

Integrating a Customized DSD Module to Improve Retail Execution for a Consumer Goods Manufacturer

The Client, a manufacturer and distributor of consumer products to hundreds of thousands of retail outlets, faced rising trade marketing costs, process inefficiencies, and system complexities. To address these challenges, the Client partnered with Clarkston Consulting to enhance the efficiency and effectiveness of their trade marketing processes by optimizing retail execution for over 2,500 users through the implementation of a new Sales Force Automation (SFA) system.

A key component of this solution was the integration of a customized Direct Store Delivery (DSD) module, utilizing CAS's CPWrx platform. With Clarkston's expertise, the SFA system allowed the Client to streamline operations, improve retail execution, and reduce costs, positioning them to better manage their extensive distribution network. The partnership with Clarkston enabled the Client to successfully implement this solution, significantly improving their trade marketing processes and driving overall business performance in the competitive retail market.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Products

PRIMARY OBJECTIVES:

- Improve the efficiency of the clients trade marketing processes leveraging the implementation of a new sales force automation system, and
- Integrate custom CPWerx platform with new SFA system to drive streamlined operations and improve efficiencies and costs

RESOLUTION:

- Clarkston Consulting collaborated with the Client on a full SFA system implementation, a significant portion of which was characterized by:
- Business process redesign of their CPWerx DSD module;
- A customized DSD solution to meet Client’s unique requirements around the following functional areas:
 - Order fulfillment
 - Inventory management based on tax jurisdiction
 - Checkbook management
 - Invoicing
 - Master data management
 - Contract signing
 - Audit trail of all DSD transactions

KEY BENEFITS:

- A solid foundation for DSD, which will help facilitate future new product introductions;
- A new and innovative method to get products to market;
- A standardized DSD methodology, instead of “back of the napkin” calculations that were used prior to the CPWerx solution
- The ability to sign agreements/contracts, thus allowing the field users to sell product directly to retailers.
- The DSD module enables all 2,500 of the Client’s field users to perform DSD functions, whereas only a handful of employees performed DSD work previously.