

CASE STUDY

Damm

Headquarters: Barcelona, Spain

Industry: Food & Beverage

Products: Distribution, Logistics, Restaurant Services

Revenue: 1,264 million Euros in 2018

Employees: 4,961

Founded in 1876, today Damm is spread in more than 120 countries and is one of the main leaders in the food and beverage trade, with a presence in the logistics and distribution ones.

"Vistex has helped Damm automate and optimize the off-invoice agreement process, in addition to improving data quality, and ensuring future scalability."

David Arrizabalaga, Head of IT Functional Competence Center at Damm

Now it all adds up for Damm

Leading global beverage company no longer afloat in off-invoice automation inefficiencies

Vistex Solutions for SAP enabled Damm to gain visibility, agility, and accuracy in their calculations, claims, pricing, and promotions management.

Overview

International expansion is one of the strategic axes of Damm, a company with a presence in more than 120 countries. As part of this fundamental axis for its growth, the brewer identified the need to modernize its management system for promotions and off-invoice agreements. The company's current system supported all the group's commercial channels, however, was not sufficiently scalable or operationally efficient enough to calculate monthly provisions and closure processes longer term. After an exhaustive analysis of their large food accounts channel had concluded, Damm identified that Vistex was the best solution for supporting their business initiatives, calculating maximum net customer pricing, as well as making promotions management more efficient.

Solution

Damm implemented Solutions for SAP to manage off-invoice agreements and promotions for four commercial channels. Vistex's Solutions for SAP was selected because it was embedded in SAP ECC and took advantage of SAP's core environment. Resultantly, the software integrates with Damm's channel management model solution, thus allowing the flow of information between BOARD, SAP ECC, and Business Warehouse to be maintained without the need for additional integrations with other systems. The native integration with SAP ERP and its customer master records ensures unique data maintenance in any applicable channel management processes, including pricing, master data, order to collection, and more. The system also benefits from complete traceability.

Implementing Vistex's Solutions for SAP will allow Damm to optimize calculation processes and reduce the Customer Service Department's administrative workload by automating processes, while minimizing the total cost of ownership.

Results

Though only implementing Solutions for SAP for a short period, Damm has already identified notable improvements in the large food and modern HORECA (Hotels, Restaurants and Coffee Shops) channels' monthly closure processes. Some of the key benefits realized were:

- 60% reduction in calculation provision response times
- Greater agility in identifying and resolving incidents and errors
- Improved traceability of pre-provision, provision, settlement, accounting, and analytical imputation data, allowing Damm to identify and justify net customer price deviations faster and with more agility
- Improvements in monitoring processes and accessing detailed levels of information
- Reduction of manual calculations of promotions via automation

60% reduction in time required to perform calculations



Ability to perform customer price deviations faster and with more agility



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, let 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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