

## Graybar gains big efficiencies

*Vistex Solution for SAP simplify management of complex pricing scenarios*

### Overview

Pricing management is an enormous challenge for wholesale distributors, especially those dealing with complex variable pricing and proliferating product offerings.

But for Graybar, North America's largest distributor of electrical, telecommunications and networking products, pricing is exceptionally complicated and difficult to manage. With nearly 729,000 SKUs and 670,000 customers, Graybar's pricing staff maintains more than 2.8 million pricing condition records.

Graybar could not continue to use its existing system: Too many man-hours were required, and each record – even when a change was across-the-board – had to be updated individually.

### Solution

Graybar chose Vistex to simplify management of its complex pricing environment. Vistex's end-to-end pricing solution fully integrate data maintenance functionality within the core SAP® ERP application.

Vistex Solutions for SAP provide complete visibility into pricing structures and processes. Its intuitive functionality allows users to adjust prices quickly and easily. And it offers the ability to execute mass pricing updates. All of which frees internal resources for other core tasks.

### Results

With Vistex Solutions for SAP, Graybar achieved a substantial return on its investment. The company improved its pricing processes, automated its pricing environment and added a number of critical efficiencies, including the ability to change pricing condition records using batch operations and group condition types into profiles.

These key capabilities, along with the new ability to search for unique suppliers at material or product level, accelerate the update process and increase the rate at which new pricing condition records are added to the database. In addition, a more efficient pricing environment resulted in Graybar being able to increase and extend the number of renegotiated customer contracts.

Also, with improved pricing speed and accuracy, Graybar now is better positioned to keep pace with critical price-change deadlines, and was able to reduce support staff dedicated to pricing maintenance by 60%.

## Graybar Electric Company Inc.

- **Headquarters:** St. Louis, Mo.
- **Industry:** Wholesale Distribution
- **Products:** Electrical, communications and data equipment
- **Revenue:** \$6 billion
- **Locations:** 260 worldwide
- **Employees:** 8,600

Graybar is North America's largest distributor of components and equipment for the electrical, telecommunications, networking, industrial, commercial and utilities industries.

**Big numbers:**  
**2.8 million pricing records**  
**729,000 product SKUs**  
**670,000 customers**  
**250 service centers**

**“Projects that once took days now take only minutes to complete.”**

– Paul Hoock, Business Technology Analyst – Pricing



**60%**  
**fewer pricing support staff required**



### About Vistex Solutions for SAP

Vistex has a longstanding and unique strategic relationship with SAP, offering a number of innovative solution extensions for SAP software. Our products are tested, validated, licensed and supported by SAP, and utilize the core SAP ERP environment to maximize on our customers investment.

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