

# How Keurig Dr. Pepper Unlocked New Retail Partnerships & Reduced Invoice Errors by 62.5%

Acuity by Tactiq: The Key to Strategic Growth,  
Centralized Billing & Price Book Enforcement

## THE CHALLENGE

### Navigating Retailer Requirements Hindered Store Access

When KDP sought entry into Value Channel Retailers, it was met with resistance due to KDP's extensive network of independent distributors, each necessitating unique vendor numbers. KDP would only be welcomed if they could implement a centralized billing solution that provided a single vendor number.

### Price Book Discrepancies

Managing its network of independent distributors is no small feat. Program-specific details - including authorized products and retailer-specific negotiated rates - create a complex distribution ecosystem that can lead to the distribution of unauthorized products, invoicing errors and retailer-imposed fines for errors. Even minor discrepancies in pricing and product placement can accumulate, potentially resulting in annual losses amounting to millions.

## THE RESULT

After partnering with Acuity, KDP not only gained access to previously inaccessible retailers like Dollar General and Family Dollar but also broadened its footprint to include Big Lots and Dollar Tree, **placing KDP products in over 40,000 stores** across these four major retailers.

Additionally, because of Acuity's centralized billing and price book enforcement, which provides rigorous invoice validation against the distributor's delivery and price book, KDP was able to **reduce invoice errors by 62.5%**.

*“The real-time insights and control offered by Acuity have been game-changers, allowing us to manage our distribution network with an unprecedented level of clarity.”*

Vice President,  
National Beverage Manufacturer

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## THE SOLUTION

### Centralized Billing with a Single Vendor Number

Acuity allowed KDP to consolidate its wide array of products and distributors under a single vendor number for each retailer, with standardized EDI capability and insurance coverage, thus enabling KDP to meet the invoicing requirements of many large retailers, including Big Lots, Dollar General, Family Dollar, and Dollar Tree.

### Price Book Enforcement Down to the Penny

While many centralized billing systems offer EDI capabilities, they often lack a comprehensive service that ensures billing simplicity alongside pricing accuracy. Acuity stood out by offering KDP rigorous invoice validation against the distributor's delivery and price book, identifying discrepancies in real time.

Acuity leverages automation to manage intricate program details, catching and remedying errors down to the fourth decimal point, ensuring unmatched precision in every transaction. This approach prevents errors from accumulating and being discovered months later, allowing KDP to address pricing and product issues promptly.

### Added Benefits:

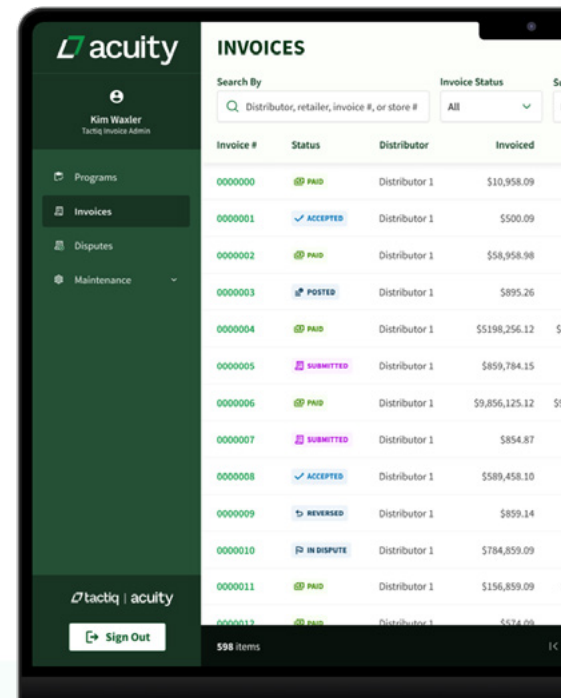
- **Time Savings for National Account Teams:** Reduced workload because Acuity automated invoice validation and tracked invoices through retailer payment
- **Preventative Maintenance with Retailers:** Proactive issue resolution and detailed reporting strengthen retailer relationships.
- **Elimination of Retailer Fines:** Direct cost savings and improved vendor-retailer dynamics by avoiding penalties.
- **Enhanced Control and Visibility:** Real-time data enables effective product distribution management, accurate financial monitoring, and informed decision-making.

### Conclusion

For those seeking streamlined billing, pinpoint pricing accuracy, and expansive retail access, KDP's journey with Acuity by Tactiq offers a clear blueprint.

*“Partnering with Acuity has transformed how we approach retail distribution, turning potential obstacles into opportunities for growth and efficiency.”*

Vice President,  
National Beverage Manufacturer



Invoice #	Status	Distributor	Invoiced
0000000	PAID	Distributor 1	\$10,958.09
0000001	ACCEPTED	Distributor 1	\$500.09
0000002	PAID	Distributor 1	\$58,958.98
0000003	POSTED	Distributor 1	\$895.26
0000004	PAID	Distributor 1	\$5198,256.12
0000005	SUBMITTED	Distributor 1	\$859,784.15
0000006	PAID	Distributor 1	\$9,856,125.12
0000007	SUBMITTED	Distributor 1	\$854.87
0000008	ACCEPTED	Distributor 1	\$589,458.10
0000009	REVERSED	Distributor 1	\$859.14
0000010	IN DISPUTE	Distributor 1	\$784,859.09
0000011	PAID	Distributor 1	\$156,859.09
0000012	PAID	Distributor 1	\$574.09

**Ready to  
Win Retail?**

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