Accenture solutions for consumer goods
Power at your fingertips

High performance. Delivered.
Understanding the market

It is a tough market out there: margins are tightening, competition is increasing and the retail landscape is changing. To keep up—or stay ahead—consumer goods manufacturers need to be more agile, intelligent, and efficient. And that starts here.

To win the battle at the shelf, you need to sharpen every stage in your sales process, honing strategy and sales, logistics and reporting. Each improvement feeds into the next, creating a powerful virtuous cycle: greater knowledge equals smarter decisions; greater visibility equals improved efficiency. And, ultimately, all of the elements combine to help drive revenue growth and profit.

Consumer goods companies are increasingly looking at how they can align their front office to engage with their customers in different ways through digital engagement capabilities to drive continuous growth in their global business. Accenture continues to be committed to the ongoing development and innovation of the market-leading Accenture products both on-premise and as a Software-as-a-Service (SaaS) cloud-based offering. Accenture and Salesforce will establish a single system of engagement for sales and trade marketing processes available on the Salesforce App Cloud that exploits the best-in-class software of Accenture. In the first phase, Accenture Cloud Retail Execution and Trade Promotion Management capabilities will be available.
Accenture 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 CAS 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

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

Smart and scalable

The existing Accenture CAS on premise applications 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 Accenture Cloud solutions on the Salesforce App Cloud.

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.

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

Accenture will continue to support its Accenture CAS on-premise solutions with its replication engine that supports the occasionally connected mobile device and introduce a synchronization mechanism for the 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 CAS 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.
The full customer journey

Accenture provides solutions to support your sales activities leveraging the Salesforce Customer Success Platform for Accenture Cloud applications to transform the sales and marketing activities of consumer goods companies.

### Reporting and Analytics

Helps give you real-time access to updated information to help determine your course of action.

- Puts key information at the fingertips of your sales and marketing teams
- Out-of-the-box reports and information cubes support your reporting, tracking and analytic requirements
- Closed-loop visibility to monitor, evaluate, strategize and execute across all Accenture products
- Intuitive interface and cross-process consistency helps make your data easy to understand

### Trade Promotion Management

Plan and develop winning campaigns with an overview of trade investments, spending and profitability.

- Available as a Service, managed Service or on-premise
- Use performance metrics to refine future promotions for greater value
- Connect volume forecasts with demand planning to reduce out-of-stocks
- Review performance analytics to identify productive promotions—and help eliminate poor performers
- Reconcile open deductions or claims, delivering value on cash flow management and cost

### Trade Promotion Optimization

Use existing data to generate forecasts for the future—honoring existing activity and optimizing new promotions.

- Improve profitability with more accurate forecasts, reducing out-of-stocks and missed revenue opportunities
- Reduce ineffective promotion plans with automated baseline forecasts and promotion proposals
- Reduce process time and increase adoption rates with a user-friendly, integrated single-platform solution
- Helps enable you to make the most efficient use of trade spend by targeting the right customers

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360 degree business processes at your fingertips

Accenture

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Empower your management and field sales teams to help deliver more targeted, consistent, compliant and successful promotions.

- Available as a Service, managed Service or on-premise
- Improve in-store and upstream stock levels with automated capture and communication of retail merchandising conditions
- Focus your in-store execution with intelligent alerts highlighting key promotion and New Product Introduction (NPI) related tasks
- Reduce out-of-stocks with improved visibility of the in-store inventory
- Automate core processes—freeing time and energy for high-value merchandizing and selling activities
- Optimize routes to help reduce logistics costs and enhance efficiency

 Gives you a fast, reliable and cost-efficient view of your products’ presence and placement at the point of sale.

- Enables sales teams, merchandizers or store auditors to take pictures of your category with support and guidance of mobile app
- Images are quality-checked, compressed, packaged and sent into the cloud-based Accenture CAS smartserver giving accurate actual store performance—ready for analysis
- An algorithm processes the image in the cloud by comparing it with a picture of success or planogram
- Quantitative and qualitative Key Performance Indicators (KPIs) can be viewed on web, mobile or company’s back end to view shelf performance facilitating quick decision making
- The store report collects all the information extracted from each point of sale and the retailer compliance report provides an aggregated view of all store visits results

Helping manufacturers and consumer goods organizations to manage orders, delivery, inventory and cash collection—on the shop floor.

- Increase efficiency by using fully-integrated mobile devices in an end-to-end direct store delivery process
- Access updated information about your business helping you to react quickly to market analysis and changes in demand
- Improve delivery tasks with more efficient logistics execution and the automation of manual tasks
- Provide off-line pricing—both for customer orders and invoicing for product delivery
- Make more effective use of displays, promotions and materials, while capturing store-level selling opportunities

Helps to optimize your value chain with a more efficient exchange between your consumer products manufacturers and distributors.

- Provide distributors with updated information—to help improve downstream inventory management, the accuracy of forecasts, and stronger relationships
- Helps reduce order to delivery lead times and also improve speed to market with the new product introductions
- Manage, target and control budgets of your promotions through one centralized system, available instantly to the targeted trade
- Improve route planning for sales teams, so that customers are visited at the designated frequency to maintain stock levels

 Equip your field and customer service teams with the information to offer an integrated customer experience.

- Configurable templates guide your customer service agents through the call processes supporting standardized market inputs for clear insight
- Provides order history details, promotions and the administrative processes in a single application reducing time and costs
- Single point of contact with the customer to manage customer service processes including telesales and complaint management
How can Accenture support you?

For your sales:

Accenture has helped many of the world’s leading consumer goods companies to:

**Increase revenue:** helps you to strengthen the sales process—from strategy to delivery, new product introductions to ongoing promotions.

**Reduce costs:** run a single system across multiple markets, helping to reduce complexity and driving down costs per user.

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

**Boost efficiency:** by implementing a robust system you can share knowledge, streamline processes, and identify opportunities that span business activities.

**Save on future investments:** your chosen Accenture platform can evolve to support your business and integrates cohesively with existing Enterprise Resource Planning (ERP) solutions.

**Enhance productivity:** give your sales, marketing and field service teams the ability to carry out multiple activities, offering a more cohesive customer service.

Accenture is helping consumer goods companies around the world realize their potential.

For your people:

**Supporting your business:** With the combination of Accenture’s front office consumer goods industry knowledge and software with the Salesforce Customer Success Platform, we can now transform sales and marketing for the consumer goods industry.

**Software as a Service:** With the Accenture functionality built on the Salesforce Customer Success Platform we offer a rapid set-up and deployment, hosted in the cloud, shorter release cycles, and a cost effective solution.

**Superior usability:** Accenture Cloud and CAS solutions are designed for efficient for daily use. Be it process-guided navigation for users, various set-ups for different roles, entry through keyboard or touch screen to capture data. Clear, easy to use display that requires minimal training.

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

**Retail compliance:** provides tools to help retail customers monitor promotions and stay compliant.

**Build relationships:** be more responsive to your retail partners, using trade promotion modeling to demonstrate mutual benefits, rather than costs alone.

**Fully scalable:** designed to support businesses of any size with a multi-tier replication model enabling support for local sales offices and distributors.

**Peace of mind:** benefit from specialist support for you and your sales team—from design and deployment to upgrades.


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