

Case Study



Now it all adds up for Komplett Group

Nordic electronics leader improves profitability by transforming its rebate management processes and gains real-time visibility into supplier margins

Highlights

-  Achieved real-time profitability visibility across **200** suppliers, **10,000+** SKUs and **7** sales channels
-  Automated **91%** of rebate and chargeback activities, eliminating manual workarounds
-  Centralized KPI visibility for **50+** users across sales and category teams, enabling stronger supplier negotiations
-  Shifted profitability reporting from monthly to **daily**, accelerating pricing, campaign, and assortment decisions

“With Vistex, we now have real-time visibility into profitability and KPIs across suppliers, categories, and SKUs. That transparency gives us a significant advantage when making more informed pricing and negotiation decisions in an extremely competitive market.”

Dag Pettersen

Head of Category Controlling & Business Systems, Komplett Group



Overview

Komplett Group operates in one of the Nordics' most competitive retail and e-commerce markets, where rapid pricing shifts and tight margins demand fast, data-driven decision-making. To maintain its edge, the company launched an initiative to replace a fragmented, customization-heavy SAP ECC environment with a modern, scalable, and fully integrated SAP landscape. The company's ECC system was approaching the end of support, and the web of custom solutions built around it, including a custom

ship-and-debit chargeback solution, had become difficult to maintain and increasingly inadequate for the demands of a fast-moving market. The custom ship-and-debit solution was designed primarily to feed KPIs into reports but lacked the end-user functionality teams needed. In practice, many users bypassed it entirely, falling back on manual processes and spreadsheets to manage supplier rebates and chargebacks. Profitability data was compiled manually at month's end, with

no visibility at the SKU, vendor, manufacturer, or product group level. As a result, the company lacked real-time visibility into profitability across suppliers, products, and categories, a significant liability for a business competing at Komplett's pace. Komplett needed a solution that could automate rebate processing, deliver real-time profitability visibility, and eliminate manual workarounds that were holding back its commercial and category teams.



Vistex

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Solution

Komplett selected SAP margin optimization solutions by Vistex for its deep, native integration with the SAP S/4HANA environment, the foundation the company needed to automate rebate and profitability management without adding complexity to its landscape. Vistex replaced the company's outdated custom ship-and-debit solution with a centralized platform for managing supplier benefits, rebates, chargebacks, and profitability data directly inside SAP. The solution

automated rebate processes while enabling daily, weekly, and monthly profitability insight across suppliers, categories, and SKUs. By embedding rebate and profitability management directly into SAP, Komplett established a scalable operational foundation that supports real-time decision-making, greater process standardization, and stronger data transparency. The implementation also enabled integration with Power BI, pricing systems, and campaign planning tools, allowing profitability

insights to inform pricing, assortment, and promotional decisions directly. As part of its broader ERP modernization strategy, Komplett extended Vistex into its SAP Cloud Private Edition environment, improving scalability, connectivity, and long-term flexibility as the business continues to grow.



Results

Before Vistex, Komplett's profitability reporting ran on a monthly cycle, with no visibility at the SKU, vendor, or product group level between periods. With SAP margin optimization solutions by Vistex fully deployed, that changed fundamentally. By 2025, 91% of all rebate and chargeback activities were running through the Vistex solution, and the company moved from a slow, reactive reporting model to daily, automated profitability management embedded directly in SAP.

Key outcomes include:

- 91% of rebate and chargeback activities automated through Vistex, eliminating the manual workarounds and spreadsheet-based processes that had been standard before implementation
- Real-time profitability visibility now covering

200 suppliers, 10,000+ SKUs, and 7 sales channels, with no equivalent coverage before implementation

- Approximately 50 users across sales and category teams, both locally and across the group, now rely on Vistex profitability data, driven by improved usability and a centralized departmental model that reduced adoption barriers
- Stronger supplier negotiating position: full profitability transparency makes it significantly harder for suppliers to dispute margin figures or claim investments are absent from Komplett's profit simulations
- Profitability reporting shifted from monthly to daily, enabling teams to identify which SKUs to invest in for digital campaigns and promotional activities based on current margin data

- Improved accuracy in campaign planning and pricing decisions through Power BI integration, including better insight into the projected effects of individual promotional activities

With a single source of truth now embedded across Category Management, Finance, and Business Systems, Komplett has replaced a fragmented, manual reporting model with a platform that delivers daily profitability insight across 200 suppliers, 10,000+ SKUs, and 7 sales channels. That foundation gives the company's commercial and category teams the data they need to negotiate stronger supplier terms, move faster on pricing decisions, and scale confidently as the business grows.

Headquarters: Sandefjord, Norway

Industry: Wholesale Distribution

Products: Consumer electronics, IT products,
e-commerce retail, B2B distribution

Locations: 2 warehouses in Norway and Sweden

Employees: 1,561

Solutions implemented:

SAP margin optimization solutions by Vistex

– SAP Paybacks and Chargebacks by Vistex

– SAP Vendor Program Management by Vistex

Let's Connect

About Komplett Group

Founded in Sandefjord, Norway, in 1991, **Komplett Group** is the leading online-first consumer electronics retailer in the Nordics. The company operates multiple brands serving B2C, B2B, and distribution customers across the region; its distribution roots date back to 1999. Komplett Group combines centralized operations, efficient logistics, and scalable e-commerce capabilities to deliver competitive customer experiences across the Nordic market.