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Leading Brewing Company: Digital mobility solution delivers breakthrough levels of data and insight

Client profile

The client is one of the leading brewing companies in Europe. It has 4,000 employees and more than 100,000 customers.

Opportunity

The client established a goal to identify new growth opportunities for itself and its distributors. It also wanted to increase visibility into indirect sales channels where the distributor interacts between the brewery and the final customer. The brewery sought a mobile application that allowed its salesforce to leverage analytics to make data-driven decisions when negotiating commercial agreements and effectively target promotional activity. This called for a solution that provided immediate updates on sales-related activity across its network of distributors, while enabling its sales teams to work on tablets, accessing and inputting data when on or offline. Replacing laptops with mobile devices, such as tablets, would be suitable for sales representatives who were out in the field as well as a cost-effective, low-maintenance solution for the company.

Solution

Accenture's experience in managing complex systems integration projects, its track record of innovation in digital technologies and the close relationships it maintains with SAP and Microsoft were important factors in the selection



process. Avanade is a joint venture with Accenture that combines insight, innovation and competence focused on Microsoft technologies. Accenture has a 30-year successfully demonstrated track record of delivering large-scale complex SAP projects and the largest group of SAP trained professionals globally, to help ensure reliably high quality delivery of solutions.

The mobile application for sales representatives used a common front-end interface to manage customer data, commercial agreements and sales volumes, with the ability to obtain information quickly, regardless of location. Accenture worked with Avanade to design and implement a Microsoft Windows 8 mobile platform for the front-end which enabled the use of tablets for

sales representatives in the field. The mobile application is integrated with an SAP back-end system that featured SAP Customer Relationship Management (CRM) integrated with SAP Enterprise Resource Planning (ERP) and SAP Business Intelligence and drew up the company's customer data to help drive business decision-making.

Despite an aggressive timeline, Accenture delivered a prototype within three months, and the solution went live within 12 months. The Accenture Innovation Center for Mobility in Barcelona and the Spain Delivery Center helped drive the portions of the solution involving: SAP CRM, interfaces using SAP process integration (PI) and Windows 8 mobile application development. Accenture Advanced Enterprise Solutions

(AAES) business scenarios were leveraged to accelerate the design and prototype phases of the project, and Accenture's global delivery capabilities built the integration among the application's SAP components, Accenture's global delivery network provided ongoing support to increase the scope and capacity of the project, and Accenture is currently defining a plan with the brewery to extend the solution with additional functionality.

Results

With the new mobile application, sales representatives can share, collect, and analyze real-time customer data anywhere and anytime, such as point of sale promotional images and geo-location data for site visits. Sales data consists of actual versus potential sales information, portfolio penetration and competitive positions – data that can enable real-time promotional and sales decisions and provide relevant communications to customers. For management, this increased visibility into sales operations means the company can monitor and adapt its business strategy on-the-fly, identify new market opportunities and gain a better understanding of customers.

These new capabilities helped the client become an agile business through unlocking the power of its data and turning it into a strategic asset for

decision-making in the field. The company's salesforce can now make informed decisions when negotiating commercial agreements, accurately target its promotional investments with customers and track progress to sales goals. Specifically, the mobile application will facilitate the company to:

- Identify areas for potential growth based on differentiated trade policies for each customer segment.
- Share network benchmarks with distributors to identify areas for improvement.
- Identify leading industry practices and key success factors of promotional activities earlier in the sales cycle.
- Collaborate with distributors to improve route planning for sales representatives.
- Improve end-to-end supply chain, reducing stock coverage while maintaining service levels and reducing obsolescence and out-of-stock issues.
- Make effective use of trade marketing spending (anticipated to save several million dollars a year).

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 323,000 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\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

About Avanade

Avanade helps clients realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 25,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

About Microsoft

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Visit www.microsoft.com.

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