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Business Case: Achieving ROI Within 3 Months Through SPA Automation and Data Integrity

Overview:

In the complex landscape of wholesale distribution, the management of Special Pricing Agreements (SPAs) has long been a labor-intensive, error-prone process that hampers operational agility and obscures true margin performance. Celerity Enterprises addresses these challenges head-on by transforming SPA workflows for both manufacturers and distributors—unlocking measurable ROI in under 90 days.

Challenge: Manual Systems Erode Efficiency and Forecasting

For both a leading manufacturer and a mid-sized distributor, the root of operational drag was the same: fragmented, manual systems dependent on spreadsheets, emails, and error-prone EDI feeds. These processes consumed hours each day, led to frequent disputes, delayed revenue recognition, and introduced noise into forecasting and financial planning.

Distributors struggled with inaccurate category codes, pricing mismatches, and disjointed data from 40+ manufacturer systems. Manufacturers faced rework from thousands of misaligned rebate claims and lacked a scalable path to meet growing partner demand.

Solution: Celerity's SPA Reconciliation Platform

Celerity implemented an intelligent, pre-validated SPA system across both organizations that cleanses, standardizes, and automates every step of the rebate lifecycle. The result: rapid time savings, near-perfect data integrity, and a foundation for trust and accurate forecasting.

Key capabilities included:

- **Automated Pre-Validation:** 99.5% reduction in claim errors and near-elimination of rejected claims.
- **Time Efficiency:** Up to 3.5 hours saved per day per claims analyst.
- **Data Transparency:** 100% visibility into error types and pricing accuracy across SPA submissions.
- **Process Simplification:** Seamless integration ensuring consistent flow.
- **Insightful Forecasting:** Reliable, structured data improving pricing and rebate modeling.

Results Within 90 Days

Manufacturer Outcomes:

- 15 hours reclaimed weekly per employee
- 99.5% first-pass accuracy on SPA claims
- Elimination of rework loops and claim disputes
- Unified view into claim health, allowing for improved margin analytics

Distributor Outcomes:

- 100% claim alignment across 1,400+ lines in just 30 days
- Real-time correction of pricing, location, and product data
- Precise mapping of claims to contracts, improving rebate accuracy
- Strengthened forecasting through a trusted single source of truth

Strategic Impact:

Within a 3-month window, both organizations reported increased productivity, stronger partner relationships, and—most critically—a newly established confidence in the financial accuracy of SPA-related forecasting and reporting.

The ROI wasn't just in recovered margins—it was in future-ready operations. Celerity didn't just automate SPA processes; it rewired them for precision, scalability, and performance.