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Just Born: Sweetening Broker Commission and Trade Promotion Using Solution Extensions from SAP

Whether a box of Mike and Ike at the movies or an Easter basket full of Peeps, Just Born has been making the candy that makes memories since 1923. As the business and its brands grow, Just Born needed to update its commission management and trade promotion processes. With the SAP® Incentive Administration and SAP Paybacks and Chargebacks applications by Vistex, automated commission calculation is saving sales teams time, helping them sell more of America's favorite candy.

50,000 commission documents calculated per year

80% faster processing with automated commission calculation

Objectives

- Automate manual, redundant, and error-prone processes for calculating commissions
- Eliminate disparate homegrown solutions that were cumbersome and costly to support
- Integrate commission management with finance

Why SAP

- The SAP® Incentive Administration and SAP Paybacks and Chargebacks applications by Vistex provide a comprehensive and fully integrated platform that leverages master and transactional data and attributes from existing SAP software systems
- Scalable and flexible commission management platform with improved audit trail for commission adjustments
- Real-time access to reporting for management, the sales team, and brokers

Benefits

- Fully automated commission process from accrual to payment
- Real-time commission reporting and accurate calculation of split commission among multiple brokers and parameters
- Reporting that accommodates anticipated commissions and sales tracing
- Retroactive and mass processing, simplifying adjustment of the commission statement
- Expected savings of 30% on labor costs per year through integration with trade promotions

Future plans

- Further refine and streamline the commission management process
- Continue to pursue a strategy of improvement and growth using world-class enterprise IT solutions from SAP



Company

Just Born Inc.

Headquarters

Bethlehem, Pennsylvania

Industry

Consumer products

Products and Services

Manufacturer of confection products

Employees

600

Web Site

www.justborn.com

“SAP applications by Vistex provide us with an integrated deduction management system and a sound foundation to properly manage our trade spending. Our commission system makes payments easy while capturing associated sales data that we never had before, adding value to our sales analysis process.”

Donna M. Burkit, Director of Customer Operations, Just Born Inc.

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