A Remedy for **Greater Margins**

A Wholesale Distributor's Recipe for Success

Wholesale Distributors often manage **hundreds** of suppliers and **thousands** of incentive programs, which, if managed poorly, can lead to:

1. Profitability leaks

2. Missed opportunities by focusing on the wrong programs

3. Loss of preferred vendor terms and margin potential

These issues cause exceeding damage:

40% of wholesale distributor's **income is through program payments** that may be getting lost or were never there to be begin with!

So what are the ingredients needed for successful margin growth?

KPI-driven alerts to make informed decisions

Add real-time visibility into earned income, performance, unclaimed MDFs, existing inventory, and sales demand

Real-time **predictive modeling** and what-if scenarios

Add transparency to determine optimal program participation and maximize profitability

Investment in downstream incentive programs to drive sales

Adds clarity and the ability to use money from manufacturers to fund programs that drive demand and margin growth

Bring it all together and what do you get?

Et voilà!

Automated analytics that enable distributors to deploy campaigns with confidence, and to propose new terms and new programs because of increased negotiating power

Improved insights so distributors can increase their value to suppliers and show program performance in the distribution lifecycle

According to *Digitalist Magazine*, distributors that have integrated intelligent technologies realize 18% higher revenue growth thanks to new customers.

All this puts **YOU** in the driver's seat for clearer margin growth.

Better Insight + More Control = Greater Margins
See how it all adds up?

For more details, see our eBook: **"Walking the Value Chain Tightrope: How Distributors Will Survive and Thrive."**

How Vistex Adds Value

With high volumes and thin margins, distributors rely on price optimization and cost recovery programs for profitability and income. Vistex supports distributors with software and services to better manage vendor rebates, chargebacks, deals & offers, Co-op & MDF, price protection programs, and trade promotions. With enhanced alignment to businesses processes, distributors improve margins, guard against losses and leakages, gain visibility into price setting and true costs, incent customers, and collect from vendor programs.

About Vistex®
Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing. Yet alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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