

## Case Study

# Now it all adds up for a premier wholesale distributor

Unified data science, segmentation and intelligent guidance help a leading wholesale distributor transform pricing into a scalable engine for margin growth.

# Highlights

 **14.3%** initial margin boost

 **2.8%** revenue lift for new product quotes

*“Vistex gave us consistent pricing, clear revenue lift and the ability to spot meaningful patterns in our data — helping us make smarter pricing decisions and improve profitability across the business.”*

Marketing Operations Executive



## Overview

A premier wholesale distributor managing over 50,000 SKUs across highly specialized, margin-sensitive markets was hampered by homegrown, offline pricing tools that made it challenging to analyze demand patterns, track market shifts and maintain pricing consistency across regions and product categories.

With a vast catalog — and few chances to reprice — getting the initial product price right had an outsized impact on profitability. Leadership knew the company

was leaving money on the table but lacked the insight to pinpoint where or why.

To compete more effectively and strengthen margins, the company needed a more innovative, data-driven pricing strategy that could uncover opportunities manual tools couldn't detect.



## Solution

Seeking deeper insight and stronger pricing discipline, the company turned to SAP margin optimization solutions by Vistex to bring AI, machine learning and analytics into the process. The solution automated previously manual pricing tasks, replacing inconsistent practices with intelligent, data-backed guidance.

To address the company's specific needs, Vistex designed a seven-point, attribute-based segmentation model that evaluated factors such as product group, customer size

and payment terms. By evaluating comparable customers and agreements, the engine estimated product value and identified willingness to pay, generating precise floor, target and ceiling prices that prevented low-end quotes and elevated deal quality.

Equally valuable were the insights that revealed how purchase behavior, customer potential and payment terms affected achievable margins, empowering ongoing refinement and continuous improvement.



## Results

Once SAP margin optimization solutions by Vistex were fully deployed, the company replaced its offline pricing tools with a unified, data science–driven pricing engine integrated directly into SAP. The impact was immediate. Commercial teams now quote with confidence using consistent, data-backed guidance that aligns pricing decisions across the organization.

In the first wave of adoption, the company achieved a 14.3% margin lift and a 2.8% increase

in revenue from new-product quotes. This improvement stemmed from better pricing discipline, fewer low-value quotes and a clearer understanding of customer willingness to pay.

Just as important, the insights generated by the system now help the company continuously fine-tune pricing strategies and identify new opportunities. What was once manual and intuition-based is now a scalable, analytical process that directly strengthens profitability.



### Solutions implemented:

**SAP margin optimization solutions by Vistex**

– SAP Data Maintenance by Vistex, pricing option

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## About

This leading distributor of advanced materials serves a diverse customer base across several high-performance manufacturing sectors and specialty markets, including marine, aerospace and solid surface.