



Molson Coors Taps into Vendavo for Streamlined Pricing Strategy



For more than 200 years, Molson Coors has been brewing the world's most iconic and beloved beer brands like Coors Light, Miller Lite, Molson Canadian, Blue Moon Belgian White, Leinenkugel's Summer Shandy, and many more. While the company's history is rooted in beer, today Molson Coors offers a modern beverage portfolio beyond beer including seltzers, whiskey, canned cocktails, energy drinks, and more.

To bring their products to drinkers around the country, Molson Coors partners with a nationwide network of distributor partners. The pricing execution team collaborates with their distributor partners and revenue management directors to operationalize Molson Coors' pricing strategy. Vendavo helps the team accurately and efficiently set, manage, and optimize their prices and related processes.

Challenge

Molson Coors operates a complex business that makes pricing equally complex. The pricing execution team balances the intricacies of various regions and distributor partners with large amounts of pricing data and new taxes and regulations.

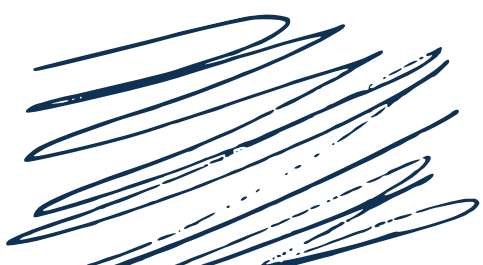
Scalability and adaptability is extremely important in any technology that Molson Coors invests in, because, although its known for its iconic beer brands, the company is always evolving and expanding its portfolio of beverages.

Molson Coors needed the right people, processes, and technology to standardize and modernize their pricing strategy.



"We need to make sure that we have the right people, processes, and technology to price timely and accurately. Vendavo provides a great foundation to help us serve our customers."

– Beth Weinrich, Sr. Manager of Pricing Execution





“Vendavo centralized, modernized, and standardized our pricing processes.”

– AJ Miller, Pricing Systems Sr. Analyst



Solution

Molson Coors implemented Vendavo to optimize their pricing strategy. The pricing execution team is in Vendavo every day setting and managing prices accurately and efficiently. Vendavo is configured to the Molson Coors model and all employees are trained to use the system to quickly make price changes based on market demands.

Vendavo has helped Molson Coors achieve consistency and efficiency in their pricing strategy. Now, they can quickly and accurately price new products and stay competitive in the market.

As a result, the pricing execution team has built a high level of trust within the organization and has become the go-to department for billing issues.

Overall, Vendavo has helped Molson Coors manage an incredibly complex pricing process and has saved pricers countless hours of work. Molson Coors is always working to stay in front of changing consumer preferences as they continue to expand into different beverage types.

Benefits

- Improved pricing accuracy and efficiency
- Increased agility in response to changing market demands
- Greater trust and credibility within the organization
- Greater visibility into pricing and data insights allowing for more informed, and data-driven decision-making capabilities
- Improved collaboration and communication with partner distributors resulting in stronger partnerships and better business outcomes
- Reduced risk of pricing errors and inconsistencies, leading to improved customer satisfaction and brand reputation
- Improved efficiency and productivity in the pricing process, resulting in cost savings and better allocation of resources



Our business has evolved over time. Our roots are in beer, but we've expanded our portfolio to include many other beverage types. Vendavo has the adaptability needed to evolve right alongside our business.”

– AJ Miller, Pricing Systems Sr. Analyst





About Vendavo

Vendavo partners with the world's leading companies to accelerate growth and profitability, advance innovation, and build more prosperous communities. Our powerful, cloud-based, AI-powered pricing, selling, and prescribing solutions empower global manufacturers and distributors like Ford, Dell, and Medtronic to manage, optimize, and digitize their end-to-end commercial processes. But we offer so much more than software. Our proven, repeatable process, and passionate, experienced people lower risk, accelerate value, and drive profitable, unrivaled business outcomes for our customers. We are passionate about helping our customers deliver the right products, at the right prices, at the right time, for the right people.

Vendavo is headquartered in Denver, with offices in Czech Republic, India, and Sweden.

For more information, please visit <http://www.vendavo.com>