Accenture NewsPage
Distributor Management System:
The engine behind your business

High performance. Delivered.
Understanding the market

The emerging markets are large and complex with thousands of distributors, millions of outlets, and billions of potential transactions. How can your company take control? How can you manage your people and promotions while still cutting costs? And, most important of all, how can we make it easy?

The answer lies in smart yet simple technology. With the right software platform fueling your sales and distribution activities, you can achieve high performance in even the most fast-moving and fragmented marketplace. And that is where the Accenture NewsPage Distributor Management System (DMS) comes in.

Designed for businesses in emerging and developing markets, Accenture NewsPage DMS is a distributor management and sales force automation system, rolled into one. It covers the complete down-stream supply chain, helping you control promotions, improve productivity, streamline inventory and sales processes, and distributor claims - and get accurate, reliable data on your secondary sales. DMS is versatile and can be used in conjunction with your own distribution points or a third party distributor. Put simply, it is the engine that drives all your sales and distribution activities.

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 DMS different?

Single version of the truth
Accenture NewsPage DMS is your direct route to accurate, real-time information from the marketplace – whether it is from traditional or modern retail channels. Instead of wasting time collating lots of small pieces of data, you will receive rapid, reliable secondary sales figures from inventory, promotions and other activities.

Control trade promotion spending
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. Additionally, the distributor can only claim if the promotion is on an invoice.

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

Support your distributors
Give your distributors the tools they need to manage operations from start to finish including inventory management, credit management, customer master data, billing and invoicing, van sales, and promotion claims management to help speed up claims.

Untangle your network
Accenture NewsPage DMS 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 regular visits to small clients, as well as meeting the needs of your larger, high volume clients.

Smart and scalable
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 DMS encompasses:
- Promotion and budget management
- Asset tracking
- Sales and distribution analysis
- Channel sales visibility
- Order management
- Invoicing
- Picking list management
- Credit management
- Merchandising
- Warehouse management
- Survey management and execution
- Cloud and hybrid deployment models
- And lots more
How does Accenture NewsPage DMS work?

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

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 the emerging and developing markets
Accenture NewsPage DMS is an end-to-end software platform designed specifically for the 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

90%
Reduction in time spent waiting for sales reports – from 10 days to next-day for leading beverage and snack food company in Asia

83%
Cut in time spent reimbursing distributors – from 90 days to just 15 for a dairy market leader in Asia

100%
Order accuracy for global personal care products company in Asia

19%
Increase in store coverage for a large consumer company 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 many aspects of their business.

**Analyze performance:** how big is the market up-take? Are promotions working? What is the depth and breadth of distribution? 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.

**Greater productivity:** as a result of more effective processes with distributors, reduced paperwork, improved team monitoring and better route planning.

**Target planning:** because of more accurate sales data, higher visibility and real-time sales and financial feedback, as well as at a glance distributor stock and replenishment levels.

**Save on future investments:** Accenture NewsPage can evolve to suit your business, giving you one solution that will work across different markets and channels.

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 entry.

**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.

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

**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.

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.

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.
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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