Accenture NewsPage
Sales Force Automation:
Empower your people

High performance. Delivered.
Understanding the market

Your people are your most important business asset. But, with hundreds of staff, serving thousands of small retailers, how can you ensure your business best manages the team to win the race at the store?

To get ahead – and stay there – you need a combination of clear route planning and constant system monitoring. And that is where the Accenture NewsPage Sales Force Automation (SFA) solution comes in. Designed specifically for consumer goods businesses in emerging and developing markets, it is an efficient solution for automating your sales force – ready to run, out-of-the-box.

From hawkers, grocery stores and restaurants to modern chain stores this solution puts you in control by combining pre-sales order taking, inventory control, proposed order, sales processing, consumer interactions tracking, van sales and delivery, sales forecasting and performance analysis. And as it shows sales information at the outlet level it provides an accurate, full picture of the market.

How does it all fit together?

Accenture NewsPage is a leading integrated sales platform for the consumer goods industry. With Accenture NewsPage’s Distributor Management, Sales Force Automation and Merchandising product capabilities you have a full set of integrated applications to support your go-to-market activities.
What makes Accenture NewsPage SFA different?

The big picture
With real-time information on promotional spending vs. budgets, you can take steps to limit outlay and avoid over-spending. What’s more, the system enables you to cap spending so that once you hit your budget, the promotion is automatically stopped.

Multiple routes to market
Give your distributors the tools they need to manage operations from start to finish including credit management, customer master data, pre-sales order taking, inventory control, proposed order, sales processing, consumer interactions tracking, van sales and delivery, sales forecasting and performance analysis.

Sales made simple
Accenture NewsPage SFA is designed for all of your sales personnel – however unskilled or inexperienced. It is quick and easy to use, so minimal training is required before you start seeing results.

Get it right
Make sure you meet the right customers, at the right time – with the right promotions and stock levels. Accenture NewsPage SFA gives you the ability to optimize your route plans, reducing travel time and helping you make the most of every visit.

Support your team
Accenture NewsPage SFA helps you take control of even the largest, most complex network – whether rural or urban, huge outlet or sole-trader on a market stall. The system is designed to manage those regular visits to small clients, as well as meeting the needs of your larger, high volume clients.

Smart and scalable
Our solution is available on multiple devices – Android phone and tablets, iPhone, iPad and Windows Mobile – and across multiple geographies. Accenture NewsPage is designed to grow with your business, supporting anything from ten to ten thousand users, with the added benefit to expand into the Accenture CAS Trade Promotion Management and Trade Promotion Optimization solution. And, as part of the Accenture family, you will also benefit from the combined management insights, services and capabilities of our 289,000 employees.

Accenture NewsPage SFA encompasses:
- Retail master and classification
- Route planning and execution
- Pre-sales process
- Stock taking
- Proposed order
- Must sell list
- Van / ready sales
- Collections
- Inventory control
- Operational analysis
- Mobile printing
- Complex off-line pricing
- Survey management and execution
- Salesman performance feedback
- And lots more
How does Accenture NewsPage SFA work?

On the cloud: 
with all processes and data in the cloud, you can improve accessibility and achieve significant maintenance savings.

Or as a hybrid: 
while the majority of distributors are run off the cloud system, distribution centers with connectivity issues have their own local footprint. This information is still consolidated and synchronized centrally.

Made for emerging and developing markets
Accenture NewsPage Sales Force Automation (SFA) is designed specifically for emerging and developing markets. It supports all your sales channels, all delivery models, in all geographical locations – and it can link up with most legacy and back-office systems.

Key facts

50%  
Reduction in paper work and phone calls for the largest distribution company in Asia

25%  
Increase in volume of visits for their sales team of a cosmetics market leader in Asia

24%  
Growth in productivity at POS for one of the largest consumer goods companies in India

18%  
Rise in order lines for one of the largest consumer goods companies in India
How can Accenture NewsPage support you?

For your sales:

Accenture NewsPage has helped many of the world’s leading consumer goods companies with diverse aspects of their business.

**Boost efficiency:** Accenture NewsPage SFA enables your sales team to hit the ground running with a map of outlets, an easy-to-follow sales process, as well as the relevant information on each outlet, including sales history, credit terms, outstanding payments and more.

**Focus strategy:** how big is the market uptake? Are promotions working? Is marketing and promotional spend being targeted in the right areas, at the right time? Accenture NewsPage provides the insights you need.

**Improve profitability:** through improved inventory and asset management, targeted logistics and more efficient use of resources, such as personnel, trucks and warehouses.

**Increase sales:** thanks to more frequent and focused outlet visits, greater availability of sales information by your sales force, more accurate order taking in the field and more effective cross selling. Ultimately, it helps ensure you get the right product, in the right place, at the right price – improving fill rates and reducing out-of-stocks.

**Identify opportunities and success:** by putting more data at your fingertips, the system helps you spot where opportunities have been missed. It also allows you to see high performers so you can incentivize and reward your best sales staff.

For your people:

**Easy to use:** we have designed Accenture NewsPage 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 input.

**Tailored to you:** your system can be customized and launched on a modular basis so you quickly realise returns on investment.

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

**Rapid to deploy:** your solution integrates seamlessly with existing Enterprise Resource Planning (ERP) solutions and can be used out-of-the-box. In most instances, clients benefit from Accenture NewsPage in just six to eight months – from project kick-off to pilot.

**Fully scalable:** designed to support businesses of any size and is capable of supporting multiple sales offices and distributors.

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

Simple. Smart. Easy. Efficient. That is how we have designed Accenture NewsPage because the emerging and developing markets are different. It means you are fully equipped to make a real difference in your market place.

30 years’ experience, more than 4,000 dedicated Accenture software professionals and 700 Accenture NewsPage experts – all working to create software that adapts to your business and evolves to your needs.
Make change happen

To find out how Accenture NewsPage could empower your teams, visit www.accenture.com/software-cas-news-page
About Accenture
Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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

The Accenture Route to Market Business Service combines strategy, operations and technology for commercial intelligence and analytics, commercial strategy and planning, trade investment excellence and sales effectiveness, and are offered as an end-to-end service or as individual components. They are built around the Accenture CAS and Accenture NewsPage software and the Accenture Analytics Platform designed exclusively for the CPG industry, and can be delivered as hosted or on-premise solutions.

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