

Optimising **trade promotion**
management: the success
of **Bolton Group**

How Bolton has cut down times
and costs of trade promotion management



BOLTON
GROUP

COMPANY PROFILE

Bolton Group manufactures and markets a wide range of high quality fast-moving consumer goods in 146 countries.

The Group holds a portfolio of prestigious brands, including over 50 Food, Home Care, Adhesives, Personal Care, and Beauty Care product lines distributed in large-scale retailers, perfumeries, pharmacies, and DIY stores.

Over 11,000 employees work in the Group worldwide and are constantly focused on delivering high quality products that meet the ever-increasing needs of today's consumers.

Thanks to this commitment, 100 million households in 146 countries enjoy Bolton's high quality products.

www.boltongroup.net

SECTOR

Fast-moving consumer goods

KEY FIGURES 2019

- 50 Brands
- 11,000 Employees
- 59 Offices
- 146 Countries
- 15 Plants
- 7 Vessels



EXECUTIVE SUMMARY

Like many CPG companies, Bolton Group has relied on Akeron Vulki for monitoring and managing its trade promotion budget.

Within a short period of time, Akeron's software has made it possible to improve strategic control and obtain significant benefits:

-50%

Time to enter a **new contract**

-20%

Administrative and activity management **costs**

THE CHALLENGE

All Bolton Group divisions shared the need to improve the management of trade promotion contracts and agreements with their many distribution channels in the Italian market.

In fact, Bolton Food, Bolton Home & Personal Care, Bolton Beauty Care, Bolton Adhesives noticed how the considerable economic value derived from trade promotion required improving the management of the promotion process itself.

The local divisions of Bolton Food and Bolton Home & Personal Care also reached the same conclusions after assessing the French market.

Although all the companies involved showed this common need, each of them managed the processes applied up to that moment in their very own special way.

The parameters involved required a specific solution for managing complex critical processes:

7

Legal Entities
involved

2600+

Average annual
agreements

20+

Distribution channels
managed

100+

Users

“...The volume of contracts and trade promotion contributions had gained such importance that a comprehensive and standardised solution was absolutely needed. Numerous resources, from different offices and business units, were exclusively dedicated to data entering among many heterogeneous systems, long checks and manual processes.”

GOALS

To put in place a solution that guarantees the autonomy and peculiarities of each business unit with the ultimate goal to control the discounts and contributions of Trade Spending and to manage all contractual, accounting and tax obligations.

SOLUTIONS

Akeron Vulki was evaluated by the Bolton group as the best solution, and also the most flexible one, to cover in full the needs of the group.

- From a pure ‘solution point of view’, Akeron has been evaluated as the best tool to collect and monitor contractual elements, and to calculate accruals and their accounting management within an organised workflow across the different business areas involved.
- From a commercial point of view, Bolton group appreciated the flexibility of the system in terms of adding and calculating each individual bonus clause, guaranteeing a complete ‘peace of mind’ in managing all the cases covered by the agreements on the different distribution channels involved.
- Last but not least, Akeron Vulki was supporting the approach to strategically empower the sales force to achieve the objectives assigned and strongly improving the data entry process thanks to a special Akeron Vulki module for adding, monitoring and approving promotions

RESULTS & FUTURE PLANS

To date all the Group’s divisions in the Italian market as well as some of the business units in the French market have implemented Akeron Vulki for managing trade promotions.

Each business unit has a dedicated environment at its disposal to manage the whole trade promotion process of its product lines in a fully independent manner. Furthermore, within each environment, the activities of all intermediation channels are registered, thus an holistic view of their own trade spending strategies is obtained.

Thanks to the success of the companies that have used it to date, Akeron Vulki will be progressively extended to many other business units of the Group as part of a broader project to implement SAP’s S/4HANA as their ERP.

Each of these business units will therefore be able to use the distinctive features of Akeron Vulki to manage and optimise trade promotions in their target markets.

"...Today, thanks to Akeron Vulki, we have full control over all trade promotions initiated by our different business units, in all the distribution channels. Over time, a true partnership with Akeron has been created thanks to a reliable and innovative software that meets the needs of our group worldwide..."

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](#)

 **Akeron**