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Cheney Brothers: Improving Customer Engagement with SAP® ERP and SAP Paybacks and Chargebacks

Providing high-quality food products and services since 1925, Cheney Brothers is continuously working to improve and innovate. With the SAP® ERP application and the SAP Paybacks and Chargebacks application by Vistex, sales teams are actively engaging with customers to provide the best value and the right products at the right time. Real-time data access has increased cash flow with faster reporting on accumulated deviations and rebates owed. The result is a 15% increase in revenue and more happy customers.

15% increase in sales and 50% higher productivity

Clean data results in more accurate vendor cost recovery



Objectives

- Expand the sales force role and engagement
- Replace a costly, decentralized legacy IT system
- Automate manual processes to reduce the number of new employees per each US\$10 million in growth
- Increase visibility with access to real-time data in order to react more quickly to customer needs
- Improve management of vendor cost recovery from rebates and deviations

Why SAP

- Anticipated value of the SAP® Paybacks and Chargebacks application by Vistex
- Reliable references with similar business challenges and successful results
- Option for centralized data management, as opposed to disparate competitor systems
- IT and industry expertise combined with scalable solutions to support future growth

Benefits

- Solutions that are a key contributor to growth
- More effective and involved sales force, generating more cross-sell and up-sell revenue and increasing customer satisfaction
- Alternative product suggestions that provide higher rebates, greater incentives, and fewer returned products
- Reporting that is more powerful and accurate, including a sales analysis dashboard for up-to-the-minute data and ad hoc queries
- Centralized systems that increase productivity and enable better customer service in real time
- Positive impact on cash flow with daily visibility into accumulated deviations and rebates owed
- Lower warehouse costs, thanks to more-accurate product management, leading to fewer damaged and returned products
- Significant competitive advantage and opportunity for scalable growth without a new solution

“With our SAP solutions, we gained complete visibility into our business on day one. Our trucks left for deliveries from multiple facilities just 24 hours after going live – all during a company acquisition. We are now looking to the SAP HANA® platform and SAP Fiori® apps for even greater speed and usability.”

Joseph L. Haber, CIO, Cheney Brothers Inc.

Company

Cheney Brothers Inc.

Headquarters

Riviera Beach, Florida

Industry

Wholesale distribution

Products and Services

Food distribution

Employees

1,800

Revenue

US\$1.2 billion

Web Site

www.cheneybrothers.com

Partner

itelligence

www.itelligencegroup.com

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