

# Collaborative Rebate Management and Reporting Automation



**CUSTOMER** Keells (John Keells Holdings PLC)  
**SEGMENT** Supermarket  
**PRODUCT** Supplier Collaboration Platform



## CHALLENGES

Managing rebates, a form of funding to retailers by vendors to promote their products in retailers' aisle, and calculating its impact on sales and category profitability demanded substantial manual intervention and was prone to errors. Keells encountered the following challenges in this regard:

- Maintaining the rebate monitoring template consumed considerable time and effort due to scattered information across various documents.
- Generating vendor-specific reports proved arduous, necessitating multiple data retrievals and filtering processes.
- Analyzing the impact of rebates on sales & category profitability entailed extensive data scrutiny and was susceptible to calculation errors.

These challenges were faced by the MIS executive who is responsible for rebate monitoring and reporting.



## SOLUTION

Keells Super implemented Keells Advance Network Exchange (KANE), a robust web-based supplier-retailer collaboration platform based on Algomony's Supplier Collaboration Platform, for streamlining supplier processes and boosting time-to-insight.

Role	Before	After
<b>MIS Executive</b>	<ol style="list-style-type: none"><li>1. Receives rebate data from category managers in Rebate Data Gathering Template</li><li>2. Updates rebate monitoring template with new feeds from category managers</li><li>3. Extracts data from SAP/Intranet</li><li>4. Calculates the impact of rebate on sales by analyzing multiple sources of data and shares with category manager</li><li>5. Monitor rebates manually and communicate the same with category managers on a monthly basis</li></ol>	<ol style="list-style-type: none"><li>1. Receives rebate data from category manager on KANE portal</li><li>2. Collaboratively updates rebates on KANE portal with help from category manager</li><li>3. Directly runs rebate impact report on KANE portal wherein data is automatically fetched from SAP and sales impact is automatically calculated for rebates. Shares the same with Category manager</li><li>4. Directly runs Rebate Monitoring report on KANE portal to generate monthly reports. Shares the same with category manager</li></ol>



# BENEFITS



Increased productivity by 30% through the elimination of monthly repetitive report generation for each vendor



Achieved 100% data and report accuracy by automating calculations across all rebates and vendors



“Our rebate management process has been transformed with the introduction of the KANE portal. We now receive data directly from category managers, collaborate on updates, and generate reports effortlessly. By automating calculations and streamlining workflows, we’ve increased accuracy and efficiency, allowing us to focus on strategic initiatives.”

**Shajila Weerasekara**

Assistant Manager

**Category Management**