

Case Study



VARMA
Grupo

Now it all adds up for VARMA Group

VARMA Group improves visibility, automation and optimization of sales rebates and off-invoice promotions with SAP margin optimization solutions by Vistex



Highlights



90-95% reduction in manual provisions in the beverage segment



70-75% reduction in manual provisions in the food, personal care and hygiene segments



1-click calculation of indirect customer provisions



“After implementing SAP margin optimization solutions by Vistex, we achieved a significant improvement in the visibility and automation of processes thanks to the centralization of agreements, settlements and customer templates in a single repository.”

Ignacio Vicente

IT ERP & Backoffice RPA Manager, Importaciones y Exportaciones VARMA, S.A.

Vistex

Now it all
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Overview

VARMA Group decided to implement SAP as an ERP to maintain its competitive position in the market and achieve best practices in terms of automation. VARMA considered Vistex as they needed to cover complex commercial conditions when they moved from R/3 to S/4H 1610. The company also sought to simplify and unify processes such as consolidating the different formats of customer templates into a single repository.

VARMA Group identified SAP margin optimization solutions by Vistex as the right solution to support its business initiatives, allowing them to unify the workforce model to facilitate the settlement and allocation processes. VARMA wanted to automate the provision of agreement and settlement processes that were performed manually, helping financial, commercial and supply chain management.



Solution

The company implemented SAP margin optimization solutions by Vistex to improve business and financial operations visibility, consolidate and group all information, and reduce departmental time through greater automation. SAP margin optimization solutions by Vistex helped VARMA Group achieve improved visibility and automation of processes by centralizing agreements, settlements and customer templates. The company achieved this by using Vistex business processes for Sales Rebates and Off-Invoice Promotions.

Results

After implementing SAP margin optimization solutions by Vistex, VARMA Group identified significant improvements in its ability to perform a detailed, automated and error-free calculation of provisions for specific periods. It has:

- Reduced manual provisioning by 90-95% in the beverage segment and 70-75% in the food, personal care and hygiene segments.
- Calculated indirect customer provisions automatically and in just one click.
- Improved process times with the OTC (order to cash) team, which spent significant time scoring each of the 1,200 HORECA (hotels, restaurants and cafes) agreements for the sales force.
- Reduced errors and processing times, which translates into greater efficiency, safety and quality.



Headquarters: Madrid, Spain

Industry: Wholesale Distribution

Products: Spirits, wines, food and perfumery

Locations: 25,000 distribution points

Solutions implemented:

SAP margin optimization solutions by Vistex

– SAP Promotions & Agreements by Vistex

Let's Connect

About VARMA Group

Founded in 1942, VARMA Group is a family business that distributes spirits, wines, food and personal and home care in Spain. With 50 international brands, it is currently a benchmark in Spain's distribution and import sector of beverages and consumer products, with a total of 25,000 distribution points. The success of VARMA Group is due to its ability to adapt an international brand to the particularities of the local market and turn it into a bestseller.