How Do You Pair the Perfect Wine with the Right Campaign and Deal Management for Distributors?

Bringing the very best of Italian wine to customers around the world for more than 150 years

Wines, aperitifs, and vermouth from Gancia & C. SpA are a favorite of discerning palates all over the world. This is, in part, because the company stays loyal to its origins and traditions. But to run a modern business, Gancia must also **continue to innovate and renew itself**. So when manual deal management processes were leading to errors that resulted in overpayments, and fragmented rebate management was reducing compliance and making it hard to analyze profits, Gancia needed a better way. It needed a digital solution for creating, managing, and tracking campaigns for customers and partners.

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With a digitalized incentive program, Gancia shows distributor appreciation by streamlining bonuses and rebates.

Since deploying the SAP® Incentive Administration application by Vistex and the pricing option for the SAP Data Maintenance application for ERP by Vistex, Gancia is expecting to see the following benefits:

- 80% reduction in campaign revenue loss caused by manual processes and errors by automating the management of distributor bonuses and promotions
- 40% reduction in total effort required for handling contracts, allowing employees to more effectively use their time and focus on profit-generating activities
- 20% savings on IT costs by implementing a solution that is optimized and embedded in the SAP ERP application, helping avoid the creation and maintenance of custom programs

"At Gancia, our focus is wine. We don't have time to manually manage our incentive programs. With SAP Incentive Administration and SAP Data Maintenance, it is all handled automatically – and the data is right every time. That's good for us and for our customers."

Rocco Mucci, Customer Service Manager, Gancia & C. SpA

Gancia & C. SpA
Asti, Italy
www.gancia.it

Industry
Consumer products

Revenue
€60 million

Featured Solutions and Services
SAP Incentive Administration application by Vistex and SAP Data Maintenance application for ERP by Vistex, pricing option

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