



Jealsa: Simplifying Promotions and Agreements Management for a Global Distribution Network

Founded in 1958 as a family business in Galicia, Spain, Conservas Rianxeira S.A.U. (Jealsa) has grown into one of Europe's largest canned foods enterprises. Known for a variety of seafood brands, Jealsa runs canning companies across the region and in South America, and it has relationships with a large range of distribution customers. Following the acquisition of a new company in Italy with a complex and labor-intensive way of managing promotions and agreements, Jealsa looked to streamline the process groupwide.

The goal was to **unify data on promotions, rebates, commissions**, and more on a single system to provide a clear and accurate view of every customer. Jealsa also needed all that data to be automatically pulled into ERP systems, making it readily available for financial closing and analysis. The solution would allow Jealsa to be fully compliant with the Italian commissions and legal requirements managed by ENASARCO.

minsait
An Indra company

THE BEST RUN 



Automating Complex Commissions Calculations with SAP® Promotions and Agreements by Vistex for SAP S/4HANA®



Before: Challenges and Opportunities

- Time-consuming, spreadsheet-based calculations of commercial conditions and commissions at a newly acquired company
- Lack of integration between promotions management and accounting systems
- Custom program that required data from invoices to be manually entered in ERP systems

Why SAP and Minsait, an Indra Company

- Established SAP customer undergoing a migration from the SAP® ERP application to SAP S/4HANA®
- Long and trusted relationship with Minsait, including support for the migration
- Ability to create complex rules using the SAP Promotions and Agreements application by Vistex for SAP S/4HANA, which can be applied directly to a sales order and then pushed to the ERP system

After: Value-Driven Results

- All promotions and agreements data in one system, enabling daily calculations that have helped cut the time spent on financial closing by half
- One view of every customer with accurate and complete information on every agreement – increasing transparency for distributors and reducing errors with commissions, rebates, and so on
- Better data quality as well as enhanced reporting on margins and other financial indicators
- Advanced analytics that offer the insight needed to adjust and optimize agreements

“SAP Promotions and Agreements by Vistex **runs like a clock**. The first deployment went so well that we’re rolling it out across all our canning companies. And the support from SAP has been great. I recommend it to anyone looking to streamline their agreements management.”

Joaquin Sobrido Fernandez, SAP Systems Manager, Conservas Rianxeira S.A.U. (Jealsa)

One

System to manage promotions and agreements for 10 companies across four countries and counting

50%

Reduction in monthly closing time

Featured Partner

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Conservas Rianxeira S.A.U. (Jealsa)
Boiro, A Coruña, Spain
www.jealsa.com

Industry
Consumer products

Products and Services
Canned seafood and fish

Employees
5,300

Revenue
€702 million

Featured Solution
SAP Promotions and Agreements by Vistex for SAP S/4HANA

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