

WHOLESALE 360°



The US market is dominated by wholesalers from a distribution standpoint and this setup has created considerable opacity in the downstream value chain for oil companies when we go beyond wholesalers. The typical relationship between downstream oil and gas majors and their B2B customers, is held together by a number of unintegrated systems where a wholesaler, a site manager or a B2B customer has to access each system individually to carry out their business tasks.

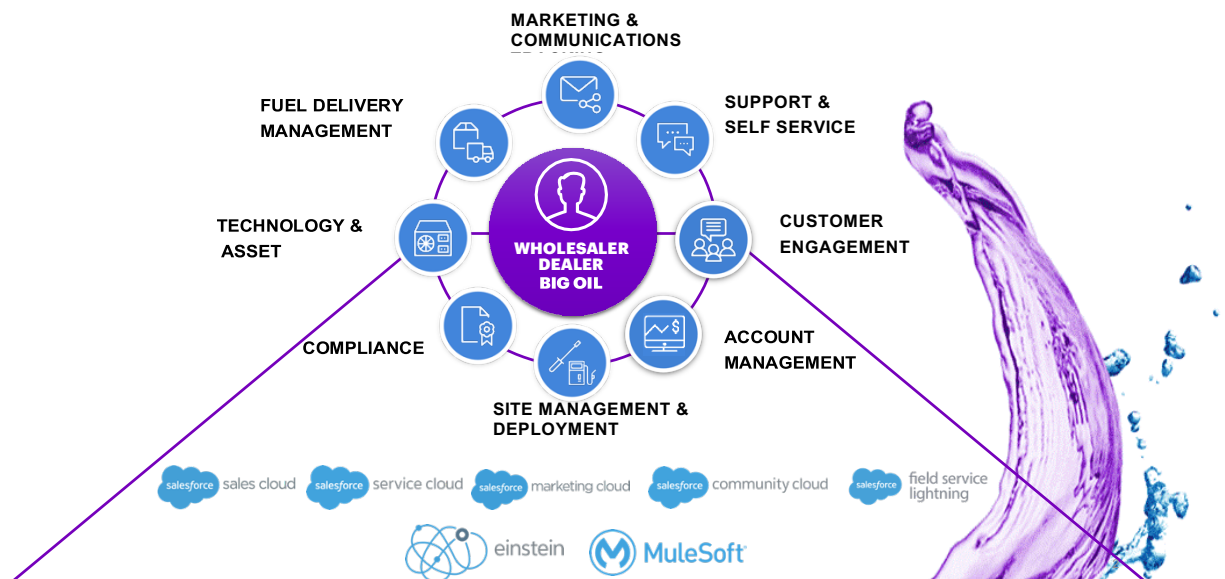
As the line between B2B and B2C digital experiences continue to blur, elevated expectations of B2B customers is becoming the norm. A less than optimal integrated user experience is no more an option in today's intense market conditions in terms of competition and margin pressure. The solution to this problem lies in the ability to connect all the stakeholders in a unified system of engagement like Salesforce and unlock the true visibility to the end-to-end value chain of downstream businesses and deliver memorable brand experiences. This approach helps companies reduce costs, optimize sales execution and establish brand experience among B2B customers.

Accenture's Wholesaler 360 solution provides a unified system of engagement that connects stakeholders across downstream value chain and enables oil companies stay on top of their customer and stakeholder engagement and deliver best in class brand experience across the value chain.

CONNECTING THE STAKEHOLDERS



SOLUTION COMPONENTS



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To learn more about Accenture Energy, visit www.accenture.com/energy.

To learn more about Accenture's Salesforce solutions, visit www.accenture.com/salesforce.

About Accenture

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About Salesforce

Salesforce is the global leader in customer relationship management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, and artificial intelligence—to connect to their customers in a whole new way.

The Salesforce Customer Success Platform includes industry-leading services spanning sales, service, marketing, commerce, communities, collaboration and industries, all on a single trusted cloud platform. Salesforce will power more than 2 trillion B2B and B2C transactions this year for more than 150,000 companies and millions of Trailblazers—the individuals and their organizations who are using Salesforce to drive innovation, grow their careers and transform their businesses. Salesforce is committed to a set of core values trust, customer success, innovation, and equality of every human being. The company is ranked #1 on Fortune's World's Best Workplaces list, and Forbes has ranked the company one of the world's most innovative companies for eight years in a row. For information, please visit www.salesforce.com.

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