

Case Study



Now it all adds up for Ateeco

Ateeco (Mrs. T's Pierogies) optimizes trade spend programs

Vistex Solutions for SAP improve insight with real-time
visibility into program performance



Highlights



75% Reduction in aged receivables



10% Average increase in incremental sales per event



3% Rise in gross profit over operating plan in 1st year

“We now have more timely, accurate, and available information, so we can make better decisions.”

Timothy Coyle

Director of Information Systems, Ateeco



Overview

Lacking real-time visibility into the performance of its promotional spend programs, **Mrs. T's Pierogies** was unable to properly gauge their effectiveness. The company was also leaking revenue due to inaccurately recorded billback accruals and errors in claims processing.

Managing a complex web of trade spend program data with time-consuming, error-prone manual processes was undermining the company's ability to drive revenue and

eliminate overpayment of claims. And an inflexible legacy system, incapable of effectively supporting marketing initiatives, was most definitely not helping.

Mrs. T's Pierogies needed a trade spend management solution that would provide accurate, timely and measurable data, eliminate revenue leakage, and enable the company to get the most out of its promotional programs.



Solution

Mrs. T's Pierogies selected SAP margin optimization solutions by Vistex, implementing a robust and scalable trade spend management application that provides full visibility into the company's promotional programs and permits easy measurement of their effectiveness.

Mrs. T's Pierogies uses SAP margin optimization solutions by Vistex to plan promotion spending based on accurate historical data, making it better attuned to promotion frequencies, seasonal volume spikes, and dips. Meanwhile, automation of the company's processes has allowed them to regain control over their data and reduce the high cost of inefficient, labor-intensive administration.



Results

SAP margin optimization solutions by Vistex is helping Mrs. T's Pierogies improve decision-making through comparative analysis (actual vs. plan), paving the way for better forecasting and fund management. The claims management process has reduced administrative costs and allowed Mrs. T's Pierogies to capture revenue which was leaking away under the old system. The company has also slashed egregious overspends with real-time outlooks (previously overstated by 20%), reduced the time needed to clear undetermined deductions by 50%, and significantly

decreased the time it took field salespeople to track down and process paperwork.

Mrs. T's Pierogies now enjoys streamlined promotion planning which is business- and performance-driven. Equally important, SAP margin optimization solutions by Vistex have reduced the duplications, errors, and inaccuracies that came with manual processes, allowing the company to improve its bottom-line by recovering significant income which had gone unclaimed under the legacy system.



Headquarters: Shenandoah, PA

Industry: Consumer Products

Products: Food products for retail, consumer,
and foodservice channels

Employees: 200+

Solutions implemented:

SAP margin optimization solutions by Vistex

– SAP Paybacks & Chargebacks by Vistex

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About Ateeco Inc. (Mrs. T's Pierogies)

Inspired by Mary Twardzik's recipe for traditional stewed Polish dumplings, Mrs. T's Pierogies was founded by her son Ted in 1952. The family-owned business has grown into a nationwide operation, turning out more than 13 million pierogies each week in 14 different varieties for distribution through retail, consumer, and food service channels.