Accenture CAS: Retail Execution
Create stronger customer connections

High performance. Delivered.
Understanding the market

In an age of "see it, buy it" consumer activity, one of the biggest challenges facing today’s business is shelf strategy and retail execution.

It goes without saying that poor execution at the point of sale can contribute to lost sales. Coupled with the fact that consumers are indicating that their loyalty towards brands is low, and that in-store purchases are still largely impulse buys.

Sales representatives often waste time and resources on poor routes: driving highways instead of sales.

So how can your business develop more consistent, targeted and timely retail execution?

Or, put simply, how can you accelerate performance and avoid costly detours?

Accenture CAS puts the answers at your fingertips.

What makes Accenture CAS different?

The power of choice

At Accenture, we deliver on our promises—freeing your business to work in an efficient way and applying technology to enable, not hold you back.

That is why 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. Designed in collaboration with some of the world’s leading consumer products manufacturers, our solution can be configured to dovetail with most legacy and back-office systems.

Sharpen your retail execution

Accenture CAS is a leading fully closed-loop integrated sales platform that brings efficiency and focus to your sales activities—reducing costs while increasing revenue. Available on Android, iOS and Windows, it focuses your field sales teams on high value visits and your priority activities.

Freedom to grow

Everything about Accenture CAS has been developed to give you and your workforce the flexibility and scalability you need to perform.

Mobilize your team

The Accenture CAS platform has been developed to offer exceptional mobility—equipping your people with real-time visibility, on and off-line capability with advanced synchronization as well as Global Positioning System (GPS) and map support for integrated route planning.

Accenture CAS achieves High Vendor assessment in Gartner’s 2013 “Vendor Panorama for Retail Execution and Monitoring in Consumer Goods”
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: clearly define and deploy objectives, plans and actions—from promotions and product introductions to in-store activities.
- Reduce costs: track performance, limit out-of-stocks, and avoid compliance pitfalls.
- Boost productivity: improve route planning and achieve greater order accuracy.
- Improve brand recognition: help to ensure your products are on shelf at the right time.
- Save on future investments: the Accenture CAS platform can evolve to suit your business, supporting multiple devices and adopting new ones.
- Accenture CAS is helping consumer goods companies around the world realize their potential.

For your people:

Superior Usability: We have designed the Accenture CAS retail execution solution to be easy and efficient 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.

Easy interface: clear, easy-to-use display and out-of-the-box functionality—requires minimal training.

Simple to deploy: share Accenture CAS with your teams via either our or your own “app store.”

Focus your activities: give your field teams instant, precise guidance on promotions, new product introductions and in store activities.

Optimize efficiency: automate standard field processes to cut administration time and speed-up customer service.

Incentivize sales: gain an at-a-glance picture of your team’s performance, enabling you to cultivate a pay-for-performance culture.

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

Robust global support: covering the full spectrum from implementation, change management and other under-pinning management consultancy capabilities, through to day-to-day help including training, support and maintenance including dedicated technical specialists on hand to handle questions.

The features: at a glance

- GPS, map and calendar for route optimization and visit planning.
- Reporting and analytics capabilities are integrated into your processes, giving you consistent and accurate data for informed decision making.
- Order management including order history, promotions, product disposal list and quick order capturing.
- Dynamic platform updated in close to real time and easily accessible across all devices.
- Telecommunications support including 3G, LTE, GPRS, LAN, Wi-Fi and Virtual Private Networks (VPN).
- Available on and off-line for accurate order capturing.
- LTE, GPRS, LAN, Wi-Fi and Virtual Private Networks (VPN).
- Available on and off-line for accurate promotional information and ordering, even in remote locations.
- Intuitive interface that can be easily tailored to each user role.
- Multi-lingual platform that supports all languages including Asian and European character sets, as well as international currencies and formatting.
- And many more valuable innovations.

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.

From the very start, Accenture CAS enables you to tailor your implementation offering your field sales teams the right information to improve performance, from head office to shop floor.

1. Build: Accenture CAS will equip your people with an array of retail execution functionality—either pre-configured out-of-the-box for rapid returns or customized to your needs. Using the Accenture CAS modeling tool you can configure your solution for effortless integration with your devices—writing it once to deploy to many operating systems and devices.
2. Deploy: The solution can be easily deployed and updated to your teams through an “app store,” meaning it can be downloaded either by the region, market or country supporting your change management program.
3. Enable: Once on your mobile device, the solution provides broad functionality to enable the field users to plan effectively, complete surveys, identify out-of-stocks and take orders. In this way, the field users are adding value to each call while providing a suite of reporting and analytics capabilities, which benefits not only the users but also sales management. Additionally, the interface—and visibility of data—can be tailored to each user’s role, whether it is a senior manager or a warehouse operative.
4. Synchronize: Accenture CAS functions both off and online, with regular data synchronization to replicate information from the field in your head office, so you can track performance and limit out-of-stocks.
5. Respond: With results from in-field activity, the latest information is available at your fingertips—including promotional compliance information, order management, exception reporting, customer information and off-line pricing—meaning your people are empowered to make decisions, win business and give your brands the best chance of success.

Key facts

- 29% Growth in order size for a European healthcare company
- 12% Reduction in travel time for a leading European brewery
- 7.7% Cut in management and labor costs for a North American tobacco company

7.7%
How does it fit together?

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

- **Customer Service**: Provides comprehensive functionality for many areas to provide a complete customer experience.
- **Distributor Management**: Enables visibility and control across the distributor value chain.
- **Direct Store Delivery**: Helps employ this key selling and distribution method to achieve better business outcomes for consumer goods organizations.
- **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 improve speed-to-market, sales performance, customer experience and operational efficiency.
- **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.
- **Reporting and Analytics**: Enables users to have real-time access to the latest information and to help you determine the best course of action.
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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