Designed to scale globally, Accenture CAS can be used for ten users or tens of thousands, depending on customer requirements, and is applicable to both emerging and modern markets. Accenture CAS, with the addition of NewsPage, acquired in 2012, is a leading integrated sales platform for the consumer goods industry with a suite of retail execution software, including distributor management, direct store delivery, digital merchandising and field service as well as trade promotion management and trade promotion optimization, and is part of the Accenture Software portfolio of products.

Accenture CAS is also a key component within Accenture Commercial Services for Consumer Goods, a business service that helps companies increase sales and margins through an end-to-end offering of management consulting, technology, and business process outsourcing that improves interactions with customers, channels, and consumers through innovative analytical, multi-channel and operational capabilities.

In a fast-paced, digital world, collaboration between chief marketing officers (CMOs) and chief information officers (CIOs)—and their respective departments—increasingly underpins trade promotion excellence. Getting the right product to the shelf at the right time, using best-in-class technology, is imperative. To do so, consumer goods companies’ CMOs and CIOs must work closer together, more so than ever before and Accenture CAS, a leading integrated software platform for the consumer goods industry that supports closed loop promotion and account planning processes, can help enable that.

On the surface, CMOs and CIOs seem to agree on the importance of collaboration, according to a recent Accenture CIO-CMO survey1. Dig deeper, though, and CIOs say they feel a greater need for alignment. Nearly eight out of 10 CIO respondents agree that alignment is needed, compared to just over half of CMOs. Worryingly, only one in 10 marketing and IT executives say collaboration is at the right level. Despite their growing understanding that they must be more closely aligned, CMOs and CIOs are often working at cross purposes.

In the sphere of trade promotion management (TPM) and trade promotion optimization (TPO)—where technology is crucial in collaborating with retail customers, building consumer loyalty, burnishing the brand image and achieving return on investment—the CMO-CIO disconnect could prove fatal. Marketers’ focus has splintered. They now need to become Big Data experts, in addition to creative and brand strategists. Turning data into relevant customer insights and experiences at scale will require a new kind of rigor and deep technology backbone to enable them. Not surprisingly then, marketing’s number one driver (out of 15) for aligning and interacting with IT is access to customer insight and intelligence—but that driver ranks number 10 for CIOs.

The disconnect deepens with marketers commenting that they want more freedom from the IT department, with IT noting the need for more planning and compliance with standards. Some 45 percent of CMOs say they want to enable their employees to access and use data and content without IT intervention. Almost half of CIOs counter that marketing pulls in technologies without consideration for IT standards.

When it comes to trade promotion and optimization technology, the goals of the CMO and CIO, are not mutually exclusive. The right trade promotion technology can provide marketers with the customer insight and consumer intelligence they need via intuitive interfaces while adhering to best-in-class IT standards. Accenture CAS’ closed loop process, giving visibility into aggregated data and predictive analytics, provide a sophisticated trade promotion management and trade promotion optimization solution that can ultimately help, based on realtime information. For IT, it offers an industry leading standardized solution that accommodates different user types and needs across modern/emerging markets while providing seamless, scalable integration into existing ERP solutions.

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[1] The 2012 CMO-CIO Insights survey, sponsored by Accenture Interactive, aims to understand the opinions, challenges and points of view of senior marketing and IT executives as they relate to marketing and IT alignment. Results are based on online surveys across 10 countries with 405 senior marketing executives who are key marketing decision makers in their companies. Results from IT executives are based on 252 surveys across the same countries, using the same screening criteria. Most companies have at least US$1 billion in annual revenues. Corporations in France, Australia, Singapore and Brazil have annual revenues of at least US$500 million.
Building trust between the marketing and IT departments is crucial in achieving long-lasting collaboration. And selecting a robust trade promotion management and trade promotion optimization solution that satisfies the inherent concerns of both diverse roles will go a long way to establishing a collaborative relationship that enhances profitability and growth.
About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 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. 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.