



Picture Credit | SAP SE, Walldorf, Germany. Used with permission.

## Cheney Brothers: Improving Customer Engagement with SAP® ERP and SAP Paybacks and Chargebacks

Providing high-quality food products and services since 1925, Cheney Brothers is continuously working to improve and innovate. With the SAP® ERP application and the SAP Paybacks and Chargebacks application by Vistex, sales teams are actively engaging with customers to provide the best value and the right products at the right time. Real-time data access has increased cash flow with faster reporting on accumulated deviations and rebates owed. The result is a 15% increase in revenue and more happy customers.

# 15% increase in sales and 50% higher productivity

## Clean data results in more accurate vendor cost recovery



### Objectives

- Expand the sales force role and engagement
- Replace a costly, decentralized legacy IT system
- Automate manual processes to reduce the number of new employees per each US\$10 million in growth
- Increase visibility with access to real-time data in order to react more quickly to customer needs
- Improve management of vendor cost recovery from rebates and deviations

### Why SAP

- Anticipated value of the SAP® Paybacks and Chargebacks application by Vistex
- Reliable references with similar business challenges and successful results
- Option for centralized data management, as opposed to disparate competitor systems
- IT and industry expertise combined with scalable solutions to support future growth

### Benefits

- Solutions that are a key contributor to growth
- More effective and involved sales force, generating more cross-sell and up-sell revenue and increasing customer satisfaction
- Alternative product suggestions that provide higher rebates, greater incentives, and fewer returned products
- Reporting that is more powerful and accurate, including a sales analysis dashboard for up-to-the-minute data and ad hoc queries
- Centralized systems that increase productivity and enable better customer service in real time
- Positive impact on cash flow with daily visibility into accumulated deviations and rebates owed
- Lower warehouse costs, thanks to more-accurate product management, leading to fewer damaged and returned products
- Significant competitive advantage and opportunity for scalable growth without a new solution

“With our SAP solutions, we gained complete visibility into our business on day one. Our trucks left for deliveries from multiple facilities just 24 hours after going live – all during a company acquisition. We are now looking to the SAP HANA® platform and SAP Fiori® apps for even greater speed and usability.”

Joseph L. Haber, CIO, Cheney Brothers Inc.

### Company

Cheney Brothers Inc.

### Headquarters

Riviera Beach, Florida

### Industry

Wholesale distribution

### Products and Services

Food distribution

### Employees

1,800

### Revenue

US\$1.2 billion

### Web Site

[www.cheneybrothers.com](http://www.cheneybrothers.com)

### Partner

itelligence  
[www.itelligencegroup.com](http://www.itelligencegroup.com)

---

© 2015 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.



The Best-Run Businesses Run SAP™