rates with a user-friendly, integrated single-platform solution
- Helps enable you to make the best use of trade spend by targeting the right customers

**Retail Execution**
Empower your management and field sales teams to deliver more targeted, consistent, compliant and successful promotions.
- Improve in-store and upstream stock levels with automated capture and communication of retail merchandising conditions
- Focus your in-store execution with intelligent alerts highlighting key promotion and New Product Introduction (NPI) related tasks
- Reduce out-of-stocks with improved visibility of the in-store inventory
- Automate core processes—freeing time and energy for high-value merchandizing and selling activities
- Optimize routes to reduce logistics costs and maximize efficiency

**Digital Merchandising**
Gives you a fast, reliable and cost-efficient view of your products’ presence and placement at the point of sale.
- Enables salesforce, merchandizers or store auditors to take pictures of your category with support and guidance of mobile app
- Images are quality-checked, compressed, packaged and sent into the cloud-based Accenture CAS smartserver giving accurate actual store performance—ready for analysis
- Fast and efficient algorithm processes the image in the cloud by comparing it with a picture of success or planogram
- Quantitative and Qualitative Key Performance Indicators (KPIs) can be viewed on web, mobile or company’s back end to view shelf performance enabling quick decision making
- The store report collects all the information extracted from each point of sale and the retailer compliance report provides an aggregated view of all store visits results

**Distributor Management**
Helps to optimize your value chain with a more efficient exchange between your consumer products manufacturers and distributors.
- Provide distributors with fast, efficient and accurate real-time information— for improved downstream inventory management, accurate forecasts, and stronger partnerships
- Helps reduce order to delivery lead times and improve speed to market with the new product introductions
- Manage, target and control budgets of your promotions through one centralized system, available instantly to the targeted trade
- Improve route planning for sales teams, ensuring customers are visited at the right frequency to maintain stock levels

**Customer Service**
Equip your field and customer service teams with the information they need to offer an excellent, integrated customer experience.
- Configurable templates guide your customer service agents through the call processes assuring standardized market inputs for clear insight
- Provides order history details, promotions and the full administrative processes in a single application reducing time and costs
- Single point of contact with the customer to manage customer service processes including telesales and complaint management

**Direct Store Delivery**
Helping manufacturers and consumer goods organizations to manage orders, delivery, inventory and cash collection—on the shop floor.
- Increase efficiency by using fully-integrated mobile devices in an end-to-end direct store delivery process
- Access complete, up-to-date information about all aspects of the business enabling you to react quickly to market analysis and changes in demand
- Improve delivery tasks with more efficient logistics execution and the automation of manual tasks
- Provide accurate off-line pricing—both for customer orders and invoicing for product delivery
- Make more effective use of displays, promotions and materials, while capturing store-level selling opportunities
What makes Accenture CAS different?

The power of choice
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. Built to offer exceptional flexibility and usability, it can be configured to dovetail with most legacy and back-office systems.

Open to emerging markets
Through Accenture CAS NewsPage you can gain the benefits of an integrated sales platform, including mobility and distributor management, on a cost-efficient, flexible basis. We offer a range of pricing options, helping you to achieve high performance in developing markets.

Unite your processes
Accenture CAS helps you to manage all of your sales processes on a single global sales platform—from trade promotion management to retail execution, from direct store delivery to customer service, and from lean apps to integrated multi-channel solutions.

Smart and scalable
Created for both growing businesses and established global brands, Accenture CAS can support anything from ten to ten thousand users. As part of Accenture, you will also benefit from the combined management insights, services and capabilities of over 275,000 employees.

Tailored around you
Designed to offer function-rich, out-of-box usability, your solution can be as straightforward or sophisticated as you choose. Accenture CAS also features fast, easy “app store” deployment, a “write once, deploy to many” model, with an intuitive interface.

Accenture CAS achieves High Vendor assessment in Gartner’s 2013 “Vendor Panorama for Retail Execution and Monitoring in Consumer Goods”.

Accenture CAS is the only vendor to have been consistently rated as “Strong Positive” in previous Gartner MarketScope Sales Force Automation for consumer goods for five consecutive publications.

How can Accenture CAS support you?

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

- **Increase revenue**: helps you to strengthen every step in the sales process—from strategy to delivery, new product introductions to ongoing promotions.
- **Reduce costs**: run a single system across multiple markets, reducing complexity and driving down costs per user.
- **Improve decision-making**: use analytics to determine which products should be promoted, at what price, and where.
- **Boost efficiency**: by implementing an end-to-end system you can share knowledge, streamline processes, and identify opportunities that span business activities.
- **Save on future investments**: the Accenture CAS platform can evolve to suit your business and integrates seamlessly with existing Enterprise Resource Planning (ERP) solutions.
- **Enhance productivity**: give your sales, marketing and field service teams the ability to carry out multiple activities, offering a more cohesive customer service.
- **Accenture CAS is helping consumer goods companies around the world realize their potential.**

For your people:

**Superior usability**: Accenture CAS is designed for most efficient use for daily business. Be it process-guided navigation for users, various set-ups for different roles, entry through keyboard or touch screen to ensure quick entry support to capture data in a fast and efficient manner. Clear, easy to use display and out-of-the-box functionality—requires minimal training.

**Tailored to you**: this fully-customized system can be launched on a modular basis so you quickly realize returns on investment.

**Unite your workforce**: fully synchronise the activities between your field sales team and head office.

**Ensure compliance**: provide tools to help retail partners monitor promotions and stay compliant.

**Build partnerships**: be more responsive to your retail partners, using trade promotion modeling to demonstrate mutual benefits, rather than costs alone.

**Simple to deploy**: share Accenture CAS with your teams via our ‘app store’ or your own.

**Fully scalable**: designed to support businesses of any size with a multi-tier replication model enabling support for local sales offices and distributors.

**Peace of mind**: benefit from expert support for you and your sales team – from design and deployment to optimisation and upgrades.

Accenture CAS has almost 30 years’ experience in supporting front-office business processes.

Make change happen

To find out how Accenture CAS can empower your sales and marketing 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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