



# Leading Confectionary Manufacturer Sweetens Trade Promotion Management with Vendavo



This Vendavo customer is a leading confectionery manufacturer that produces a wide range of candies, including iconic brands that have been around for decades. They have a strong reputation for quality and innovation in the industry and today they sell through a vast network of distributors and brokers, retail stores, and direct-to-consumer channels. The company is known for its commitment to using high-quality ingredients and for its ongoing efforts to develop new and exciting products that appeal to a wide variety of customers of all ages.

## Challenge

Historically, the company sold only through distributors and had a manual process for running commercial promotions. The previous rebate and promotion management process was done on paper with no central place for commercial promotions. They wanted to expand their distribution channels, improve their promotions, and ultimately close more sales. This wasn't going to be a lever for long-term success.

Brokers interfaced with customers and often took sales from the manufacturer, making it essential to develop a new solution that would help manage the sales process better. The project required refreshing and managing the ERP and developing a user interface for rebates. The project was a significant undertaking and required buy-in and continued support from a significant portion of the company.



To find a solution, the manufacturer ran a comprehensive program identifying must-have capabilities, asked their broker network for recommendations, and researched various companies, ultimately partnering with Vendavo. Vendavo's Rebate & Channel Manager product offered the manufacturer a solution for Trade Promotion Management which included off invoice promotions and deductions.

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Historically, our sales were being managed on paper and there was no central place for commercial promotions. We needed a new solution that could help modernize the sales process. Vendavo offered the right solution for our trade promotion management processes that scales.”

– Vice President, Confectionary Manufacturer

## Solution

Like any new technology, the changes brought to the organization with Rebate & Channel Manager had its usual challenges - there was a learning curve for the manufacturer's employees and a new process to become acquainted with. To get past this, the manufacturer was committed to training and getting everyone comfortable with the new solution.

The solution provided a central platform for commercial promotions, which helped them better manage promotions and gain visibility. The new solution helped them cut costs, optimize promotions, and drive more volume and sales. The results were significant, with the new system improving their operations and delivering better ROI. The project had a major impact on the company,

enabling the manufacturer to sell directly to customers and through different channels, and improve their bottom line.

Vendavo offers the tools necessary to track whether they are getting a good return on their investment. The future looks bright for the company as they continue to utilize Rebate & Channel Manager to drive success, streamline their operations, and scale with their future needs.

## Benefits

- Improved efficiency in handling promotions and better visibility
- Increased exposure, volume, and sales
- Ability to sell directly to customers instead of relying solely on distributors
- Centralized place for commercial promotions
- Streamlined and automated processes, reducing errors and saving time
- Better control over trade promotions, resulting in increased profitability
- Improved communication with brokers and customers through electronic data interchange (EDI)
- Improved ability to manage trade promotions, including off-invoice promotions and deductions
- Improved collaboration and coordination across departments and teams
- Overall, Vendavo's Rebate & Channel Manager helped the manufacturer modernize their processes, resulting in improved profitability and customer satisfaction

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We were committed to training and getting everyone comfortable with Rebate & Channel Manager. The new solution helped us manage promotions better, cut costs, and drive more sales, significantly improving our operations and ROI.”

– Vice President, Confectionary Manufacturer



## 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>