

Case Study

Now it all adds up for a leading visual display manufacturer

Leading visual display manufacturer transforms mission-critical claims, rebates and commission programs with high-velocity automation and actionable data



Highlights



Reduced claims processing
from 60-90 days to **2 days**



360° visibility into all sales
rep compensation details



50% Reduction in hours/cost
related to claim validation

“With Vistex Go-to-Market Suite, we’ve been able to automate and simplify claims and rebate programs that used to take a great deal of time and resources. It’s helped us prevent revenue leakage, run more efficiently across the business and eliminate the manual work to keep everything on track and error-free.”

Sr. Vice President, Finance



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Now it all
adds up®

Overview

This global visual display manufacturer believes that as the world continuously finds new ways to work, share ideas and discover new things to see, it's their charge to evolve their comprehensive solutions to meet those needs every step of the way. They realized it was time to take the same forward-looking approach to their own sales and distribution business. The arduous tasks of managing manual claims, rebates, and customer master data processes, coupled with a lack of data integrity and cleansing, made it extremely challenging to derive actionable insights from customer and employee data. With

9 different sales teams and commission plans at the distributor, reseller, and end-user levels, they realized that manual processes limited the company's ability to provide accurate insights to its teams and partners.



Solution

The company's success began with an effort to digitally transform and automate all mission-critical programs, leveraging Vistex's Go-to-Market Suite (GTMS) enterprise software. They recognized that alleviating manual processes, combined with data cleansing capabilities, would be necessary to optimize master data management, channel data management, claims, rebates, and commissions processes. Recognizing that they lacked the ability to accurately accrue or flag claim submissions on expired

contracts, it was time to automate and enhance operational efficiencies. Vistex GTMS solution not only met the goal of automating and harmonizing processes but also improved customer relations by providing real-time data access. This highly sophisticated single-source-of-truth solution also needed to integrate with Salesforce, SAP ERP and Dun & Bradstreet.



Results

The GTMS solution achieved its objectives of preventing revenue leakage, introducing operational efficiencies across multiple business streams, and reducing the overall headcount required to manage these programs.

Key benefits realized include:

- Checks and balances established for validating claims to avoid overpayments
- Ability to support complex accruals using seasonality-based calculations
- Visibility for sales reps into compensation, quotas, crediting data and statements
- Timely conditioning of POS data on an ongoing basis
- Harmonized master data and timely conditioning of POS data

Revenue leakage is no longer a concern, thanks to increased operational efficiencies and real-time visibility that allows all teams to gain insight into customer segments and markets.



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Vistex solutions implemented:**Go-to-Market Suite**

- Trade & Channel
- Performance Incentives

Let's Connect

About a leading visual display manufacturer

This leading visual display manufacturer designs, produces, and delivers cutting-edge display technology for a diverse range of markets. Their solution-oriented portfolio brings together industry experts and provides a single point of contact, offering the personal touch of a small business with global outreach capabilities.