

VIETRI Delivers Smart Sales Team Reporting With SXP

VIETRI
IRRESISTIBLY ITALIAN



About VIETRI

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Lee Gravely cut a photo of the Amalfi Coast out of a National Geographic magazine and held onto it for 15 years. In 1983, that dream Italy vacation became a reality for Lee and her daughters Susan and Frances.

One of their first stops was lunch at the Il San Pietro Hotel in Positano, where the women were captivated by the colorful, handcrafted dinnerware. The next day, the trio met the artisans at their factory in Vietri sul Mare, a village in the province of Salerno.

Lee, Susan, and Frances watched the artisans paint, glaze, and fire tableware pieces by hand in a building with flowering vines covering the ceiling. The Gravelys returned home with an assortment of pieces in eclectic patterns—and a dream to share the treasures with as many people as possible.

They also brought back a love for Italy's culture and slower pace of living, with people lingering over meals and talking into the night. The Gravelys' focus became inspiring the simple act of sharing a meal with family and friends.

Since that serendipitous trip over 40 years ago, VIETRI has become the largest US importer of handcrafted Italian dinnerware, glassware, flatware, and décor for the home and garden.



The company collaborates with family-owned Italian factories and artisans to create its vibrant collections. Nothing is mass-manufactured; each unique piece is painstakingly painted, glazed, and finished by hand.

With the tagline “Irresistibly Italian,” VIETRI’s pieces remind us to savor each other’s company and hold sacred the time spent gathered around a table.

Building a Technology Foundation With Cloud ERP

With distribution operations in North Carolina, VIETRI's wholesale business includes supplying independent retailers, boutiques, and specialty stores across the US. The company also sells directly to consumers via vietri.com.

In 2011, VIETRI established its technology foundation with SAP Business One, a modern, intelligent cloud ERP solution designed for small and midsize businesses.

Jody Davis, VIETRI's vice president of customer service and technology, has been with the company for 21 years and was heavily involved in the SAP Business One project. Shortly after implementation, she noted, ***"SAP Business One on AWS streamlined our processes and helped us become one of the fastest shippers in the industry."***

Inviting a Trusted Partner to the Table

When VIETRI switched its support to SAP Premier Partner Vision33, it forged a trusted, long-term partnership.

Saltbox Integration Platform, Vision33's exclusive cloud-based integration solution, powers the critical connection between VIETRI's Shopify eCommerce site and SAP Business One.



"We heavily use Saltbox and love the product to pieces," Jody says. "A colleague has learned Saltbox quite well and has created automations for pulling in deliveries, creating invoices, and a batch invoice process."

Saltbox is one of several solutions Vision33's integration and automation experts have developed to transform SAP Business One into a well-rounded ERP powerhouse. Saltbox Experience Platform (SXP) Employee Edition, the latest addition to VIETRI's tech stack, has become an invaluable tool for VIETRI's salespeople.



Empowering VIETRI's Sales Team With Critical Reporting

With a native SAP Business One integration, SXP Employee Edition is a browser-based portal solution that turns data into “aha” moments. It delivers interactive access to ERP data for VIETRI's contract-based salespeople who don't have direct access to SAP Business One.

“SXP is immensely important to our sales team because we use all the reporting capabilities,” Jody explains.

A dashboard with customized widgets displays salespeople's regions highlighted with sales revenue, dollar by collection YTD, and ship dollar by collection so salespeople can understand what their highest-selling products are. They also see a report showing recent sales orders.

Other available reports are active and inactive customers, open order summary, order status summary, orders by promotion, inventory status, open order by item, back orders, last order date by customer, ship sales by customer, and ship sales by collection and customer.

“The list goes on,” Jody says. ***“I've created a lot of these reports based on feedback from the salespeople and what they'd like to see. I can go into SXP, create the query, and add it to the menu.”***



VIETRI's SXP portal also includes a separate section of accounting reports with invoices and credit memos for customers. There are more reports for overdue invoices, account balances, and invoices paid to date. There's even a static link that opens a tab with a flippable version of VIETRI's current catalog.

"The value of these reports is huge," Jody says. "Without SXP Employee Edition, we'd have to hire a ton more people to somehow get the reports to the salespeople. We're fully using SXP to present each salesperson's business."

With SXP, VIETRI has also reduced licensing and training costs for more than 30 users. Mobile-friendly and accessible via any standard web browser, SXP Employee Edition empowers teams to access and work with SAP Business One data from anywhere, on any device.

"We've really just scratched the surface with SXP," Jody says. "We're giving the salespeople all the information they need in report form, but there's more we can do, like creating little widgets or KPIs or having more dashboards and visuals. But it's working really well. We couldn't live without it."



Curating Relationships and Collections

VIETRI has formed a diverse ecosystem of business partners to keep operations running smoothly. Jody stresses the importance of trusted relationships and working with the right people.

"I've been working with our Vision33 customer relationship manager for years," she says. "When my family took a vacation to Florida, we met up with him and his mom for dinner. Relationships are very important to VIETRI as a company. That's why people trust doing business with us—because we've formed so many amazing relationships. With Vision33, we've always felt supported. They respect us, they care about our business, and they want to see us succeed."



The vibrant pieces Lee, Susan, and Frances Gravelly brought home from the Amalfi Coast in 1983 became known as Campagna, VIETRI's flagship dinnerware to this day. The company's journey evolved from that collection into a full lifestyle brand. New collections are regularly introduced, delighting customers with "irresistibly Italian" treasures to call their own.

VIETRI wants customers to curate their collections with the pieces they love the most, while mixing and matching favorites to create a personal style. But most of all, the company hopes its products are part of family and friends cherishing moments that bring joy to their lives.





Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 400 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether it's a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox and Lumiya.

For more information about Vision33, visit vision33.com.

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