

empower your brands

A horizontal strip of three photographs showing modern, multi-story buildings with large windows and glass facades. The buildings are light-colored, possibly white or light grey. Some trees with autumn-colored foliage are visible in the foreground of the rightmost image.

AEB briefing – September 23rd 2008
How Consumer Products companies can drive sales and achieve profitable brand growth in the Russian retail market

Company Mission

To empower Consumer Products manufacturers
to grow their brands profitably by providing
innovative software solutions and services

Company Overview

- Founded in 1985
- Next generation CRM solutions provider
- 100% focused on the Consumer Products sector
- More than 40,000 users and 200 implementations in 30 countries
- Offices in the Germany, UK, France, USA, Australia, and Singapore
- Headquarters and Research & Development in Germany



Microsoft
GOLD CERTIFIED
Partner

POWERED BY
SAP NetWeaver



CAS Geographical Expansion: From North America...



CAS Systems of America

Suite 1500, 3390 Peachtree Road,
N.E., Atlanta, GA 30326 Australia
Tel: + 1 770 399 8000
Fax: + 1 770 399 8020

Local Partners



Booz | Allen | Hamilton
Strategy Consultants



Subsequent Clients **COTY**



2006/2007 Status

- 45 Employees
- Local CAS Professional Services & Support Centre
- 45% of Global Revenues (2006)
- Regional marketing & customer events
- Main driving market behind Headquarter/TPM, and Optimization capabilities

Charter Clients



CAS Geographical Expansion: ...via Australia...



CAS Systems of Australia

13 George Street, North Strathfield
Sydney, New South Wales 2137,
Australia

Tel: + 61 2 8746 0700

Fax: + 61 2 8746 0722

Local Partners



Subsequent Clients



2006/2007 Status

- 20 Employees
- Local CAS Professional Services & Support Centre
- 8% of Global Revenues (2006)
- Regional marketing & emerging customer events
- Major driver behind 7.0 Handheld development

Charter Clients



CAS Geographical Expansion: ...to Russia.



CAS Systems Russia

Address	TBC
City	TBC
Tel: + 7
Fax: + 7

Local Partners



TBC

Charter Clients

!nBev

SUN InBev Russia



Subsequent Clients

TBC
(Global Grocery
Manufacturer)

TBC
(Tobacco
Manufacturer)

TBC
(Brewing Client ?!)

2008 Plans

- Initial Employees
- Blended Services & Support Model
 - CAS EMEA (HQ) & Local Resources
 - Local Partners
- Local marketing
- Key driver behind handheld product development

CAS Client Example: InBev

Business Overview



Company Ownership: World's largest brewer by volume
 Global Revenues: 2005 - €11.7 billion
 Markets: Global
 Key Brands: Stella, Leffe, Becks & Brahma

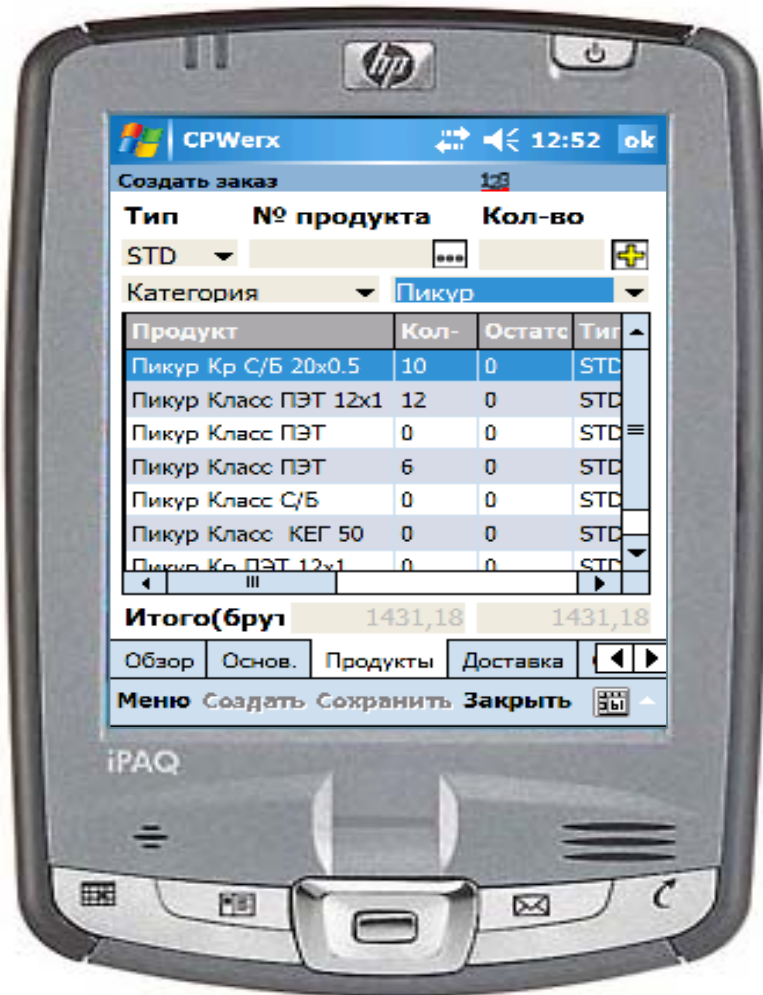
Systems Landscape

ERP: SAP
 Business
 Intelligence: BW
 CRM: CAS

Key Project Facts

Modules: Full CPWerx suite
 Users: 7,000 currently planned – 40,000 worldwide
 Project Drivers: WCCP (World Class Commercial Program) – shared best practice processes
 9 Step sales process
 Cluster A – Developing Markets – Brazil (lead), Russia (Pilot) & China
 Cluster B – Developed Markets – Canada (lead) & Western Europe
 Provide enhanced management information, driven by integration & one consistent view of data and performance on the Field Sales level.
 Enable improved relationships with customers – at point of purchase.

CAS Client Example: InBev Russia



!nBev



CAS: Global Market Leaders, Sales Force Automation for the Consumer Goods Industry

Gartner

Industry Research

Publication Date: 16 November 2007

ID Number: G00153502

MarketScope for Sales Force Automation in the Consumer Goods Industry, 2H07

Dale Hagemeyer

Figure 2. MarketScope for Sales Force Automation in the Consumer Goods Industry, 2H07

	RATING				
	Strong Negative	Caution	Promising	Positive	Strong Positive
Adecco Solutions/Gelco Trade Management		x			
CAS					x
Interactive Edge			x		
Kenosia		x			
MEI/VeriSync	x				
O4			x		
Oracle				x	
RW3 Technologies			x		
SAP		x			
StayinFront			x		
Synectics Group		x			
Trimble Mobile Solutions			x		
Xtel			x		

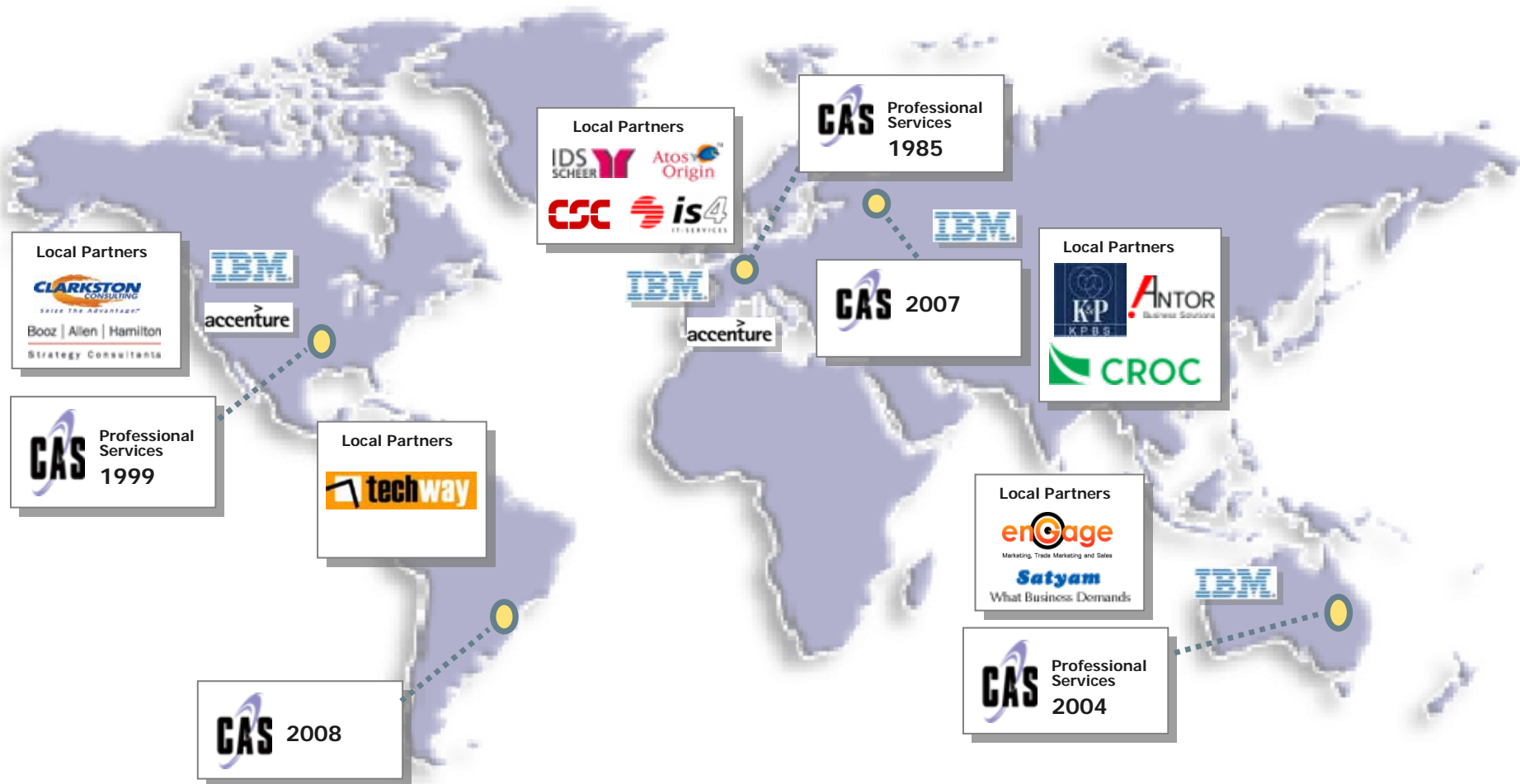
As of 16 November 2007

Source: Gartner (November 2007)

‘CAS moves up in the ratings from “positive” to “strong positive” based on the strength of its references, vision, flexibility and grasp of business process nuances around the globe...’

Additional analytical capabilities from modelling to dashboards to OLAP reporting are the best we’ve seen.’

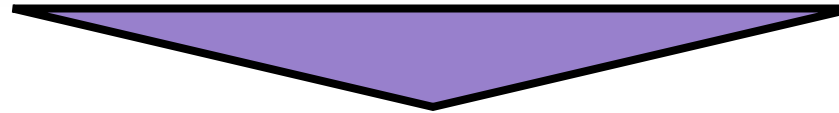
CAS has a proven global capability and reach



The CAS Product Strategy – Four Foundational Principles

CAS Company Mission

To empower our customers to grow their brands profitably by providing innovative software applications and value adding services



Helping CPG companies drive growth via:

- 1 Unlocking the value from downstream demand data
- 2 Intelligent application of optimization techniques
- 3 Delivery of a comprehensive, closed-loop process – i.e., integration of retail execution, analytics and optimization, and TPM
- 4 100% focus on CPG industry requirements

The CAS Solution Will Continue to Focus on CPG Priorities

Macro Trends

Influence of Retailers
Only Getting Stronger



Implications for CPG Companies

Creative joint value creation initiatives required to develop and maintain preferential treatment at retail due to increased pressure to provide differentiated products and services to key retailers

More and More New
Products Lost in the Sea
of Failed Launches



Integrate POS, shopper and consumer data to develop attribute-based innovation platforms and more effectively plan and execute promotions and new product introductions

Emerging Markets Are
the New Battleground



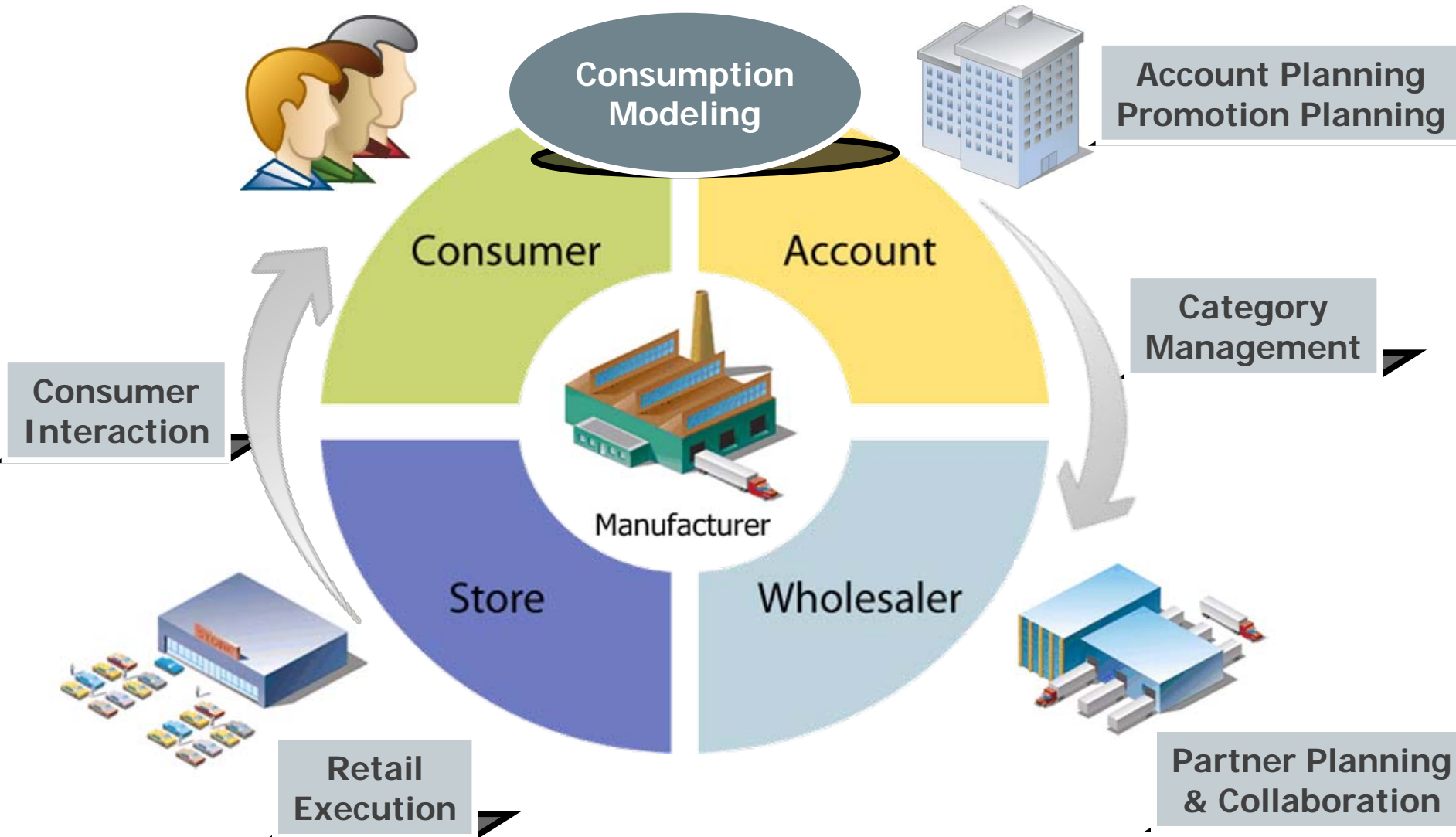
Leverage global scale and capabilities to deliver local, customized offerings to customers and consumers in fragmented, multi-tier markets

The Maturation of the
Digital Consumer



Create meaningful two-way dialog with shoppers and consumers that are fully integrated with other marketing and product development capabilities

Evolved CPG Eco-System

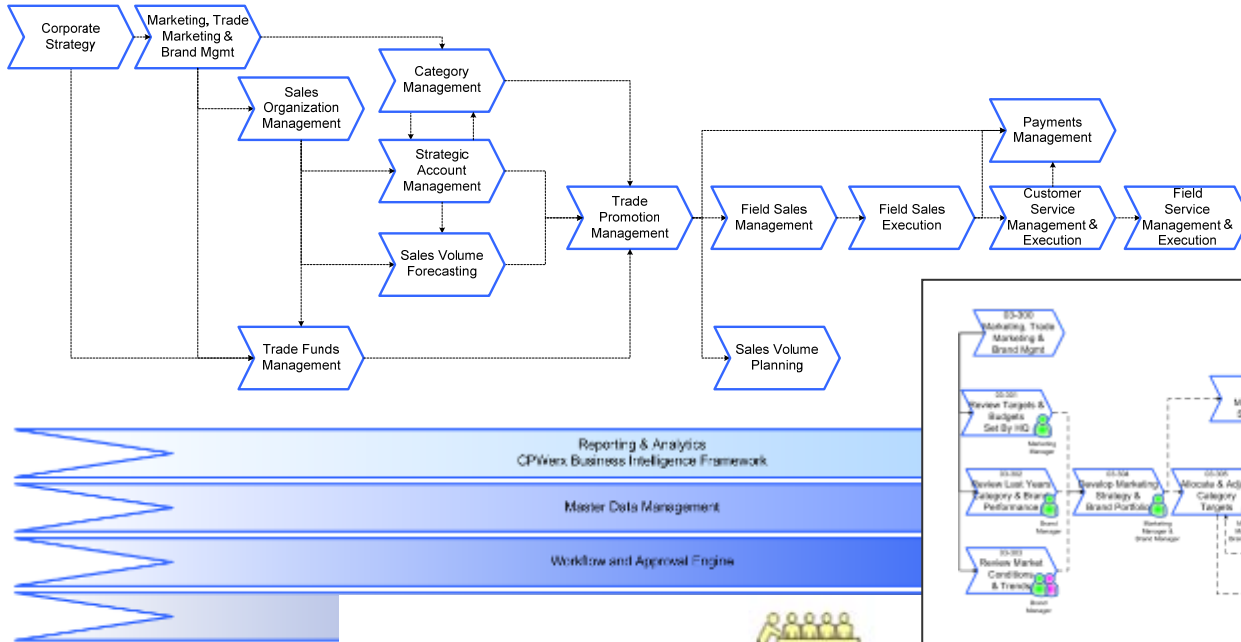


CPWerx Solution Introduction

- Front Office solution covering all key demand side business processes
- Data model built 100% for Consumer Products manufacturers
- 1,500 pre-configured demand side specific business process
- Built-in dashboards, alerts, and reporting & analytics capabilities
- Built-in optimization engine
- Low TCO through configurability, ease-of-use and fast deployments
- Easy integration of multiple data sources such as ERP, POS and panel data



Pro²: Consolidated CAS Consumer Products Process Reference Model



Mobile: CPWerx is build to support online and offline requirements

Other Headquarters
Functions e.g. Finance

Customer Service

(CPWerx Online)



(CPWerx Handheld
Offline)

Merchandisers

Headquarters Sales
& Marketing

(CPWerx Online &
Offline)



(CPWerx Offline)

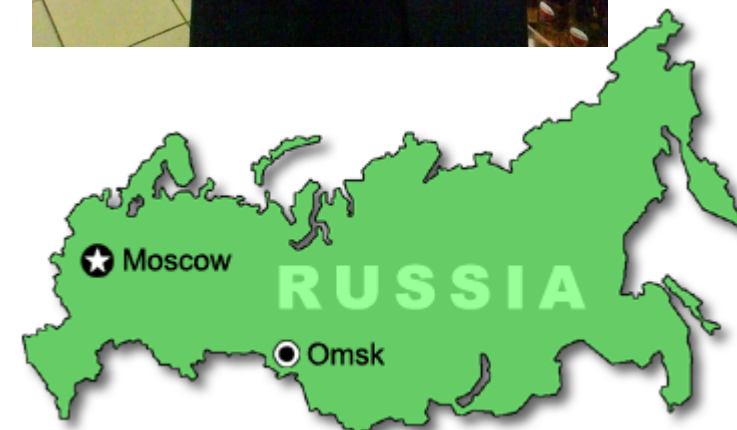
Field Sales Team

Mobility – A diverse Reality

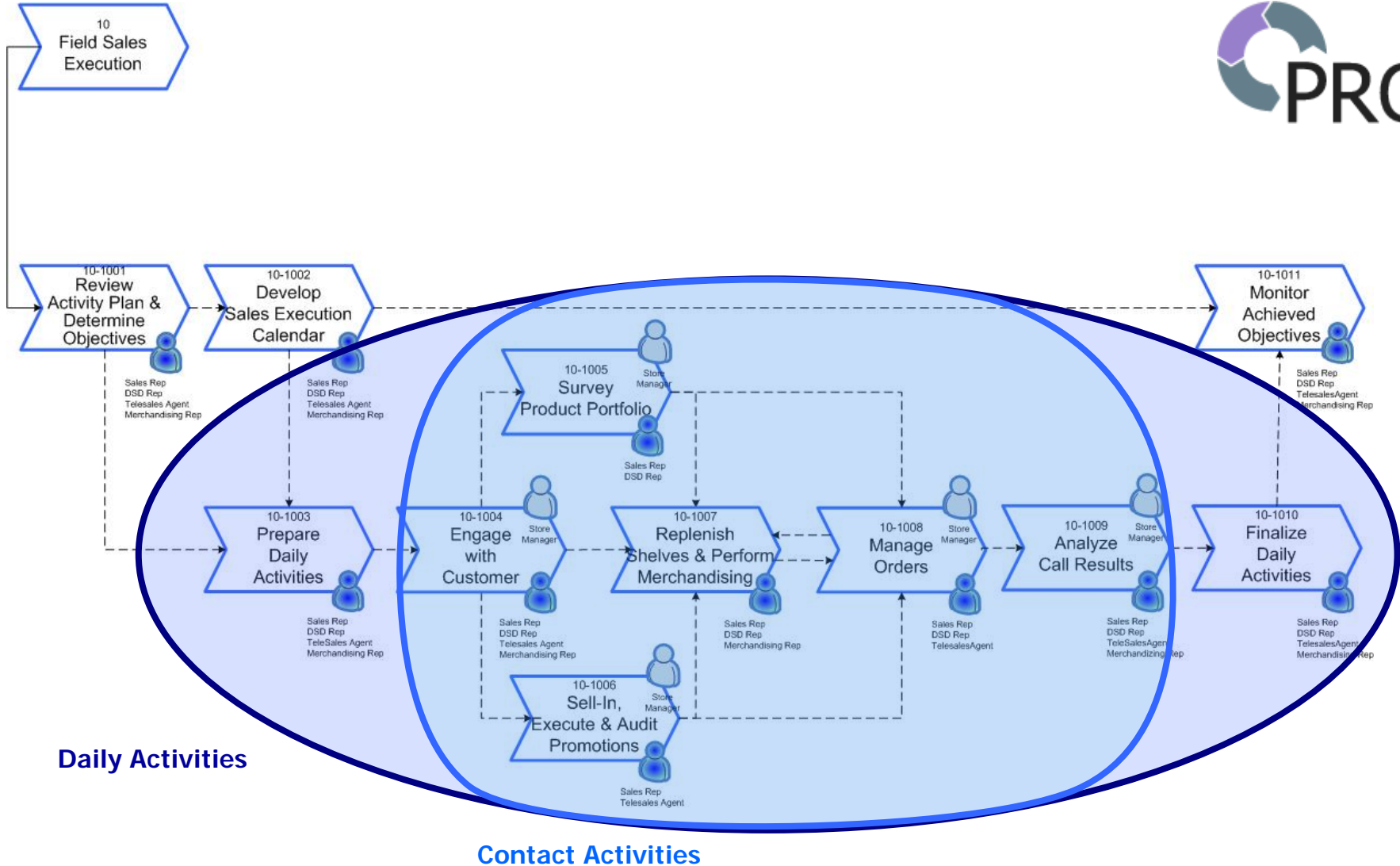


Vladimir Timashev - DSD Sales Representative

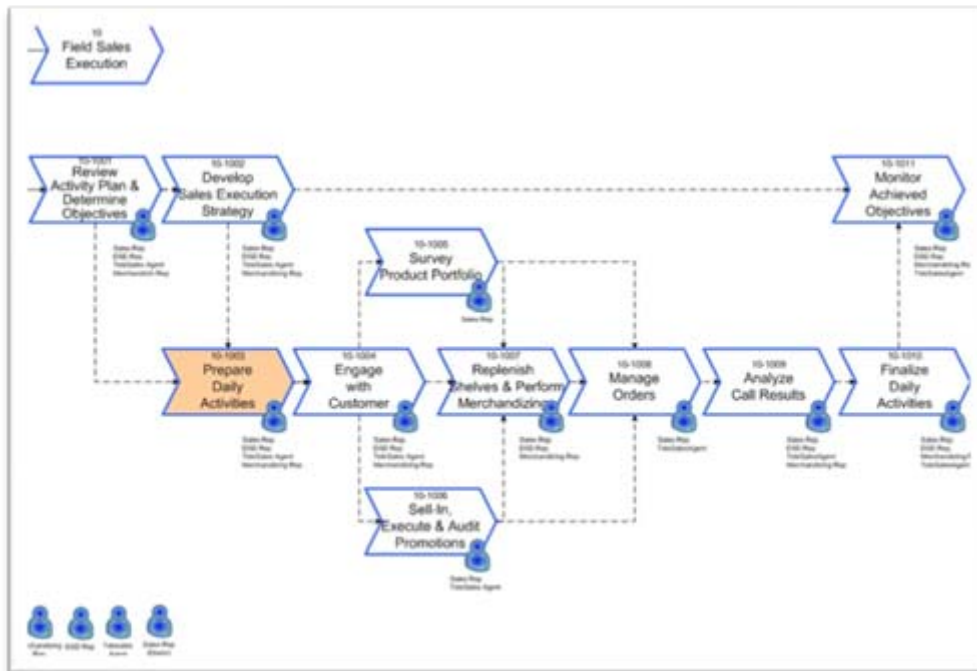
- Worked for Drinks Inc. for 4 weeks
- Vladimir is executing his visits with a company van
- He is responsible for his personal stock which is located at a forwarding agency in his home town
- Vladimir sells 60 different products to his customers
- His objective is to execute 15 visits with orders per day
- His manager advised him to execute a stocktaking once a month



Pro² Enterprise Process – Field Sales Execution



Prepare Daily Activities



Prepare Daily Activities

Prepare Daily Activities Field Work

- Capture working and traveling times
- Cycle Count / Cash float deposit
- Answer new Messages
- Review History (Calls, Orders)
- Review Daily Schedule
- Manual rescheduling of calls
- Manual creation of additional calls

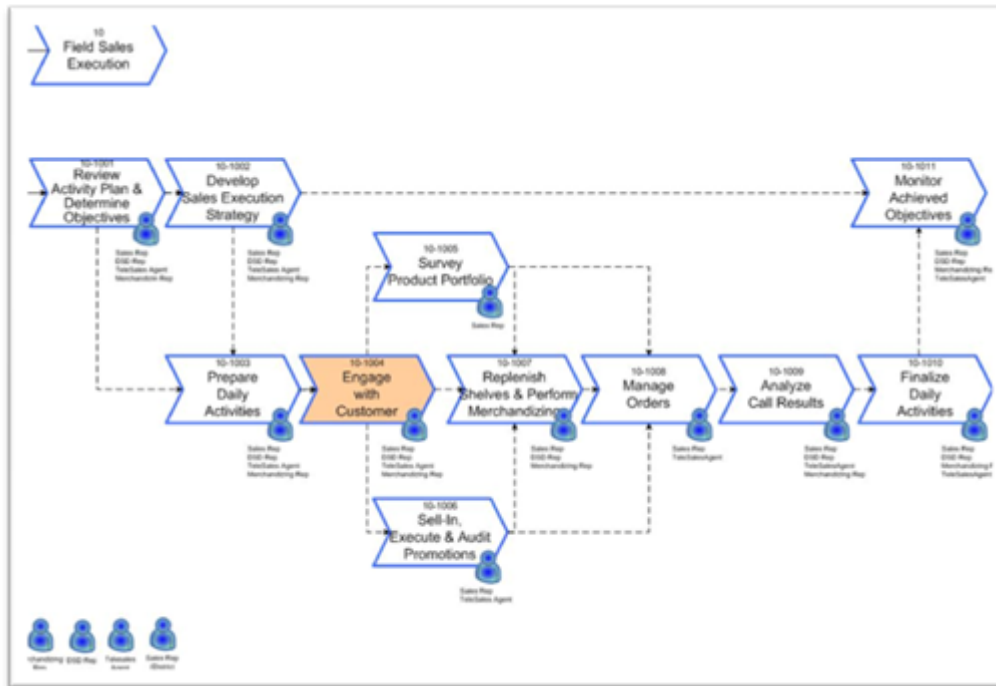
The image displays three overlapping screenshots of the CPWerx mobile application interface, which is used for managing daily activities in the field.

Top Screenshot (Daily Report): Shows the 'Daily Report' screen for *Kroger Store #201. It includes fields for Date (01/29/08), Trip Start/End (08:00 to 17:00), Work Start/End (08:00 to 17:00), License No. (KL - X 99), Mil. Dep. (73490), and Mil. Arr. (073,771).

Middle Screenshot (Agenda): Shows the 'Agenda' screen with a welcome message for Marc Simonis on Monday, March 26, 2007. It features a grid of icons for Agenda, Cash, Stocktaking, Customer, Product, Message, Contact Partner, Daily Report, and Synchronize.

Bottom Screenshot (Call Entry): Shows a detailed view of a call entry for 15:30 on 04/18/07. The entry is for 'Pavillions #01' at 'Vine St' in 'Los Angeles'. It includes buttons for 'New', 'Cancel', 'Go', and 'Delete'.

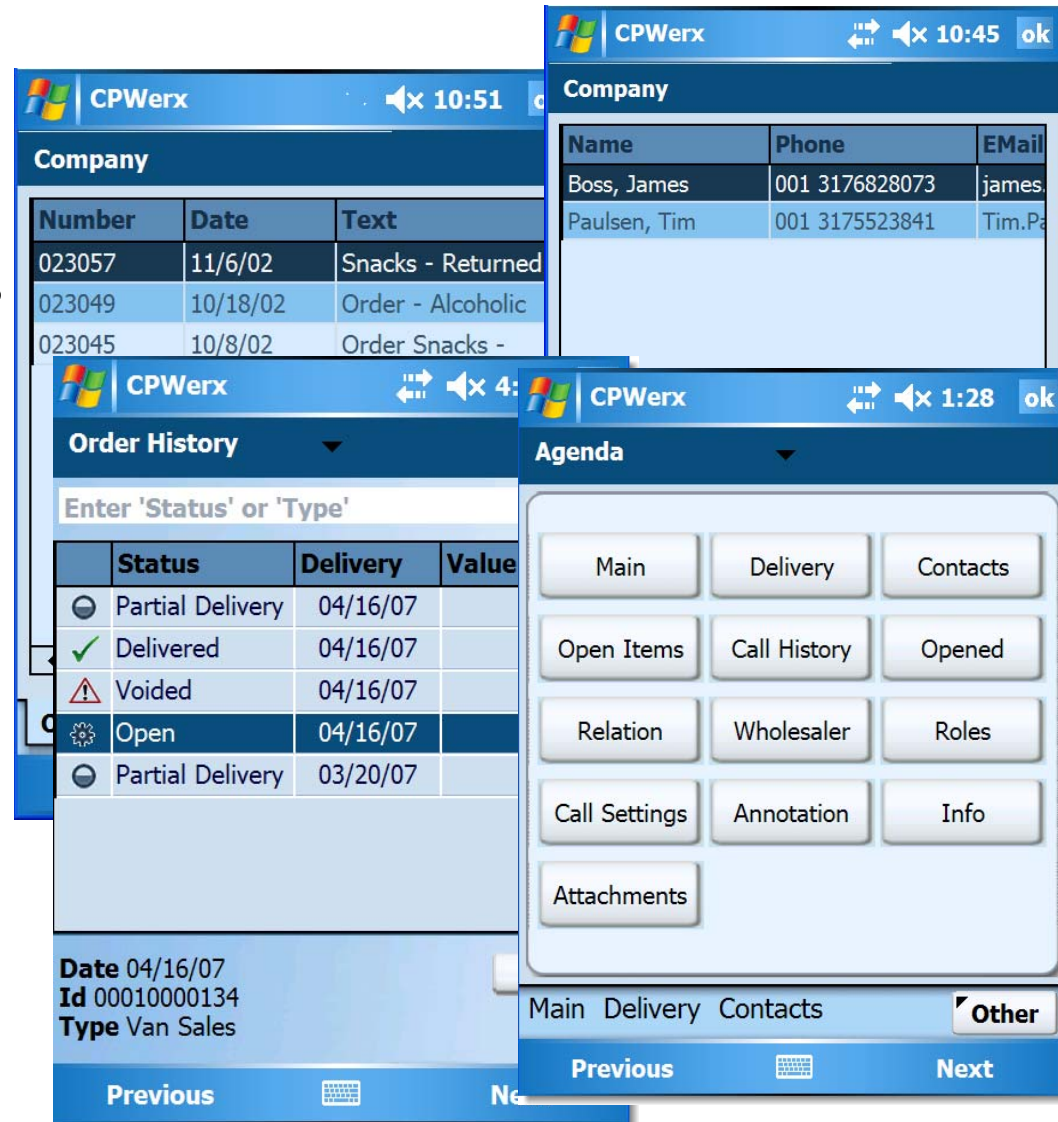
Engage with Customer



Engage with Customer

Review & Introduce Customer Relations

- Contact start
- Review current promotions
- Corporate give away (Incentives)
- Review exceptions & history together with contact partner
- Maintain master data



The image displays three overlapping screenshots of the CPWerx software interface, which is used for managing customer relations. The interface is designed for handheld devices, featuring a blue header bar with the CPWerx logo, a signal strength indicator, a volume icon, and a clock.

Top Screenshot (Company View): Shows a table of company data with columns for Name, Phone, and Email. The data includes:

Name	Phone	Email
Boss, James	001 3176828073	james.
Paulsen, Tim	001 3175523841	Tim.Pa

Middle Screenshot (Order History View): Shows a table of order history with columns for Number, Date, and Text. The data includes:

Number	Date	Text
023057	11/6/02	Snacks - Returned
023049	10/18/02	Order - Alcoholic
023045	10/8/02	Order Snacks -

Bottom Screenshot (Agenda View): Shows a table of agenda items with columns for Status, Delivery, and Value. The data includes:

Status	Delivery	Value
Partial Delivery	04/16/07	
Delivered	04/16/07	
Voided	04/16/07	
Open	04/16/07	
Partial Delivery	03/20/07	

The bottom screenshot also shows a navigation menu with buttons for Main, Delivery, Contacts, Open Items, Call History, Opened, Relation, Wholesaler, Roles, Call Settings, Annotation, Info, and Attachments. At the bottom, there are buttons for Previous and Next, and a status bar showing the date 04/16/07, ID 00010000134, and Type Van Sales.

Execute Survey

