

## CASE STUDY

### Basamh Trading Company

**Headquarters:** Saudi Arabia

**Industry:** Fast-Moving Consumer Goods

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

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.

"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*



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## Now It All Adds Up For Basamh

### Leading FMCG distributor ends off-invoice automation inefficiencies

Vistex Solutions for SAP enabled Basamh to gain visibility, agility, and accuracy in their promotions management.

#### Overview

FMCG distributor 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 Vistex Solutions for SAP to manage on-invoice promotions, claims processing, rebates, and incentive calculations. Vistex Solutions for SAP 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 Vistex Solutions for SAP 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 Vistex Solutions for SAP 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.

Optimized on-invoice promotions capabilities and budget validations



70% reduction in manual vendor claims processing



#### About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses. As part of the enterprise management system, Vistex solutions run inside or alongside SAP Business Suite and SAP S/4HANA® offering real-time insights into program performance.

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