



**BRF: SAP Incentive Administration  
by Vistex enhances the processing  
of sales commissions**

**Executive overview**

Company

Vision

Why SAP

Implementation

Solution

Benefits

Future plans

**Company name**

BRF Brasil Foods

**Industry**

Consumer Products

**Products & Services**

Meat, Dairy, and Frozen Food

**Website**

www.brasilfoods.com

**SAP® Solutions**

SAP Incentive Administration by Vistex



To overcome the challenges in its processing of commissioning and sales incentives, such as complexity and amount of variable compensation rules, and high volume of sales invoices, BRF found the ideal solution in SAP Incentive Administration by Vistex. The tool has brought impressive results, such as an improvement of 80% in the process of incentives.

## Executive overview

### Company

Vision

Why SAP

Implementation

Solution

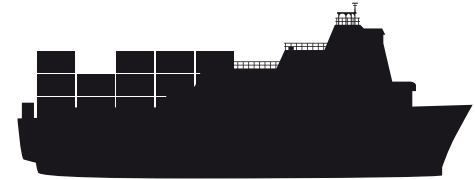
Benefits

Future plans

# BRF - One of the largest food companies

Largest poultry exporter and second largest exporter of meat in the world, Brazil Foods (BRF) is responsible for 9% of exports of protein, and 20% of world exports of poultry, producing 4.8 million tons of food per year.

BRF was incorporated in 2009 from the association between Sadia and Perdigão. The company currently operates 61 plants in Brazil, distributed in eleven states, and seven plants abroad, specifically in Argentina, in the United Kingdom, and in the Netherlands. Additionally, it has more than 20 commercial offices abroad, and is among the leading private employers of the country, with about 119,000 employees.



# 9%

World exports of protein



## Executive overview

Company

### Vision

Why SAP

Implementation

Solution

Benefits

Future plans

# Control of Incentives



**140** Countries with BRF products

With the merger of Sadia and Perdigão forming Brazil Foods, there were many processes to be integrated and absorbed. Among them, the creation of a commissioning structure and sales incentive for more than five thousand salespeople, and approximately 2,300 commercial representatives responsible for distributing the products of the brands in the country.

During this period, the company underwent a moment of analysis to define a new management policy of the means of incentives and bonuses. There were many challenges to overcome, such as the complexity in the hierarchy of participants; the complexity and number of rules to apply in the variable compensation plan; the high volume of sales invoices; among others.

It was then that BRF found in SAP Incentive Administration by Vistex the ideal solution to overcome these challenges. Today, the solution is responsible for performing the calculations and control of targets, and for allowing better management of the entire sector of commissions and sales incentives of the brands Perdigão and Sadia.



## Executive overview

Company

Vision

### Why SAP

Implementation

Solution

Benefits

Future plans

# Why SAP?

Longtime partner, responsible for the entire system environment of BRF's business management, SAP was responsible for the indication of the SAP Incentive Administration by Vistex platform.

The election of the solution went from the 100% integration with the entire SAP system, through the flexibility to the strength of the solutions of the brand in the marketplace.

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“SAP is a solid partner that understands our environment and presented us the best solution to meet our needs. In addition, we continue with the entire system integrated with SAP's value, quality, and reliability. “

Gilmar Puntel, Senior Analyst - Front Leader, BRF



## Executive overview

Company

Vision

Why SAP

## Implementation

Solution

Benefits

Future plans

# Integration and transparency

With total synergy with the project of unification of the SAP ECC, the process of implementing SAP Incentive Administration by Vistex occurred during seven months smoothly and without major difficulties.

The system is naturally integrated into SAP's sales module, facilitating and speeding up the creation of the different calculation formulas required for

the incentive plans for the sales staff and sales representatives of Sadia and Perdigão.

With the definition of the goals and the performance of sales in the same SAP platform, BRF began performing the analysis of indicators that allow anticipating problems in meeting goals and taking corrective action. In addition to providing transparency and confidence in the assertiveness of the calculations and payments made.



## Executive overview

Company

Vision

Why SAP

Implementation

## Solution

Benefits

Future plans

# SAP Incentive Administration by Vistex - Incentives for sales

SAP Incentive Administration by Vistex is the ideal solution to support a variety of agreements and incentive programs, from the simplest to the most complex. The platform is fully integrated into SAP's business management solutions, allowing robust administration, analysis, and reporting. In addition, it allows the company to efficiently manage the commissions and other incentive programs, setting

targets and quotas, and monitoring the actual results against budgets.

A valuable strategic resource, SAP Incentive Administration by Vistex allows leveraging incentive programs to enable the company aligning processes with business objectives.

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“With the adoption of a standard tool, we quickly reached the results of implementation, both in the IT and the business area. The integration between the standard SAP modules and the flexibility of the SAP Incentive Administration by Vistex tool decreased the adjustment time of the incentive plans in relation to the company goals.”

Antonio Cesco, IT Manager, BRF



**Executive overview**

Company

Vision

Why SAP

Implementation

Solution

**Benefits**

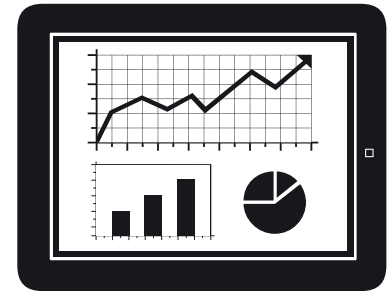
Future plans

# Total management of targets

Currently, more than four thousand salespersons of the Sadia and Perdigão brands are using the incentive system, resulting in an 80% improvement in the commissioning process.

As of the SAP Incentive Administration by Vistex, performance-related improvements were also observed; data integrity; standard relationship with other SAP modules; agility in tracking the source of sales information; and real-time update of the results of the participants in the incentive plan.

Furthermore, the system also makes BRF totally prepared for any new changes in targets, or for the incorporation of new products and brands.



**80%**  
Improvement of the  
commissioning process





## Executive overview

Company

Vision

Why SAP

Implementation

Solution

Benefits

## Future plans



# New modules and Vistex roll-out

After the successful implementation of the SAP Incentive Administration by Vistex module at Sadia and Perdigão, BRF's goal is to extend the solution to other company's brands, such as Batavo.

In addition, there are other initiatives pending approval, such as the implementation of the variable compensation process for the foreign market.



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