

Case Study



Now it all adds up for Charmer

Charmer recovers lost revenue and regains control of incentive programs. SAP margin optimization solutions by Vistex enable fast-growing distributor to scale and adapt.



Highlights



6,100 sales associates, 2,000 incentive plans
Vistex solutions solve complex management challenges



Millions of dollars in chargebacks recovered
Vistex solutions improve inefficient processes

“We have been able to drive inefficiencies out, substantially improve inventory and market data, and improve order fulfillment.”

Bill Healey

Corporate VP/CIO, Charmer Sunbelt Group



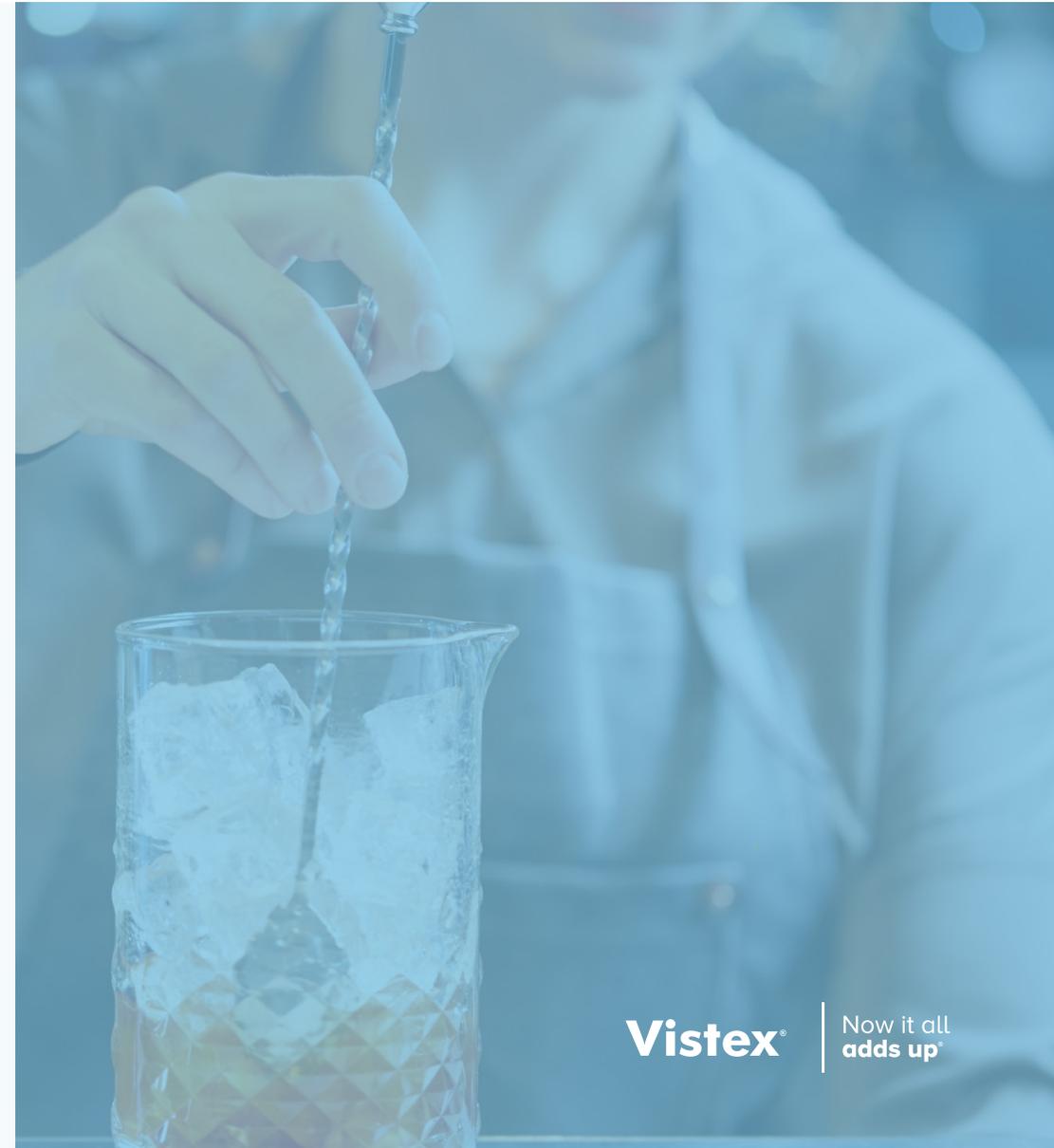
Overview

Charmer Sunbelt Group needed a two-for-one. With revenue leaking through the gaps in its claims and recovery processes, the rapidly expanding, top-tier liquor distributor needed an efficient and effective chargeback solution. The company also needed a powerful sales incentive administration solution to manage operations stretched across 17 states and the District of Columbia, including 6,100 sales associates and over 2,000 different incentive plans.

More specifically, the company's legacy systems had significant challenges

in processing and tracking incentive program participants and their activities. It also was a challenge to manage chargebacks, most of which were depletion allowances and dollar rebates for each case sold.

Charmer Sunbelt's end goal: A robust and scalable chargeback application that will improve chargeback recovery processes and recoup lost revenues – one that would prove to be a powerful and flexible incentive management solution that will adapt to the industry's rapidly evolving programs.



Solution

With an existing SAP environment in place, Charmer Sunbelt selected SAP margin optimization solutions by Vistex to augment its investment, leverage its integration with SAP ERP, integrate and automate processes, improve visibility into chargeback information, standardize processes and align with supplier/brand goals. The benefits were – and continue to be – significant.



Results

Charmer Sunbelt uses SAP margin optimization solutions by Vistex for all its chargeback types, including depletion allowances, promotion support, one-time programs and other miscellaneous programs.

The solution saves time and reduces administration costs, automates chargeback processes, recovers significant chargeback income that had gone unclaimed with the old legacy systems, offers complete visibility when reporting back to suppliers and allows the

company to determine true gross profit in real time.

SAP margin optimization solutions by Vistex offers Charmer many of the same benefits – program flexibility, management efficiency and real-time visibility into critical data, plus important insights into performance and the ability to build programs that drive sales and revenue.



Headquarters: New York, NY

Industry: Wholesale Distribution

Products: Fine wines, spirits, beers and bottled water

Locations: Distribution centers nationwide

Employees: 7,000

Solutions implemented:

SAP margin optimization solutions by Vistex

- *SAP Incentive Administration by Vistex*
- *SAP Paybacks & Chargebacks by Vistex*
- *SAP Data Maintenance by Vistex, pricing option*

Let's Connect

About Charmer

The Charmer Sunbelt Group (CSG) is one of the nation's leading distributors of fine wines, spirits, beer and other beverages. A group of privately held companies, CSG operates local distributor and brokerage houses in 18 markets in the United States. Together, these companies bring to market some of the world's best-known consumer brands.