

 Case Study

## Now it all adds up for Graybar

Graybar gains big efficiencies in pricing speed and accuracy. Vistex Solutions for SAP simplify management of complex pricing.



# Highlights

 **2.8 million** pricing records

 **729,000** product SKUs

 **670,000** customers

 **250** service centers

*“Projects that once took days now take only minutes to complete.”*

**Paul Hoock**

Business Technology Analyst, Pricing, Graybar



## Overview

Pricing management is an enormous challenge for wholesale distributors, especially those dealing with complex variable pricing and proliferating product offerings.

But for **Graybar**, North America's largest distributor of electrical, telecommunications and networking products, pricing is exceptionally complicated and difficult to manage. With nearly 729,000 SKUs and 670,000

customers, Graybar's pricing staff maintains more than 2.8 million pricing condition records.

Graybar could not continue to use its existing system: Too many person-hours were required and each record had to be updated individually even when a change was across-the-board.



# Solution

Graybar turned to Vistex to simplify management of its complex pricing environment. Vistex's end-to-end pricing solution fully integrated data maintenance functionality within the core SAP ERP application.

SAP margin optimization solutions by Vistex provide complete visibility into pricing structures and processes. Intuitive functionality allows users to adjust prices quickly and easily.

And Vistex offers the ability to execute mass pricing updates. All of which frees internal resources for other core tasks.



# Results

With SAP margin optimization solutions by Vistex, Graybar achieved a substantial return on its investment. The company improved its pricing processes, automated its pricing environment and added a number of critical efficiencies, including the ability to change pricing condition records using batch operations and group condition types into profiles.

These key capabilities, along with the new ability to search for unique suppliers at material or product level, accelerate the

update process and increase the rate at which new pricing condition records are added to the database. In addition, a more efficient pricing environment resulted in Graybar being able to increase and extend the number of renegotiated customer contracts.

Also, with improved pricing speed and accuracy, Graybar is better positioned to keep pace with critical price-change deadlines and was able to reduce support staff dedicated to pricing maintenance by 60%.





**Headquarters:** St. Louis, MO

**Industry:** Wholesale Distribution

**Products:** Electrical, communications  
and data equipment

**Revenue:** \$6 billion

**Locations:** 260 worldwide

**Employees:** 8,600

**Solutions implemented:**

**SAP margin optimization solutions by Vistex**

– SAP Data Maintenance by Vistex, pricing option

**Let's Connect**

## About Graybar

Graybar is North America's largest distributor of components and equipment for the electrical, telecommunications, networking, industrial, commercial and utilities industries.