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# Commercial solutions for CPG

Consumer Product Goods (CPG) and Food & Beverage (F&B) are undergoing an unprecedented wave of innovation. Technology plays a major role, but it is not the only force at work. New business models are appearing that will have a profound influence across the e-commerce and wider retail value chains. At the same time, consumer behaviors and expectations are evolving. Offerings include a full scope of SAP and custom developed solutions/services on a platform that integrates with each customer's application landscape.

## How can Atos help?

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### Atos Commercial Offers



#### Customer Interaction Center

The solution enabled in SAP CRM provides a 360-degree customer view of relevant customer data in factsheets, reporting, interaction history, product proposals and Market execution data.



#### Trade Promotion Management

End-to-end solution to drive continual improvement process definition, capability self-assessment and action planning tool, change management tools and best practice examples.



#### Marketing Materials Management

Fully integrated custom solution in SAP CRM and ERP used for better Marketing Materials management, reporting and allocation. Distribution can be activated both for in-house and 3PL (outsourced) processes.



#### Field Sales Management Application

Offline application that provides users access to all market execution tools, backend planning and monitoring tools, and bi-directional data flow between mobile frontend and backend systems. Integrated with Smart Coolers IoT system. Support for iOS, Windows and Android.



#### B2B Ecommerce (SAP Hybris)

Webshop for customers available 24/7 that includes order placement, SAP integration, invoice review and customer care. Manages B2B processes and transactions, integrates multiple channels, business models/markets, and streamlines order processing/fulfillment.



#### Wholesaler Integration System

Backend system for managing wholesaled data mappings and automated data exchange. Web portal for direct manual data entry by external wholesalers' users. Fully-integrated with backend ERP/CRM systems.



### Connected Coolers

Captures cooler operational and usage data, then uses advanced analytics to generate meaningful insights for predictive maintenance and automated alerts.



### Rebate Management

Rebate solution enhanced with many rebate options and analytics for drill-down, changes, approvals and audits.



### Planning tool for full service vending execution

Web-based application integrated with SAP SD, FI modules and 3rd party dongles installed in the machines. Supports customer routing, material forecasting and stock levels optimization.



### Mobile application for vending execution

An Android OS mobile client integrated with on-premise system via cloud middleware that enables cashless, full-service vending with SAP SD and FI modules.

## Challenges & Benefits



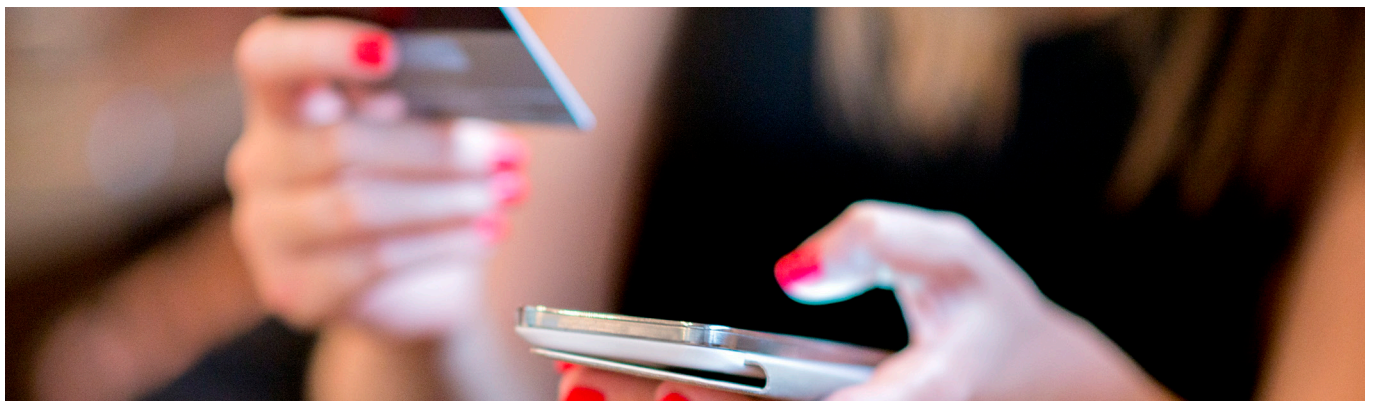
### Business challenges you must face



### Can be solved with our tailor-made solutions. What are the benefits of using them?

How to reduce manual work and human mistakes?	Automation utilizing bi-directional flow, flexible format and file communication, full integration and scanning.
How to be more efficient against competition?	Data reporting and analytics are great opportunities for improved efficiency, lower costs, increased productivity, reduced bad credit expense and increased ROI.
How to deal with compliance issues?	Compliance product offerings include policy, data, process, operational, product quality and availability.
How to better manage stock?	Stock management, predictive inventory forecasting, avoiding stock-out situations. Reduce time and effort for ordering with optimized replenishment planning.
How to improve customer engagement?	Many solutions include applications that allow for these engagements through connectivity and integrated marketing.
How to improve customer satisfaction?	Providing solutions to customer problems that improve processes, reduce cost and increase profits.

Discover all the ways Atos can advance your digital vision now. Request a consultation - [stephan.groetzner@atos.net](mailto:stephan.groetzner@atos.net)



For more information: [atos.net/en/lp/cpg-innovate](https://atos.net/en/lp/cpg-innovate)

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