



Gain insight into your merchandiser relationships with retailers. Understand store-level order history and forecasts. Audit shelf and merchandise, capture competitor information, and process orders in-store.

Adopt a practical, flexible, effective, and easily integrated solution to improve sales volume, profits, and merchandising program and regulatory compliance.

Avanade Enterprise CRM for Consumer Packaged Goods™

To increase profitability while improving retailers' overall satisfaction, consumer packaged goods companies turned to CRM vendors but often found first-generation solutions to be time- and resource-intensive proprietary applications. Now Avanade Enterprise CRM for Consumer Packaged Goods, based on the flexible, easy-to-use Microsoft® Dynamics™ CRM platform, offers an ideal solution that drives a successful sales cycle and delivers a rapid and proven ROI.

Realize the power of CRM for the consumer packaged goods industry

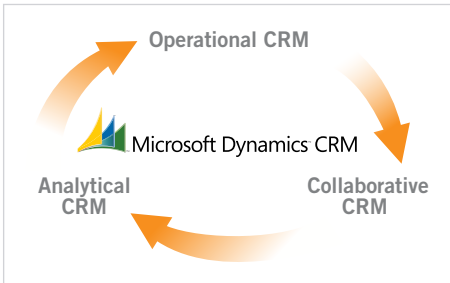
Consumer packaged goods companies are striving to improve retailers' effectiveness—by becoming demand driven and able to clearly understand merchandisers' competitive pressures. To achieve this, you need:

- ▶ An end-to-end view of the retailer relationship, as well as on-demand product manufacturing and distribution information, so you can drive effective customer engagements, sales, and promotions
- ▶ On-site access to the latest customer data, including sales history and promotional activities, to promote a high-value experience with retailers
- ▶ Business analytics to assess product performance for improved decision making, planning, and budgeting—by account and geography—to consolidate costs, reduce operational overhead, and increase responsiveness
- ▶ Easy integration with your existing accounting, payment, billing, and fulfillment systems, yet configurable to meet your changing business needs
- ▶ Familiar user interfaces that promote adoption and reduce training requirements

CRM can be practical, flexible, integrated, and effective

Avanade Enterprise CRM for Consumer Packaged Goods improves customer service and sales with successful retail management and execution processes. When you have a comprehensive view of the retail account sales drivers that matter most to you, you can improve your operations for new and existing customers.

- ▶ Maximize your return on investment. With expert deployment and training resources that speed implementation, the solution can cost less to implement and maintain than most competing solutions. It also uses existing infrastructure where possible, and can minimize licensing, customization, and training costs.
- ▶ Make confident business decisions. Analytics functionality includes analysis tools, reporting, business activity monitoring, and data warehouse integration.
- ▶ Promote success in the sales cycle. Ease of use, simple navigation, and support for a variety of hardware, including mobile devices, mean that sales representatives will interact more effectively with retail customers.



Get a 360-degree view of your customer

An end-to-end enterprise CRM solution includes three aspects that provide a single, integrated view of customers and activities.

Analytical

- ⇒ Capture point-of-sale data to understand your markets and measure the success of products and promotions.
- ⇒ Mine aggregated data to uncover customer insights and patterns about sales.

Collaborative

- ⇒ Understand your role in a dynamic environment of supply chain trading partners.
- ⇒ Connect the final touch points between your customer and your business.

Operational

- ⇒ Build a rich information foundation about every aspect of your customer.
- ⇒ Provide a consistent customer experience based on one operational customer view.

About Avanade

Avanade is a global business solutions company dedicated to using the Microsoft platform to help enterprises achieve profitable growth. Through proven solutions that extend Microsoft technologies, Avanade helps enterprises increase revenue, reduce costs, and reinvest in innovation to gain competitive advantage.

Additional information can be found at www.avanade.com.

Reduce your costs as you fuel your business success

An easy-to-use, flexible solution can reduce the risks inherent in implementing new software. Because Avanade Enterprise CRM for Consumer Packaged Goods is based on Microsoft Dynamics CRM, it uses the familiar Microsoft Outlook® interface and works seamlessly with the Microsoft Office applications already in use. By building on existing enterprise technology from an established market leader, you can reduce costs while delivering the tools that give sales and support staff the necessary data views to understand customer behavior and make business decisions with confidence.

- ▶ Gain a single, 360-degree view that encompasses account maintenance, account activity, and category management.
- ▶ Improve effectiveness of demand planning by enabling a centralized forecasting, budgeting, and execution process.
- ▶ Enhance your ability to track in-store compliance via planograms.

Meet your needs today and get a jump on tomorrow

Tailor the Avanade Enterprise CRM Solution for Consumer Packaged Goods to the specific business needs you have today and be confident that you have the flexibility to add functionality as your priorities evolve.

- ▶ Avoid one-size-fits-all claims. From a small pilot program to a full-scale deployment, Avanade can help you deliver different capabilities for different markets.
- ▶ Manage the solution in-house or through a hosted option. Whichever you choose, your business will run smoothly, your information will remain secure and easily accessible, and you'll retain the flexibility to switch options whenever your business needs require it.
- ▶ Deploy a service-oriented architecture (SOA) that supports your legacy applications, while leveraging the power of the Web to increase operational efficiency and business agility.

Unparalleled expertise. Rapid deployment. Proven results.

Avanade delivers a best-in-class platform that enables you to more easily implement successful innovations. By partnering with us, you gain from our ongoing investments in research, development, and training. This is the cornerstone of our “unparalleled expertise.” “Rapid deployment” delivers the fastest time to value on your CRM investment. And the “proven” in our solutions—from project completions for enterprises across all industries throughout the world—can mean less time and money spent on getting the results you seek. With Avanade, you'll get the implementation, training, and support to achieve the strong customer loyalty and improved customer service that can accelerate growth and pull you away from the competition.

To learn more about how Avanade can assist you, visit our website at www.avanade.com or call one of our major offices:

Americas

Seattle
phone +1 206 239 5600
Americas@avanade.com

Europe

London
phone +44 0 20 7025 1000
Europe@avanade.com

Asia-Pacific

Sydney
phone +612 9005 5900
AsiaPac@avanade.com