



LAVAZZA: Brewing Up Fresh Savings with Real-Time Insight into Promotions Planning and Execution

Passion has been the driving force at LUIGI LAVAZZA S.p.A. since 1895 and upheld by employees for generations – passion for the work, the product, and the places where it operates. The world-renowned coffee roaster operates in more than 140 countries, encompassing a vast retail partner network that Lavazza is also passionate about supporting in better, more innovative ways.

That support is captured in Lavazza's ongoing digital transformation journey, envisioned to bring its people, partners, and processes together in a single fully integrated ERP solution. Lavazza wanted to leverage that integration to **improve the planning, performance, and effectiveness of the promotion campaigns** with retailers. It wanted to make manual, disconnected promotions workflows fully integrated and enriched with real-time data and insight from across the enterprise.

THE BEST RUN



Maximizing Effectiveness of Promotions and Trade Spend with SAP® Promotions and Agreements by Vistex



Before: Challenges and Opportunities

- Eliminate unnecessary spend on ineffective sales promotions
- Anticipate the effectiveness of promotions before they launch and measure their success after
- Align workflows and share data between disconnected sales promotion and agreement processes
- Leverage enterprise data and insight including financials from its SAP® ERP application

Why SAP

- Single solution to manage and control all contracts, promotions, and relevant roles with the SAP Promotions and Agreements application by Vistex
- Accurate promotion simulations and real-time performance monitoring during execution
- Integration with SAP ERP for detailed P&L spend analysis by customer, agreement, SKU, and more
- Promotion optimization using past performance data and insight to continuously improve planning processes

After: Value-Driven Results

- Sales team able to effectively execute and monitor all kinds of promotions and rebates in real time
- Stronger retail partner relationships with more informed negotiations driven by strategic insights
- Process automation across planning, calculation, and settlement workflows, lowering ownership costs
- Promotions tightly controlled by core planning and budget processes to avoid over and under spend
- Elimination of promotions with poor ROI during the planning stage to reduce promotion spend

“Integrating our agreements and promotions – as well as data in SAP ERP – with a single solution allows us to **precisely and accurately simulate the P&L of any promotion** in advance and avoid ineffective campaigns and spending.”

Spanò Gabriele, IT Sales and Marketing Demand Manager, LUIGI LAVAZZA S.p.A.

3%

Estimated reduction in promotion spend

Top-line

Improvement in promotions volume and revenue

LUIGI LAVAZZA S.p.A.
Torino, Italy
www.lavazza.com

Industry
Consumer products

Products and Services
Coffee blends and products including machines and capsules

Employees
>4,000

Revenue
€2 billion

Featured Solution
SAP Promotions and Agreements by Vistex

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