

Case Study

Damm

Now it all adds up for Damm

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

SAP margin optimization solutions by Vistex enabled Damm to gain visibility, agility and accuracy in their calculations, claims, pricing and promotions management



Highlights

 60% reduction in time required to perform calculations

 Ability to perform customer price deviations faster and with more agility

“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, Damm



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 supports all the group's commercial channels. However, it was not sufficiently scalable or operationally efficient enough to calculate monthly provisions and closure processes in the long

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 SAP margin optimization solutions by Vistex to manage off-invoice agreements and promotions for 4 commercial channels. Vistex 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 SAP margin optimization solutions by Vistex 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 SAP margin optimization solutions by Vistex 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



Headquarters: Barcelona, Spain

Industry: Food & Beverage

Products: Distribution, Logistics, Restaurant Services

Revenue: 1,264 million euros in 2018

Employees: 4,961

Solutions implemented:

SAP margin optimization solutions by Vistex

– SAP Incentive Administration by Vistex

– SAP Data Maintenance by Vistex, pricing option

Let's Connect

About Damm

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