

# Fluidra Protects Margin and Drives Profitability with Vendavo Margin Bridge Analyzer



**FLUIDRA**

Founded in 1969 and headquartered in Barcelona, Spain, Fluidra is a global leader in the pool and wellness industry. With a long legacy of innovation and a history of providing high-quality products, Fluidra is the largest manufacturer of commercial and residential pool and spa equipment in the world. Fluidra has a global footprint with over 6,771 employees, +135 sales offices, and +40 production centers across more than 47 countries. While you may not know Fluidra by name, pool owners would likely recognize them by the products they rely on to keep their pool pristine like Jandy, Polaris, Zodiac, and more. Fluidra strives to deliver the perfect pool experience that enhances comfort, enjoyment, and peace of mind for pool owners. As a global company operating in a rapidly changing market, Fluidra knew that staying ahead of the competition and meeting evolving customer demands would require constant innovation and adaptation.



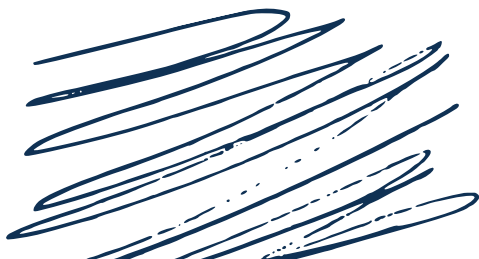
“The pool industry was hit hard by the pandemic and inflation, which added to the complexity we were already facing. We needed to focus on protecting profit and revenue, while improving our agility to meet market demands. Vendavo helped us automate our commercial processes.”

– Gustavo Troya, Global Controller

**FLUIDRA**

## Challenge

As a global company operating in a rapidly changing market, Fluidra knew that staying ahead of the competition and meeting evolving customer demands would require constant innovation and agility. Fluidra operates in a complex, global environment, with subsidiaries in over 40 countries and a large number of SKUs. Fluidra's pricing processes were historically managed through other local tools, which made it



difficult to gain a single view of margin and pricing drivers across the business. This was a challenge in terms of consistency and made it challenging for Fluidra to set and adjust prices in response to changing market conditions and customer demand.

In addition to the pre-existing business complexity, Fluidra also felt the impact of the pandemic, ongoing inflation, and geopolitical issues like the war in Ukraine. These challenges put pressure on both the financial and commercial teams to find ways to optimize pricing and maintain profitability.

To meet these challenges, Fluidra needed a more advanced solution that could provide a single source of truth and align commercial processes. This is where Vendavo came in, offering Fluidra a solution that could help them improve their revenue goals through price-volume-mix analysis and give them greater visibility into pricing data.



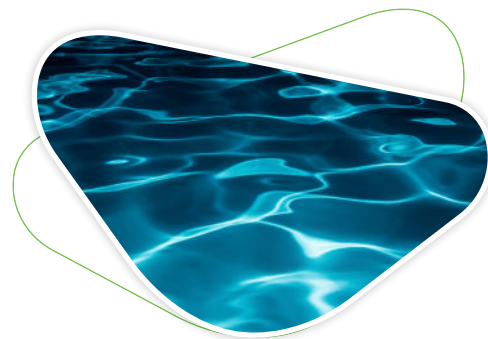
"I would recommend Vendavo without a doubt. Implementing a solution like Vendavo gives global corporations the opportunity to refine and align their processes, and get a single source of truth for your price and volume analysis."

– Gustavo Troya, Global Controller

**FLUIDRA**

## Solution

Margin Bridge Analyzer gives Fluidra a single view of margin and revenue drivers across the business. The solution has allowed Fluidra to consolidate data from 71 local companies in 33 different currencies, gain consistency and speed in decision-making, and provide a common template for reporting on a global, regional, sub-regional, and company level.



Fluidra uses all three of Margin Bridge Analyzer's model types including Revenue Model, Margin Model, and Margin %. Fluidra also utilizes advanced model settings that allow them to separate out certain business transactions into their own distinct effect, which are not included in the PVM analysis, but still contribute to overall sales and margins. They have also separated the price effect into 'implemented price change' and 'Price Adjustments' driven by variance in the quantity sold, to track the effectiveness of planned and executed price changes.

Fluidra's pricing, sales, and commercial teams use Margin Bridge Analyzer to better understand price and volume mix and are empowered to make better business decisions in response to changing market conditions and customer demands. Margin Bridge Analyzer is set up to allow drilling into ten different levels and dimensions down to the SKU level, making it accessible and useful for non-data analysts.

Fluidra has seen significant results in protecting their margin and maintaining profitability. By gaining greater visibility into their pricing data and optimizing their commercial processes, Fluidra has been able to maintain its position as a global leader in the pool and wellness industry.



"Margin Bridge Analyzer's user-friendly interface and intuitive design make it possible for anyone, not just data analysts, to extract valuable insights from complex data sets and make well-informed decisions for our business"

– Gustavo Troya, Global Controller

**FLUIDRA**

## Benefits

- Consolidation of data from across regions
- A single view of margin and revenue drivers across the business
- Greater consistency and speed in decision-making
- Improved accuracy in pricing data with insights into price and volume mix
- Significant results in protecting margin and maintaining profitability
- Optimized commercial processes and increased agility to meet market demands
- Increased visibility and transparency into pricing data and pricing impacts
- Empowerment of pricing and financial departments to track pricing impacts and gain more accurate pricing data
- Laser focus on margin performance
- Aligned processes for financial reporting
- Automated reporting maintains accuracy of reports while saving time-intensive resources
- Improved efficiency and productivity in the pricing process, resulting in cost savings and better allocation of resources





## About Vendavo

Vendavo partners with the world's leading companies to accelerate growth and profitability, advance innovation, and build more prosperous communities. Our powerful, cloud-based, AI-powered pricing, selling, and prescribing solutions empower global manufacturers and distributors like Ford, Dell, and Medtronic to manage, optimize, and digitize their end-to-end commercial processes. But we offer so much more than software. Our proven, repeatable process, and passionate, experienced people lower risk, accelerate value, and drive profitable, unrivaled business outcomes for our customers. We are passionate about helping our customers deliver the right products, at the right prices, at the right time, for the right people.

Vendavo is headquartered in Denver, with offices in Czech Republic, India, and Sweden.

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