



Case Study: Transforming EDI with Clean, Validated Data

Background:

In the world of wholesale distribution, Electronic Data Interchange (EDI) is critical for speeding up transactions between manufacturers, distributors, and rep agents. But when the data entering ERP systems is flawed, those errors are transmitted instantly creating bottlenecks, disputes, and revenue leakage. Celerity saw this challenge as an opportunity to transform how Special Pricing Agreements (SPAs) are managed.

The Challenge:

A major electrical distributor faced constant setbacks with SPA claim rejections. The root cause? Inaccurate or incomplete data entering their EDI system from manufacturers. Each error led to days, sometimes weeks, of back-and-forth corrections, delayed revenue recognition, and damaged relationships with channel partners.

Traditional EDI processes pushed data faster, but they didn't pre-validate before hitting the Distributor ERP system. Spreadsheets and PDF's created delays and errors in data accuracy. This meant bad data moved at lightning speed—amplifying problems across the supply chain. The distributor knew they needed more than just automation; they needed accuracy.

The Solution: Celerity's Clean Data Validation:

Celerity's platform was introduced to validate manufacturer SPAs before they were sent through to the Distributors ERP. Unlike traditional methods that simply push data, Celerity reviews and validates each SPA against the manufacturer's specific rules—catching errors before they reach the distributor.

Key capabilities included:

- Pre-Validation of Pricing Rules – Ensuring each SPA meets manufacturer requirements before publishing.
- Data Cleansing – Identifying discrepancies and correcting them in real-time.
- Automated Workflows – Reducing human intervention and manual corrections.

The Results:**After implementing Celerity:**

- 99.5% reduction in claim rejections due to pre-validation.
- Increased trust and transparency between manufacturers and distributors.
- Consistent claim processing reducing manual intervention
- Value added through more productive work

Conclusion:

For this major electrical distributor and manufacturer, Celerity transformed SPA and Price Sheet ingestion from a bottleneck into a strategic advantage. By validating SPAs before they enter the system, Celerity not only accelerated processing times but ensured that data flowed cleanly and accurately saving time, reducing disputes, and protecting margins.

As the wholesale distribution industry continues to move faster, Celerity ensures that speed doesn't come at the cost of accuracy.