



## New Order Project

### Applicant data

Publishable Name of Applicant: :

Company: Accenture

Contact person: Frau Manager Manager Rosa Maria Tarruella

No of employees: > 1000, No of freelancers: > 100

Annual Revenue: über 600.000 Euro

Description:

We are one of the world's leading organizations providing management consulting, technology and outsourcing services, with approximately 281,000 employees; offices and operations in more than 200 cities in 56 countries; and net revenues of \$28.6 billion for fiscal 2013.

### Project leader

Name: Manager Rosa Maria Tarruella

Function:

Further project leaders: Franky Mas de Xaxás, Waldo García, Pedro Béjar, Susana Castella, Iban Pagalday

### Customer Data

Company: Danone

Contact person: Herr Manager Vicenç Peracaula

No of employees: > 1000, No of freelancers: > 100

Annual Revenue: über 600.000 Euro

Description:

Danone is running a confidential initiative to optimize cost due to new market challenges. Sales are decreasing 10% every year (due to private brand development) so it is mandatory to decrease operational costs associated with the PoS replenishment. Nowadays, they have 500 people sales force visiting the stores every day for: order placement and PoS


### **Short Description**

Danone is running an initiative to optimize cost due to new market challenges (intense battle in the Point of Sales, market declining, stronger pressure on margins, strong competition in the Retail Brand Label sector, etc.).

Cost optimization will be delivered by replacing the current sales force in charge of the daily Order Capture, by an advanced (analytics) solution, and a Central Order Management Service, to do the daily replenishment of the Point of Sales (completely pioneering in CPG worldwide).

In addition, competitive advantage will be delivered by the additional analytics (combining market insights with Point of Sales performance, planned promotions,) that will be applied to increase Order Value / Drop Size, Optimize Assortment...

Danone's intention is to develop a full new Outsourced capability (combining PoS analytics and order management).

 [Print project\(s\)](#)

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