Accenture: Trade Promotion Management
Choice in your hands

High performance. Delivered.
Seize the initiative

Just think. If you could see the effectiveness of your trade spend to enable decisions as you go, track which promotions were working to boost ROI, increase market share and counteract competitor activity. Just imagine if you could spot inefficiencies and forecast accurately.

Having your business working with a solution that is simple, intuitive and brings the right information to make the right decisions, can build stronger collaborative relationships with your retail customers to drive consumer demand.

At Accenture, we grew tired of thinking 'what if...' with Accenture trade promotion management (TPM) you can have a solution that helps deliver genuine results. For over 30 years, we have worked with the leading consumer goods companies to continually enhance our solution to address strategic needs and common industry challenges-- you needn’t do the same.

With trade spend levels at an all-time high can you afford not to have the best?

Making excellence accessible

We have already done the groundwork. We know what works and sometimes more importantly, what does not work in your markets. Now we want to share our knowledge with businesses like yours. But that doesn’t have to mean substantial fees or a lengthy deployment program.

Now you have options...

We have taken one of the most comprehensive trade promotion management (TPM) solutions on the market and added the one missing element: choice. With implementation options, even niche brands can benefit from the same TPM insights as multinational mega-corporations.

Gartner.

Accenture continues to receive a positive assessment in Gartner’s 2015 “Market Guide for Trade Promotion Management and Optimization for the Consumer Goods Industry”

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Accenture Cloud TPM and the Salesforce App Cloud

Connect to your customers in a whole new way

The game has changed

Increased global competition has made it more difficult for consumer goods companies to compete and grow. They are now looking for ways to increase profitable sales by improving interactions with customers, channels, shoppers and consumers. Historically consumer products companies have had a plethora of solutions across their front office; the strategic alliance of Accenture and Salesforce addresses the business challenges by establishing a single system of engagement for sales processes on a single platform that integrates Salesforce capabilities with the leading edge software of Accenture CAS.

The power of choice

Combining Accenture’s front office consumer goods industry knowledge and software with Salesforce, the Customer Success Platform and worlds leading CRM, the Accenture Cloud TPM and Accenture CAS TPM solutions supports different routes to market, sales and delivery models and geographies. Built to offer exceptional flexibility and usability, it is available as a Service and on-premise; the choice is in your hands.

Smart and scalable

The existing Accenture CAS TPM on premise applications will remain in place, connected to the mobility apps using the existing Accenture CAS replication engine. And now, Accenture intends to extend the benefits of Accenture CAS by building an Accenture Cloud TPM solution solution on the Salesforce App Cloud.

For Trade Promotion Management and Optimization current functionality will be re-built on the Salesforce App Cloud, with a phased approach.

For Retail Execution and Direct Store Delivery (DSD) the same great mobility functionality available will remain in place, but will adopt the mobility data structure on the Salesforce App Cloud, with a phased approach.

Accenture will continue to support its Accenture CAS TPM on-premise solution with its replication engine that supports the occasionally connected mobile device and introduce a synchronization mechanism for Salesforce App Cloud, supporting the occasionally disconnected users with selective key data available off-line for their mobile roles.

For critical mobile apps, the existing mobility solution will be re-used to connect to Accenture functionality on both premise-based and Salesforce cloud-based implementations.

The benefit? As well as getting the benefit of faster time to market, consumer goods companies can be assured of our commitment to have a mature solution with a relevant scope for their requirements.

Say hello to the Salesforce Customer Success Platform.

Connect your apps. Connect your customer data.

All with one Customer Platform designed for the new hyper-connected world of customers. The new mobile tools, and more, help enable you to sell, service, and market like never before.
Accenture TPM: finding the perfect fit

We know that every business is different, so you can now choose a solution that fits your needs, costs and timings - as a Service or On-Premise. Each option is based upon a single core product that empowers you to make the most of your trade activities – to help manage, control, track and improve spending. But, with Accenture Cloud TPM, we are making it simpler to get up and running quickly and without major investment.

Global, regional or clustered market archetypes with common processes and go to market models? Modern, Evolving, Emerging or Growth Markets? You may need in-depth customization and total flexibility. You may simply want a fully-functioning TPM, up and running as quickly as possible. No worries, just rapid results.

So we are developing different paths to the same destination: helping improve performance, increased insights and improved trade spending.

Features: at a glance

**Account planning:** access the complete picture, direct or indirect – from top to bottom of all your accounts including brand, customer and category with a updated profit and loss view of promotions and plans.

**Scenario planning:** facilitate decisions aligned to key business objectives such as return on investment, footfall or market share.

**Trade funds management:** allocate financial resources across product planning categories, from client hierarchies to specific promotions.

**Customer volume planning:** help develop detailed plans for customers that include volume targets, their expected baselines, and the incremental necessary to help manage their gap-to-target.

**Promotions calendar:** help enable visibility of both national and retailer specific activities, so you can plan activity, identify gaps and monitor execution.

**Financial control:** help manage commitment and overspend, leverage accrual-based budgeting, and link payments with deductions to get a view of trade activity and associated costs.

**Results analysis:** review budgeted, actual and forecast key performance indicators for individual promotions and rolled up to planning accounts. Use dashboards, reports and analysis to help manage gap-to-target and identify plan adjustment needs and opportunities.

**Further features include:** Threshold Workflow approvals driven by adherence to Key Performance Indicator (KPI) guardrails, Invoice Payment Management to help manage invoice-related costs by tactic, Shipment Profiling that gives the facility to distribute the total promotional volume based on an editable distribution metric and tactic KPI’s to see costs within the Profit & Loss (P&L), broken down by tactic type or display, amongst other categories.
The game has changed…

Introducing sales folder, the first step to an integrated planning and execution tool from Accenture.

For many consumer goods companies, selling information is problematic - using paper-based folders, pictures, long presentations which may contain out-of-date brand, promotional and marketing material. In addition, selling time is lost finding brand information from time-consuming multiple sources. The end result is often conflicted messaging to customers, with little or no flexibility to tailor material for customer-specific adaptations.

The Accenture sales folder functionality is about supporting the right business process so you can Plan, Sell, Execute then Evaluate and Adjust, and impress your customers. The Accenture sales folder will integrate the managing and publishing of core selling content with an application to support sales pitches of key account managers and sales representatives enabling media to shelf execution. It can be used as a separate app or be integrated with Trade Promotion Management planning and Retail Execution functionality, and is your first step on a journey to help improve how consumer products manufacturers can transform the front office.

Accenture sales folder at a glance:

Managing and publishing content: the multi-level planning process can be completed by different roles including trade marketing and key account managers supported by an integrated workflow approvals process.

Streamlined communication: the Accenture sales folder functionality will help provide the most accurate and timely information available. Designed to show relevant content - so the user only sees materials they need, with related updated marketing and promotion information, in one handy place - a reliable one-stop shop.

Dynamic presentations: help ensure early user adoption with a modern user experience, on a mobile application optimized for tablets, providing all the required selling information in a consolidated form and available off-line. Delight your customers with the right messages in an exciting and professional way.

Align priorities: help enable the sales teams make the right selling decisions, in the right store at the right time, with the most up to date brand messages available paired up with the most effective trade promotions calendar - unlock those brand promotion opportunities.

Restore your shelf-control:

Take back ownership of the shelf and seize every selling opportunity. Accenture Trade Promotion Management helps you to plan, improve decision making and forecast accuracy, manage funds and now improve effectiveness from planning to execution with Accenture sales folder functionality; the beginning of a specific app designed to support the Key Account Manager.

Executing media to shelf in such a dynamic way, can help enable profitable sales growth.
How could Accenture TPM support you?

**Improve decision-making and forecast accuracy:** use analytics to help determine which products should be promoted, at what price, and where.

**Increase ROI:** harness data to reduce retailer diversion, deductions, trade fund over-spend and forward buying. Gain a single, real-time view of latest estimate of volume, revenue, margin, and costs.

**Boost efficiency:** consolidate your processes – such as top-down strategy distribution and deduction management – and you could potentially reduce admin time and labor costs.

**Strengthen relationships:** help create winning promotions for both your business and partner retailers, reducing out of stocks and improving sales and margins.

**Be more agile:** quickly adjust trade promotion activities to help achieve higher revenues and margins. Respond to your retail customers, using retailer analytics to demonstrate mutual benefits, rather than purely costs.

**Reduce costs:** target activities, limit spend and cut support, maintenance and inventory management outlay.

**Save on future investments:** your chosen Accenture platform can evolve to suit your business and integrates seamlessly with existing ERP solutions.

**Improve the user experience:** ease of use is vital to the success of any TPM project, so we have invested heavily to build an excellent, intuitive user interface.

Over 30 years’ experience, more than 4,000 dedicated Accenture software employees and 700 Accenture solution experts – all working to create software that adapts to your business and evolves to your needs.

Proven returns of TPM

**High performance. Delivered. >**

- **20%** reduction in administrative and labor costs for a European food manufacturer
- **22%** improvement in trade promotion spending for a major consumer goods company – saving US $150 million in promotion costs
- **90%** forecast accuracy for a European food manufacturer – an improvement on the original 50-70%
- **50%** reduction in average settlement times for a US brewer

Accenture CAS Trade Promotion Management recognized as top service provider in the 2015 Consumer Goods Technology (CGT)'s Readers' Choice Awards - Customer Satisfaction Leader.
The full customer journey

Our solution brings industry-leading insights to every stage in the TPM cycle – from planning to execution and analysis:

- **Strategic planning**
  - Target distribution
  - Trade promotion portal
  - Top-down promotion management
  - Corporate collaboration

- **Funds management**
  - Fixed funds
  - Live (budget) accruals
  - Latest estimate-based funding
  - Commitment management
  - Headquarter and account-level funding

- **Post-event analysis**
  - Promotion P&L
  - Gap-to-target management
  - Plan adjustments

- **Promotion execution**
  - Volume and cost actualization
  - Liability (spend) accruals
  - Commitment management

- **Account planning**
  - Baseline management
  - Long-term agreements
  - Gap-to-target management
  - Plan P&L monitoring

- **Promotion planning**
  - Promotion library
  - Promotion P&L
  - Workflow
  - Incremental management
  - Scenario planning
  - Team management

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

Accenture CAS is a leading software platform for the consumer goods industry with a suite of trade promotion management, distributor management and retail execution software, consisting of 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.

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 a 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.

About Salesforce

Salesforce, the Customer Success Platform and world’s #1 CRM, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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