



Albertsons Companies is one of the largest food and drug retailers in the United States with 2,260 stores across 35 states and operating under 20 banners that include Albertsons, Safeway and United Supermarkets. For the competitive food and drug retail market, innovation isn't optional. Albertsons has taken this to heart, focusing on optimizing everything from customer experience to cash management.

Albertsons' shared services team took an outside-in approach to optimizing supplier relationships and adding value back to their bottom line. Outcomes included the following:

- Flexible cash management became the key to surviving market volatility.
- EBITDA improvement measured the success of innovative programs rolled out.
- Supplier adoption of the new finance program strengthened business relationships.



**“The more tools we have at play that help us use cash in a more productive manner gives us the power to control and mitigate outside influences.”**

**Gregg Maxwell**

CPA Group Vice President, Albertsons Companies

## The Challenge

Albertsons had built an effective cash management strategy, but since the food and drug retail industry is continually evolving, the company's strategy had to adjust with the landscape. Albertsons' price competition remains fierce, especially as more online giants enter the food retail category. Consumer preferences and expectations continue to vary not just for products, but services and experiences. Also, the industry faces volatility from rising costs, disruptions, tariffs, policy changes and economic profiles of consumers. This volatility also impacts Albertsons' suppliers that are critical for on-time delivery of quality products.

Despite these industry challenges, stakeholders of this leading retailer knew they could expect growth with an evolved cash management strategy that included the following:

- **CONTROLLED CASH FLOW TO SUPPLIERS**  
Consistent cash flow to suppliers was required to accompany recent terms standardization efforts.
- **IMPROVED EBITDA**  
Improvement in this key metric demonstrated overall gains in the company's financial performance.
- **INCREASED FINANCIAL FLEXIBILITY**  
Flexibility was the key to combating unpredictable market volatility.

To meet these goals, Albertsons reviewed four ways to unlock the company's AP: supply chain finance, P-cards, sliding scale dynamic discounting, and C2FO's dynamic discounting.

## The Solution

Albertsons wanted to meet its challenges with the most risk-free, growth-based funding solution available. The company saw an opportunity to enhance its cash management strategy by leveraging accounts payable.

### C2FO's solution delivered in five areas:

1. Proven track record of supplier adoption, and all supplier support was provided by C2FO.
2. Ability to generate substantial returns to impact EBITDA metric.
3. Strong recommendations from peers, in addition to their existing supplier base.
4. Quick program launch, avoiding any internal process changes from any department.
5. Financial flexibility to manage against the volatility in the food and drug retail sector.

## The Outcome

Albertsons' marketplace through C2FO received overwhelmingly positive feedback from suppliers who valued affordable access to early payment and a clear view of their accounts receivable.

## The Results



### 2.5x GREATER-THAN-EXPECTED RETURN

Albertsons generated discount income immediately after the program launch.



### 3 MONTHS TO ROI

Returns from the program launch were the strongest of any of Albertsons' partnerships.



### 0 HEADCOUNT REQUIRED

C2FO provided supplier support and management of the program to ensure it met and exceeded goals.



### 80% HIGHER THAN TARGETED ADOPTION

Supplier adoption exceeded expectations with all onboarding performed by C2FO.



### 8 WEEKS TO LAUNCH

C2FO executed the implementation, requiring only a simple file exchange from Albertsons' the ERP system.

## About C2FO

**C2FO is the world's largest platform for working capital.** We serve over one million businesses representing \$10.5 trillion in annual sales across more than 180 countries. Our online platform connects more than \$100 billion of daily accounts payable and accounts receivable. Whether you need working capital or have excess working capital, Name Your Rate™, and the C2FO platform will match your request in seconds. You can accelerate or extend AP or AR on demand, providing you, your customers and your suppliers greater control over cash flow. You can also utilize AR financing and other data-driven funding options.

**C2FO is working capital, working for everyone.** Our mission is to deliver a future where every company in the world has the capital needed to grow. To learn more, visit [C2FO.com](https://C2FO.com)



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