

Case Study



Now it all adds up for Mizkan Group

Global CPG manufacturer modernizes rebate and promotion management and gains improved visibility and operational control to support scalable growth.



Highlights



30% reduction in paper-based processes in the sales department



10% reduction in rebate calculation and reconciliation effort



180+ legacy and custom-built systems rationalized as part of an ERP-centered transformation



Improved visibility into profitability by customer and product



“Japanese business practices are unique, however, with this solution, we realized that the SAP ERP could be implemented while maintaining a clean, standard approach. We were genuinely surprised that rebate promotion expenses could be managed within SAP ERP. This outcome was achieved through a combination of system capabilities, business standardization, and strong cross-functional collaboration. Had we relied heavily on custom development or extensive add-ons, the complexity would likely have been significantly greater.”

Miyuki Matsushita

Corporate Officer and CIO, Digital IT Division General Manager
Mizkan Holdings Co., Ltd.

Vistex®

Now it all
adds up®

Overview

Mizkan Group launched a company-wide ERP transformation initiative to modernize operations, centralize data management, and build a stronger foundation for global growth. The catalyst was clear: more than 180 legacy and custom-built systems had fragmented the business environment, increasing maintenance costs, limiting visibility into profitability, and restricting investment in innovation.

Financial performance was typically reviewed after period-end closing, when issues had already

materialized. Leadership recognized that standardizing operations and enabling more timely visibility across business segments required a fundamentally different system infrastructure.



Solution

After evaluating multiple ERP options, Mizkan selected SAP ERP and determined that SAP margin optimization solutions by Vistex provided the right balance of operational capability and clean-core ERP alignment.

Vistex solutions centralized rebate, promotion, and agreement management while tightly integrating with SAP ERP's sales and shipment data. This enabled faster access to operational and profitability insights and reduced reliance on manual processes.

By adopting a fit-to-standard approach in combination with business process alignment, Mizkan reduced reliance on custom-built systems and established a flexible digital foundation aligned with both global operational goals and the specific requirements of Japanese business practices.



Results

By delivering a unified view of rebate and promotion data, Vistex solutions helped Mizkan improve operational efficiency and modernize key commercial processes. Previously manual activities are now managed within Vistex, providing broader visibility earlier in the business cycle and supporting more timely and data-driven decision making.

Key outcomes include:

- Reduced reliance on custom ERP add-ons through a clean-core approach
- Enhanced system standardization and strengthened security and governance
- Established a flexible digital foundation to support future global growth initiatives



“We believe one of the strongest advantages of Vistex is its close integration between sales and shipment processes. The data is stable and highly accurate, and we continue refining and advancing our operations using it. Additionally, by transitioning from custom-built systems to a more standardized ERP environment, we have strengthened our overall security and governance posture.”

Takashi Kumada, Manager

Kazuo Momiyama

Keita Kokubo

Selling Expense Team, Mizkan J plus Holdings Co., Ltd.

Headquarters: Handa, Aichi, Japan

Industry: Consumer packaged goods

Products: Foods, seasonings, and Japanese traditional fermented soybeans (natto)

Revenue: JPY 313.1 billion (FY 2025)

Production sites: 22 across Japan (8), the US (12) and the UK (2)

Employees: 3,470 (as of April 1, 2026)

Solutions implemented:

SAP margin optimization solutions by Vistex

– SAP Promotions & Agreements by Vistex

Let's Connect

About Mizkan Group

The Mizkan Group is a global, family-owned food company headquartered in Handa City, Japan, with a heritage spanning more than 220 years. It was founded in 1804 and began by brewing sake lees vinegar, which complemented the increasingly popular hayazushi (an early form of nigiri sushi) in Edo (Tokyo) at the time.

Mizkan has continued to innovate new taste experiences for the evolving needs of society, with brands including Ajipon™ (citrus seasoned soy sauce), which helped popularize mizutaki, a regional hot-pot dish;

Kinnotsubu™ natto (fermented soybeans), which leverages its microbial fermentation and brewing technology; and ZENB™, which uses whole vegetables, including the parts that are usually discarded.

Operating in Japan, Singapore, Hong Kong, Taipei, North America, and Europe, Mizkan is committed to its mission of Bringing Flavor to Life™ while offering delicious, nutritious, and accessible foods by leveraging its technology and creativity.