

Case Study



Now it all adds up for Basamh

Leading FMCG distributor, ends off-invoice automation inefficiency

SAP margin optimization solutions by Vistex enabled Basamh to gain visibility, agility, and accuracy in their promotions management

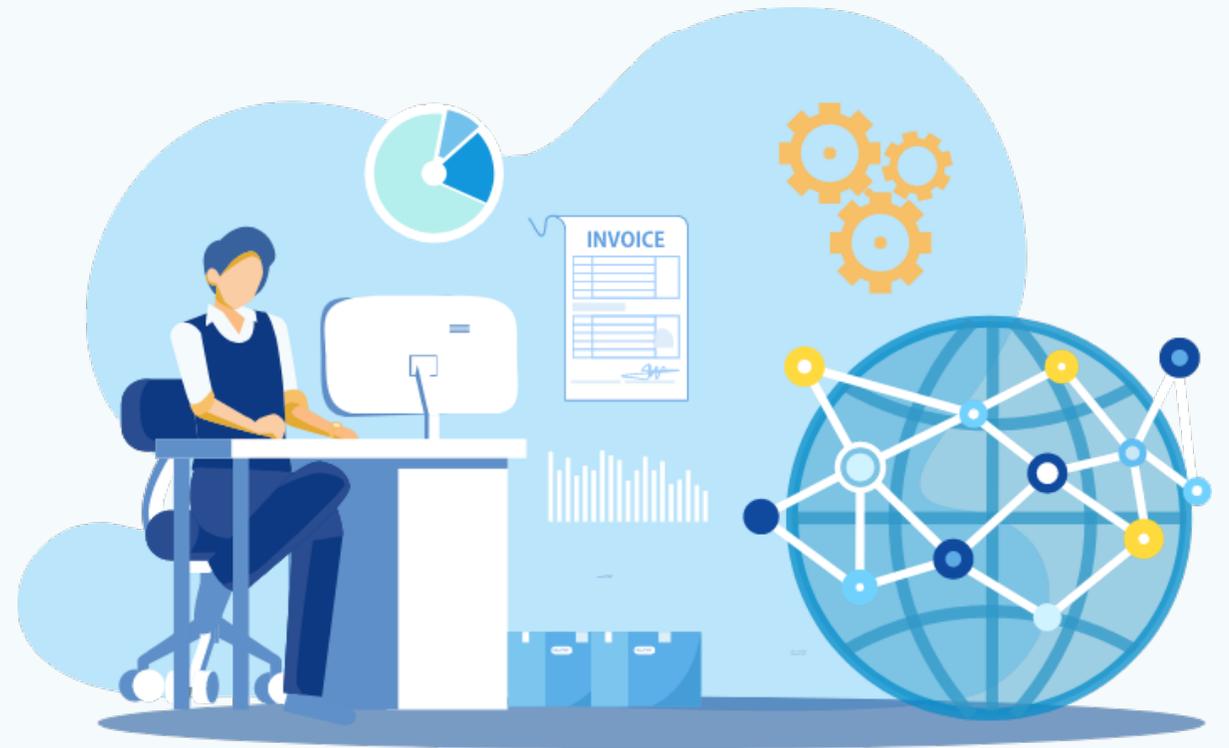


Highlights

-  Optimized on-invoice promotions capabilities and budget validations
-  70% reduction in manual vendor claims processing

“Vistex has helped Basamh maximize claims processing and budget validations. Vistex has helped Basamh automate and optimize the claims process, in addition to improving data quality, and ensuring future scalability.”

Enterprise Solution Manager, Basamh



Overview

FMCG company **Basamh** plans to expand its presence into other Middle East markets. To increase production volume and sales, they needed to modernize their promotions management system and off-invoice agreements. The company's current system supported all of the group's distribution channels; however, it was not sufficiently scalable or operationally efficient enough to calculate monthly provisions and

closure processes long term. After concluding an exhaustive analysis of their large food accounts channel, Basamh identified Vistex as the best solution for supporting their business initiatives, calculating best net customer pricing, and making promotions management more efficient.



Solution

Basamh implemented SAP margin optimization solutions by Vistex to manage on-invoice promotions, claims processing, rebates and incentive calculations. Vistex was selected because it was embedded in SAP ECC and took advantage of SAP's core environment. As a result, the software was conveniently integrated with the Basamh distribution management model solution, allowing the flow of information between SAP ECC and Business Warehouse to be maintained without the need for additional systems integrations. The native integration with SAP ERP and

its customer master records ensured unique data maintenance in any applicable channel management processes, including pricing, master data, order to collection and more. Basamh also benefited from complete systemwide traceability.

Implementing SAP margin optimization solutions by Vistex optimized Basamh's calculation processes and reduced the Customer Service Department's administrative workload by automating processes and minimizing the total cost of ownership.

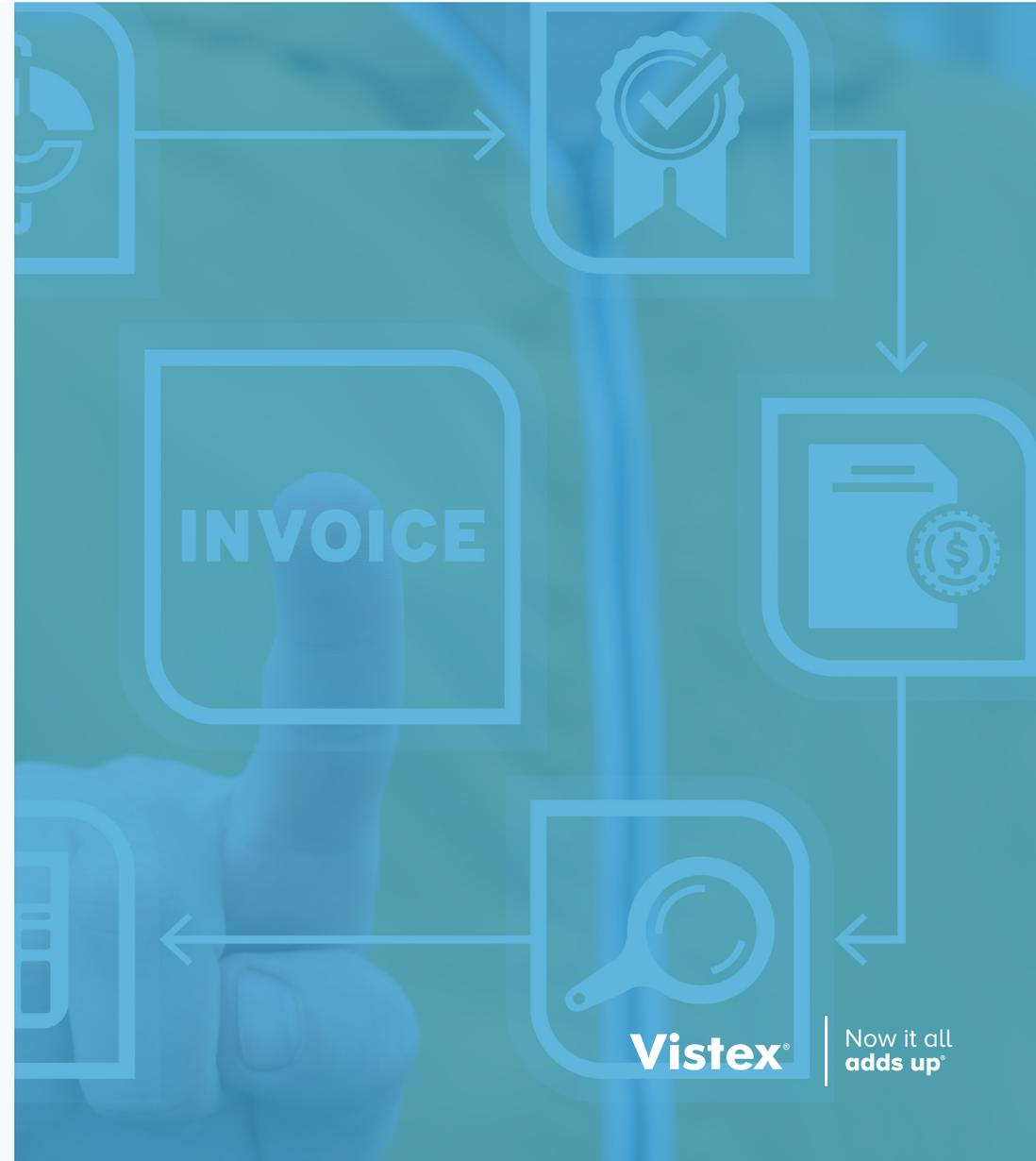


Results

After a short implementation period, Basamh already identified that SAP margin optimization solutions by Vistex, delivered notable improvements in applying the on-invoice promotions in the sales order and processing vendor claims reports without any manual intervention.

Some of the key benefits realized:

- Reduced tedious manual work across the departments in processing the vendor/customer claims and settlements.
- Simplified liquidation discounts across the sales and marketing departments.
- Improved sales goal data upload process without any performance issues.
- Automated rebate and incentives processes, eliminating manual calculations and errors.
- End-to-end reports, from vendor budgets to customer settlements, across Vistex processes.



Headquarters: Kingdom of Saudi Arabia

Industry: Fast-Moving Consumer Goods

Products: Fresh and Processed Food, Pasta, Honey, Water and other categories

Locations: 18 countries

Solutions implemented:

SAP margin optimization solution by Vistex

– SAP Data Maintenance by Vistex, pricing option

– SAP Promotions & Agreements by Vistex

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About Basamh

Basamh Trading Company is one of the leading fast-moving consumer goods (FMCG) distributors in the Kingdom of Saudi Arabia. With 60 years' experience, Basamh is a major force in the import and distribution of household names and joint-venture manufacturing.