

Case Study



## Now it all adds up for Safilo

Safilo optimizes customer rebate processes with  
Vistex Solutions for SAP



# Highlights



50% increase in accrual figures accuracy at customer-level detail



30% reduction in time required for month-end and year-end closing operations

*“Vistex allows us to efficiently and accurately manage customer rebate agreements with a seamless integration into our sales and financial processes.”*

**Francesco Verde**

IT Director, Safilo Group S.p.A.



## Overview

**Safilo Group** is an Italian eyewear creator, a worldwide leader in the design, manufacture and distribution of sunglasses, optical frames and sports eyewear. The Group owns 5 house brands and 26 licensed brands. With a global direct distribution network in 40 countries, and more than 50 selected distributor partners, Safilo is present in nearly 100,000 stores in 130 countries worldwide.

Safilo needed a flexible and powerful tool to reorient its sales models to face key challenges.

The company was struggling with laborious process to manage complex customer agreement definitions and calculations, as well as time consuming month-end and year-end closing processes.



## Solution

Safilo turned to Vistex for a high-performance solution to streamline and simplify management of customer rebate processes. From planning, calculation and settlement, Vistex helps automate processes and enables Safilo to perform detailed financial reporting. The Vistex solution seamlessly integrates into Safilo's SAP landscape and provides powerful financial capabilities for managing accruals and settlements. In addition, the company is able to lower total cost of ownership thanks to consolidated application support resources available within a single SAP system.



## Results

With the implementation of SAP margin optimization solutions by Vistex, Safilo sales representatives can now effectively plan and manage multiple customer rebates while monitoring and tracking them in real-time. The embedded incentive management solution leverages the existing SAP ERP application and reduces manual processes while decreasing the amount of time formerly dedicated to resolving discrepancies and disputes.

The Vistex solution provides increased efficiency through an

easy definition and calculation process of customer rebate agreements, and streamlines the approval flow for year-end settlement planning. The solution provides full transparency into sales incentive plans, enabling Safilo to quickly respond to customer requirements and drive sales.





**Headquarters:** Padua, Italy

**Industry:** Consumer Products

**Products:** Fashion and sport sunglasses, optical frames, ski and bicycle helmets, goggles

**Revenue:** €1 billion

**Employees:** 7,000+

**Solutions implemented:**

**SAP margin optimization solutions by Vistex**

– SAP Incentive Administration by Vistex

**Let's Connect**

## About Safilo

Safilo Group S.p.A. is an Italian eyewear creator, worldwide leader in the design, manufacture and distribution of sunglasses, optical frames and sports eyewear. The Group is the second global optical frame and sunglasses producer and owns 5 house brands and 26 licensed brands. Frames and sun lenses are primarily manufactured in 4 Italian facilities with additional plants in Slovenia, the U.S. and China. With a global direct distribution network in 40 countries, and more than 50 selected distributor partners, Safilo is present in nearly 100,000 stores in 130 countries worldwide.