

# Outreach<sup>®</sup>

A Distribution and Sales  
Management System

# A Case Study:

## Downstream Supply Chain Management Solution based on Outreach<sup>®</sup> Enterprise

**For PZ Cussons**



# The Client:



- **PZ Cussons** is a major manufacturer of Personal Care, Home Care, Food, Nutrition and Electrical goods.
- It operates worldwide, especially in Africa and Commonwealth nations and listed on the London Stock Exchange
- The company reported revenues of GBP 819 million in 2015

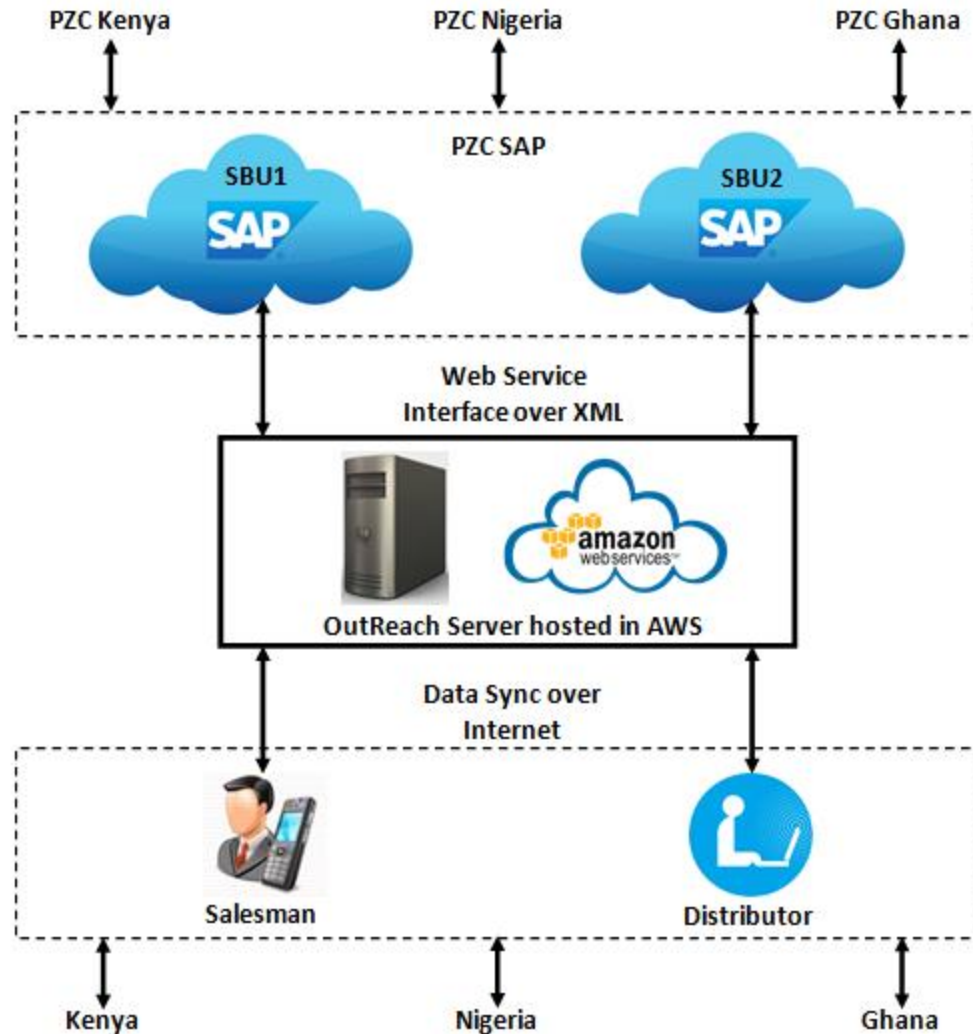
# The Challenges

- In year 2015, PZ Cussons wished to implement a distribution tracking system, which will enable them:
  - Complete visibility of supply chain, including stocks and sales at all distributor points,
  - Replenishment of stocks at distributor points,
  - Near-real time knowledge of collection and outstanding from Retailers, and
  - Effective categorisation of Retailers
- PZ Cussons wanted a Cloud based single solution for their operations in multiple countries in Africa: namely Nigeria, Ghana and Kenya

# The Solution

- Ubq offered a solution in 2015 based on Outreach Enterprise and Outreach Mobile
- The solution was integrated with PZ Cussons' country specific ERP (SAP) systems
- Each country was configured as a separate Business Unit in Outreach with their country specific:
  - Currency,
  - Product and Price Master,
  - Sales Channels, and
  - Sales organization hierarchy.
- Outreach Mobile App empowered the sales force *on the go* for all sales, collection and market survey
- The solution was live in January 2016

# Outreach Deployment



# **Ubq Technologies**

*...orchestrating Intelligence!*