

Vulki
by Akeron

Nital

A single solution to achieve
all-round management of **trade
spend and sales force incentives!**

Nital chooses **Akeron Vulki** for the digital transformation
of key business and financial processes

 **Akeron**



COMPANY PROFILE

Nital S.p.A. was founded in 1991 as the sole distributor of Nikon cameras for the Italian market. It is headquartered in the industrial and hi-tech hub of Moncalieri, a stone's throw from Turin.

Since then, the company has expanded into new markets, product categories and targets, and today it manages more than 20 premium international brands.

The corporate mission is, still today, to import knowledge, technology, lifestyle, innovation, new trends, to interpret them and offer them to the market, perhaps before anyone else.

In this way, popular brands such as IRobot, Nikon, Sonos, and Hinnovation enter Italian homes and companies every day via a widespread omnichannel distribution network that Nital is proud to offer its customers.

www.nital.it

SECTOR

Distribution of hi-tech products

EXECUTIVE SUMMARY

Nital, in pursuit of a commercial and financial management that is truly in step with the growing challenges imposed by the market, implements an effective digital transformation based on the Akeron Vulki platform.

This choice translates into important benefits to comprehensively manage trade agreements and promotions as well as commissions and bonuses paid to the sales force:



-80% of the time needed to calculate and manage trade agreements, promotions and sales incentives



Calculation of effective margin for each individual business line



Automatic calculation of agents' commissions after discounts and contributions granted to customers

THE CHALLENGE

Since its early years, Nital has managed the omnichannel distribution of prestigious brands in the hi-tech panorama throughout the Italian market.

From the start, pursuing efficiency and effectiveness in commercial, logistic and financial processes has been a key objective to be held in total control.

Over the years, the company has found itself confronted to growing complexity in all the main business divisions as a direct consequence of the success it has achieved on the market and the consequent increase in the number of brands in its portfolio.

In particular, the need to improve the management of trade agreements and promotions with both suppliers and customers has become the number one priority, also as the result of the growing relevance these cost items had on the company's overall margins.

This first need has been followed by a second and closely linked one: to efficiently manage commissions and bonuses paid to the sales force, in order to continue to support the company's sales performance in the best possible way. The numbers at stake required a dedicated solution to manage these critical and complex processes:

1200+

Customers

3400+

Average annual agreements

16+

Distribution channels managed

“... hand in hand with the growing portfolio of products distributed by Nital, the need to provide the company with a sustainable system for managing commercial terms and for calculating commissions to the sales force has also grown over the years. The fragmentation of existing operational tools and their limits, combined with the poor ability to analyse sales margins, have forced us to undertake a digital transformation process that can no longer be postponed...”

Alan Girard
IT Manager, Nital S.p.A.

GOALS

Implement an integrated system to manage all the main trade spend items and variable compensations of the sales force, through a solution that eliminates existing errors, redundancies and inefficiencies.

SOLUTION

Akeron Vulki software has been chosen to tackle these important needs in a fast and efficient manner. This platform provides all-round trade spend management, and so the ‘safety’ of the second most important cost item in the company’s income statement is guaranteed from the start. More specifically, an important differentiating feature of Akeron software was the possibility of using the same functions to manage trade terms and promotions with the company’s customers as well as suppliers. This potential, for a company that makes distribution as its core business, means being able to efficiently and analytically monitor the effective trade margin of each product in the portfolio. Alongside this, an equally important role was played by a module in the platform that is specifically dedicated to managing commissions and bonuses for the sales force. In fact, since Nital has to manage its own network of agents that operates on a substantial volume of customers, calculating commissions on sales after discounts and contributions granted to customers could no longer be subject to the limits imposed by the ERP and by a myriad of spreadsheets.

RESULTS & FUTURE PLANS

Through implementing Akeron Vulki application modules in a gradual and sensible manner, today Nital has solved all the main critical issues present at the outset.

In particular, the automation achieved on the commercial and financial processes involved has translated into significant savings in time and resources (otherwise used in costly manual operations).

This has also generated a real appreciation on the part of its customers, as a consequence of the improved management skills and the faster way in which individual contractual accruals are settled. At the same time, the company has managed to significantly enhance its decision support systems, while reaching a new level of detail for analysing the sales margins of each product.

This was achieved thanks to the ability to assign individual promotional and commission costs to each invoiced item. In the light of the important improvements achieved in the system to manage sales force incentives, the company subsequently decided to assess extending the system to the variable compensations of other corporate departments and positions as well.

Finally, the results already achieved are paving the way for a substantial improvement in the capacity to define accurate and timely budgets and forecasts, greatly to the benefit of a truly profitable growth for the years to come.

“...aided by Akeron Vulki, now we can plan, manage and fully control the costs associated with promotions, trade terms and agents’ commissions. Furthermore, we manage to monitor profits deriving from each commercial action undertaken automatically and to the most detailed level...”

Massimo Margiotta
Chief Financial Officer Nital S.p.a.

VulXi

by Akeron



EBOOK

Where to start?

**DISCOVER VULKI AND DRIVE PERFORMANCE WITH
THE REVENUE EXCELLENCE PLATFORM**

Composable platform to motivate and sell better.

[FIND OUT MORE](#)

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