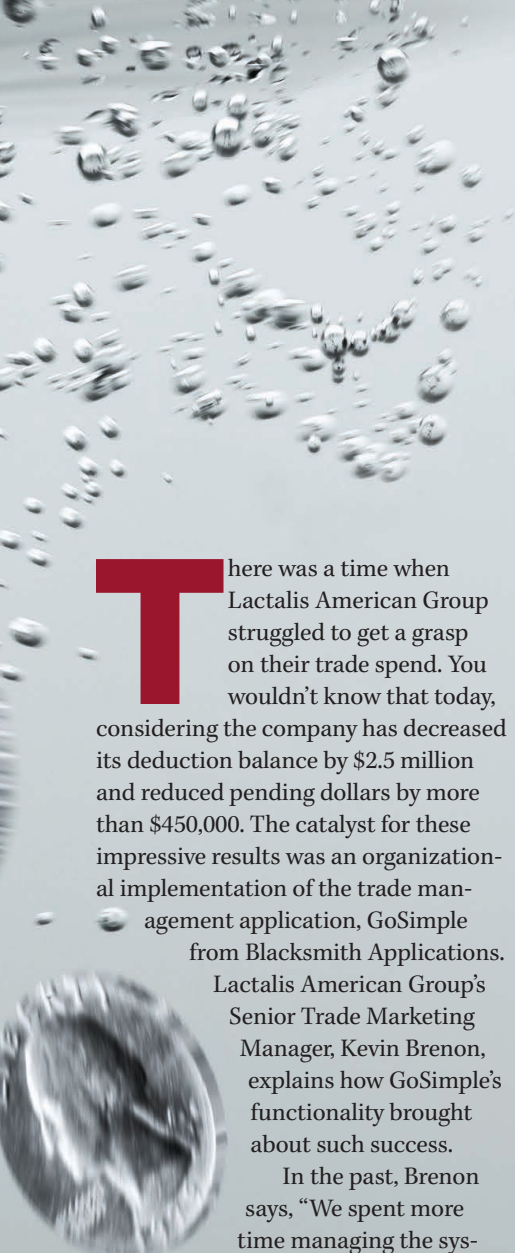# WHIRLWIND YEAR BRINGS ROI

How Lactalis American Group stopped managing their software system and started managing their spend.

by Caitlin Orosz

There was a time when Lactalis American Group struggled to get a grasp on their trade spend. You wouldn't know that today, considering the company has decreased its deduction balance by $2.5 million and reduced pending dollars by more than $450,000. The catalyst for these impressive results was an organizational implementation of the trade management application, GoSimple from Blacksmith Applications. Lactalis American Group's Senior Trade Marketing Manager, Kevin Brenon, explains how GoSimple's functionality brought about such success.

In the past, Brenon says, "We spent more time managing the system and not enough time managing our trade spending." But, GoSimple's intuitive tool, "provides us with the visibility and reporting needed to properly evaluate our trade investments."

And that visibility has paid off. While Lactalis can point to many trade management successes since going live on their new TPM application, Brenon believes the biggest victory is the reduction of the open deduction balance which he proclaims, "has been reduced by 65 percent from its highest balance."

As for functionality, Lactalis raves about the stacked spending report, which "allows us to see where all of our monies are going (local programs, corporate programs, buy groups, re-distributors, etc.). This is functionality that was always promised to us in our old system but was never delivered. GoSimple promised and delivered!"

Stacked reporting allows a contract creator to see all deals for a given customer in one report, and has drill down capabilities to see details. This ensures the contract creator is not overpaying rebates to a given customer.

Today, Lactalis can accurately trace every promotional dollar. "We have the ability to truly evaluate opportunities to determine if they make fiscal sense. We also have a greater ability to identify instances where Lactalis is owed monies by our customers. In the past we lost quite a bit by forfeiting the funds. Our company did not have the proper tools and reporting to substantiate collection activities. Now, with GoSimple, we do," adds Brenon.

As Lactalis evolves their trade management processes, they're confident GoSimple will support their needs. It's a true business partnership, where the two teams work side-by-side. "Our users are much happier with the simplicity of the tool and we, at the corporate office, are extremely satisfied with the results we have seen since going live. GoSimple has been fantastic as it relates to providing us with system upgrades, reporting requirements, and more," affirms Brenon.

He adds that GoSimple simplifies what can be a complex function of foodservice, making it much easier to manage. For those considering a switch to next-generation TPM, Brenon holds out GoSimple as the obvious choice. "You'll see results quickly." 🔥

LACTALIS

LACTALIS AMERICAN GROUP is the North American division of the world's largest dairy corporation, which collectively includes some of North America's most popular cheese brands: Président, Sorrento, Precious, rondelé, and Galbani.

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THE WINS

• Open deduction balance is down significantly, from a high of $3.8M with the old TPM system, to now, $1.3M

• Pending count reduced from 665 to 108 since January 2018

• Pending dollars reduced to $63k from $560k within a year

• Processing claims now averages 48 hours compared to many days or weeks under the prior system

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> ❝ GOSIMPLE HAS BEEN FANTASTIC AS IT RELATES TO PROVIDING US WITH SYSTEM UPGRADES, REPORTING REQUIREMENTS, AND MORE."

—KEVIN BRENON, SENIOR TRADE MARKETING MANAGER / LACTALIS AMERICAN GROUP