

CAPTURING GROWTH IN EMERGING MARKETS

Accenture NewsPage 9

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CREATING NEW MARKETS

With over 25 million under-served mom and pop stores¹ and the largest digitally connected consumer population², Asia remains one of the most complex yet rewarding markets.

Forward-looking companies who can increase their reach and unlock opportunities through data-driven insights and seamless execution will be able to increase their competitive edge in these markets.

How might companies do this?

The answer lies in smart yet simple technology. With the right software platform fuelling 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 9** comes in.

Accenture NewsPage 9 – a comprehensive route-to-market solution for the consumer goods and services industry – comprising of distribution management and sales force automation is built on the SAP Cloud Platform and integrated with SAP C/4 HANA.

With capabilities in Distributor Management, Sales Force Automation, and Merchandising, now on the SAP Cloud Platform, you will have

a full set of integrated applications based on a single source of client data to support your go-to-market activities.

Designed for businesses in emerging economies in Asia, Africa, Latin America, and Middle East, Accenture NewsPage 9 provides a holistic view of consumer trends, secondary demand, and supply chain management, all connected back to the source of produce.

Accenture NewsPage 9 covers the complete down-stream supply chain, helping you control promotions, improve productivity, streamline inventory, automate sales processes, and manage distributor claims. With these, you will get accurate, reliable data on your sales on your fingertips.



170,000
users



3
million retail
outlets



serving over
8,000
distributors



across
70
countries

WHAT IS NEW IN ACCENTURE NEWSPAGE 9?



Built on SAP Cloud Platform

Accenture NewsPage 9 is built on the SAP Cloud Platform – an open business platform designed to help you innovate, integrate, and extend applications with agility, flexibility, and choice.



Single Version of The Truth

Accenture NewsPage 9 provides a direct route to accurate, real-time information from the marketplace – from both traditional and modern retail channels – to receive instant, reliable sales figures from inventory, promotions, and other activities.



Revenue Growth Management

Increase sales volume through deeper insights into the stores' needs and transparency across the supply chain.



Control Trade Promotion Spending

With real-time information on promotional spending vs. budgets, you can take steps to limit outlay and avoid over-spending, improve product assortment, and control promotion. What's more, the solution enables you to stop promotions automatically once you've hit your budget.



Meet the Right Customers at the Right Time

Accenture NewsPage 9 gives you the ability to meet your customers with the right promotions and stock, optimize your route plans, reduce travel time, and maximise every visit. Through AI-assisted selling, NewsPage 9 will also recommend the next-best-action for your sales team.



Support Your Distributors

Empower your distributors with the tools they need to manage operations from start to finish - including

- inventory management,
- credit management,
- customer master data management,
- billing and invoicing,
- van sales, and
- promotion claims management.



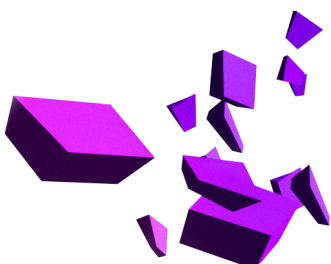
Increase Your Touch Points

Accenture NewsPage 9 will help you to increase your reach to untapped outlets and gain control of the largest, most complex networks – whether rural or urban, huge outlets or sole-trader. The solution is designed to manage regular visits to small clients, as well as meet the needs of your larger, high-volume clients.



Simplified IT Landscape

Accenture NewsPage 9 is designed to grow with your business, supporting anything from ten to ten thousand users, offering seamless integration with your SAP backend to enable real time supply chain visibility.



GETTING STARTED

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 505,000 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.



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