



CASE STUDY:

HIMALAYA WELLNESS MAXIMIZES PROFITABILITY WITH AUTOMATED DEDUCTIONS MANAGEMENT



OBJECTIVE

Leading healthcare and wellness company Himalaya Wellness was looking for help optimizing its deductions management process and protecting profitability.



SOLUTION

With DeductionsLink™, Inmar helped Himalaya Wellness quickly and efficiently reconcile past deductions — ingesting data from 50+ different portals, emails, and formats and automating deductions codification for their top five retailers.

And for deductions that needed the expertise of an AR analyst, DeductionsLink features standardized workflows for smooth, transparent communication with stakeholders — saving AR analysts time so they can focus on more strategic work.

With all outstanding deductions either approved or disputed and cash recovery on the way, the Himalaya Wellness team was able to focus on high-level analysis — leveraging DeductionsLink's in-depth analysis of actual spend on trade promotion by customer, UPC, or end retailer.



RESULTS:

- 100% of deductions approved or disputed by month-end
- \$80K in invalid deductions identified
- 90% reduction of manual effort in extracting deductions backup documents
- 10% increase in sales time by automating coding and approval workflows

“Profitability and financials are more accurate thanks to timely and accurate processing of deductions” — Director of Sales, Himalaya Wellness

Get started today, email solutions@inmar.com