



Case Study: Manufacturer SPA Reconciliation Platform

Background:

Celerity Enterprises transforms manufacturer operations by automating Special Pricing Agreement (SPA) reconciliation. For one manufacturer, this has resulted in up to **2.5 hours of daily time savings per claims manager**, successful rebate turnaround times, and a marked improvement in data accuracy and visibility. Celerity's platform enables a shift from reactive, manual workflows to proactive, data-driven decision-making—elevating both internal efficiency and customer satisfaction.

Introduction:

For decades, this manufacturer has built its reputation on quality and reliability. Yet in 2024, legacy rebate processes remain largely unchanged. Wendy, a ship-debit claims account manager with 25+ years at the company, still processes hundreds of emails and spreadsheets manually each day. Despite her experience, she faces increasing pressure to improve accuracy and respond faster to distributor needs. The current rebate system is not only inefficient—it's a barrier to modern customer service and operational growth.

Industry Challenges:

This manufacturer's challenges are not unique. SPA management across hundreds of distributors is time-consuming, error-prone, and resource-intensive. Key issues include:

- Fragmented claim processing- EDI, Manual, or portal uploads from hundreds of different distributors.
- High risk of submission errors due to complex pricing rules
- Delayed customer response times caused by email-based workflows
- Lack of scalable training due to non-standardized processes

Distributors often experience long delays and limited visibility into claim status—damaging trust and increasing operational drag.

The Celerity Solution:

Celerity Enterprises is purpose-built to solve these issues. By embedding intelligence and automation into the SPA rebate lifecycle, Celerity eliminates manual bottlenecks and enforces SPA logic at the source. With **No RIP and REPLACE** requirements.

Key improvements include:

- Automated claim validation: Celerity checks each POS data against manufacturer-defined rules before submitting the claim, reducing errors by 99.5%.
- Time savings: Celerity saves up to 2.5 hours daily per claims manager by automating manual tasks.
- Accuracy: Achieves 99.5% first pass claim accuracy, significantly reducing rework.
- Data transparency: Celerity captures and analyzes exception data, enabling continuous process refinement.
- Streamlined communication: communicate directly with your customer, rep agent in one single to use platform.

Results & Benefits:

Operational Efficiency:

- Cuts SPA claim errors by 99.5%
- Saves 12–15 hours per week per employee
- Enables rapid onboarding of distributors without increasing headcount
- Provides consistent 844 submission if Manufacture is EDI capable
- Provides consistent formatting if Manufacture is not EDI capable

Customer Experience:

- Accurate claims
- Fewer disputes and clearer status visibility
- Stronger distributor relationships driven by trust and predictability

Financial Impact:

- More accurate pricing reduces revenue leakage
- Minimizes disputes for accurate accounting and accrual for all parties
- Labor cost savings through automation
- Real-time data supports smarter pricing and rebate strategies

Scalability:

As the manufacturer onboards more distributors, Celerity's value compounds. Having one connection reduces workload, enhances data quality, and strengthens channel alignment.

Conclusion:

Celerity Enterprises delivers more than automation—it delivers transformation. For manufacturers, it means reclaiming time, improving accuracy, and strengthening customer trust. For the industry, it signals a move toward smarter, scalable SPA management. Celerity was built by industry, for industry—and the results speak for themselves.