

# Global Fuel Producer Looks at a Potential €2.3 Million Margin Lift with Vendavo



## Company Overview

A global fuel producer that creates solutions for combating climate change and accelerating a shift to a circular economy. They help transport and cities, as well as customers in the aviation, polymers and chemicals sectors, to make their business more sustainable.

**Industry:** Renewables & Environment

**Regions:** Global

**Employees:** 4000+

**Revenue:** €15.8B (2019)

## Accelerating the Circular Economy

Known worldwide for its innovative solutions to climate change and its dedication to accelerating a global shift to a circular economy, this leading global producer of renewable diesel and jet fuel has tied its company mission to sustainability goals, which they consistently go beyond.

Dedication to accelerating the circular economy means that the company works closely with those who purchase their products; the bio-based hydrocarbons that it produces from renewable raw materials, for example, “fuel” their partnership with polymer and plastics producers, ultimately producing sustainable polycarbonate.

Such partnerships “[drive] the circularity forward,” in the words of one of those partner companies, a number of which had already implemented Vendavo solutions. Now that this fuel producer has also implemented these solutions, pricing is optimized all the way down this innovative value chain and all the way around this circular economy.



## The Implementation

Gartner's enthusiasm for Vendavo and our leadership in the field of pricing optimization convinced the company to give Vendavo a try. They implemented Vendavo Pricepoint, Deal Price Guidance, and the Vendavo CPQ solution.

The implementation went smoothly, and the customer is thrilled with the results. They use our solutions in their marketing and services divisions in four countries; Vendavo provides price guidance for fuel pump price, pricing for lubes and chemicals, and more.

## The Results

Vendavo enables the sales team to make smarter decisions with specific customer deals, providing guide rails from the contract master to ensure deals are optimized and nothing never falls through any cracks.

The company leverages Vendavo solutions with Salesforce and DocuSign to hold proposals, price selections and quotes, and then quickly push them out into an eSignature document that is then readily accepted.

"Critical success is determined by our ability to address customer margins with uplifted guidance," says Robert Irwin, VP Business Consulting, EMEA at Vendavo. "We identified a potential margin improvement of €2.3m (2.6%) as just a conservative estimate."

The implementation is recent enough that actual ROI has not been calculated, but the efficiency gains and data insight has been so significant that the global fuel producing team already calls it one of their best investments. The circular economy just got a little more efficient.

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## About Vendavo

Vendavo provides leading-edge pricing and sales solutions with embedded AI to empower global manufacturers and distributors to digitally transform their commercial operations in order to unlock value, grow margins and accelerate revenue. These Commercial Excellence solutions, combined with its award-winning value consulting services, enable Vendavo to deliver outcomes that are not only predictable, but unrivaled. That enables the most demanding B2B organizations to develop dynamic customer insights and optimal pricing strategies that maximize margin, boost sales effectiveness and improve customer experience.

Vendavo has offices in Denver, Dallas, Düsseldorf, Prague and Stockholm.

For more information, please visit <http://www.vendavo.com>