



OTRAFY

Case study

How Otrafy is helping Olipop improve supplier compliance



Summary

About the company	2
Challenges	3
Solutions evaluation	4
Implementation process	5
Lightning-speed documentation compilation	6
Improved compliance	7
Support for investment efforts	8
Get the most out of document management	9
Upcoming features	10

About the company

Olipop is a rising star in the functional soda for digestive health business, promising to top the market with quality drinks made out of selected ingredients. Based in California and working with over 30 suppliers, around 60 facilities, and using almost 100 ingredients, the Quality Assurance Team is committed to managing and ensuring supplier compliance.



Recognizing what a waste of a role hiring someone just to carry out manual paperwork and routine supplier management would be, Olipop has found a smarter way. Instead of wasting brainpower organizing documents, and checking up on suppliers, they let Otrafy's Quality Assurance Software do this job.

Otrafy is not only helping them free up time and cut down on costs, but is also bringing a host of benefits that surprise the team. You can check them out next!

Challenges

Managing documents can be overwhelming: Manually collecting, organizing, and storing documents is time-consuming and tedious. Pulling them from emails into sheets and folders is repetitive and uninspiring; so is tracking their expiration dates.



Dealing with multiple suppliers is hard. Ensuring supplier compliance by getting them to fill in and submit all documents is not an easy feat. And it does not stop there: the team has to screen the quality of documents submitted and remind suppliers of fixing issues, along with checking whether they are having slow progress.

Ensuring supplier compliance with company requirements demands cooperation from two sides: Olipop's team does not know whether suppliers are using the manufacturers to meet their standards, and it's difficult to constantly monitor their actions. Adding to that, supplier performance cannot be monitored. Going over emails or recording their compliance performance, such as response time and accuracy of documents submitted, is an extra burden!



Solutions Evaluation

On considering the option of hiring a person to keep track of documents and another one to carry out high-level tasks, Olipop understood this wasn't a cost-effective strategy. Instead, they opt for a better human resources allocation: devoting human intelligence to accomplish demanding tasks softwares cannot manage, while leaving the rest to the software itself.

Having analyzed other available options on the market, Olipop chose a supportive and responsive team; a hands-on approach to both their and their suppliers' sides; and a document and supplier management software all in one place.



"In terms of brand alignment, Otrafy has the same kind of mindsets around having relationships, both internally but also externally with vendors and partners. They are relationships built on trust and those relationships are valued rather than transactional." – Seth Crass, Quality Assurance Manager

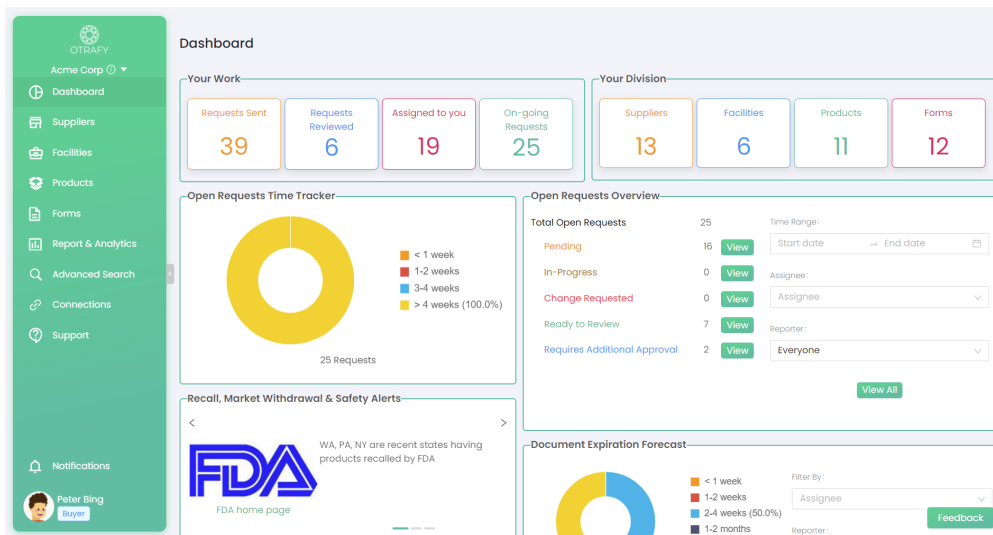
"You are the most flexible and open to feedback and ideas. I really liked the interactions with you"
- Elle Tan, QA Specialist



Implementation

Transitioning from traditional management techniques to software can be technically demanding. Fortunately, the platform is user-friendly and easy to navigate. The support and implementation team has been very helpful with immediate response and bi-weekly catch-ups, which made the implementation process much easier.

“Otrafy team has been super responsive. I like how you guys are also on Google Chats, I appreciate you being there to answer any questions.” - Elle Tan



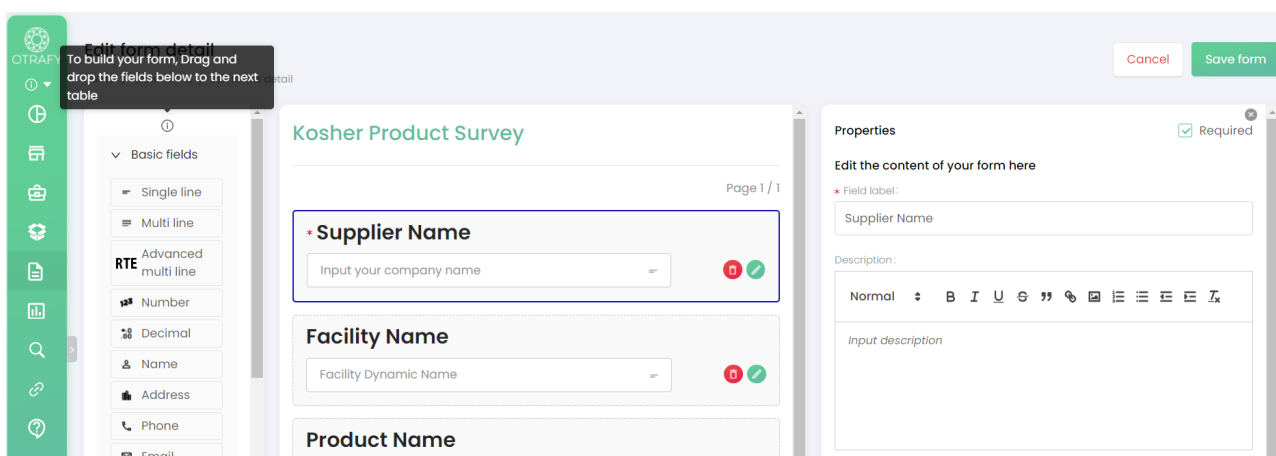
*Otrafy's user-friendly dashboard

“A huge benefit about working with Otrafy is the hands-on approach in regards to helping us encourage vendors to onboard. You also worked on the interface from a vendor perspective and in the problems they might have. That’s why the implementation went so smoothly and the majority of their vendors are on Otrafy” - Seth Crass

Lightning-speed documentation compilation

Instead of sending back-and-forth emails to follow up with suppliers, Olipop can leave this boring job to Otrafy. Auto-reminders and auto-renewals eliminate the headaches of managing expiration through emails and streamline communication with suppliers, who will automatically receive reminders if there are missing or expired documents.

Smart Otraforms allows users to set up their company's different forms with conditional fields, improving the efficacy of information collected and standardizing supplier interactions. Instead of the ineffective one-form-for-all, personalized forms make sure each supplier provides exactly what is needed. 99% of requests sent are first passed correctly and the approval rate reaches a high of 83%. This lifts the burden of both suppliers and the company on reviewing documents.





*Otrafy's drag and drop form builder

Improved compliance

Standardized information collection standardizes manufacturing processes. Safeguarding supplier compliance is easier than ever before. Otrafy requires suppliers to indicate their facilities associated with where each ingredient is being produced. This in turn compels them to adhere to the company's specific requirements in terms of how information is reported to Olipop.

Audit Log: Kosher Product Survey

Name	Email	Action	Timestamp
 Peter Bing		Made a comment on the request Kosher Renewal (Kosher Product Survey) Kosher Renewal (Kosher Product Survey) .	Apr 13, 2022 10:27:04 am
 Peter Bing		Updated Request Kosher Renewal (Kosher Product Survey)'s status Kosher Renewal (Kosher Product Survey) . Status: Ready to review → Approved	Apr 13, 2022 10:27:04 am

*Otrafy's audit log

Suppliers are tied to their manufacturing location and ingredients, making the process of tracking and ensuring quality requirements more efficient. The audit log records suppliers' activities so the team knows their progress and takes action promptly when needed.

Support for investment efforts

With an established compliance structure and supplier management, Olipop can showcase their meeting regulatory compliance to investors by compiling and presenting documents promptly as requested.



The potential for exponential growth is seen in the company's decision to apply top-notch technologies into its quality assurance process. Olipop would soon be able to use supplier risk management on the platform. This promises to provide a reliable answer to supplier performance, detect non-conformities and analyze risk indicators from documents and external databases.

Olipop has just raised a [Series B funding of \\$30M](#) and the quality team was part of the process of getting this new round of investment. Investors check to see if the systems and programs are in place from a compliance perspective and the supply chain as a whole.

“

It built the foundation for me to be able to confidently say we have this system and we can present documents in a timely manner” - Seth Crass

Get the most out of document management

Improved quality of work: Before, most of the QA team members' tasks involved manual documents collection and organization. Now, suppliers submit documents to the platform to be automatically screened to identify missing or incorrect information, sorted and stored in the right place. This leaves time for the Olipop team to examine the documents and understand suppliers better to react promptly to any problems identified. The whole process becomes actionable.

Improved quality of ingredients: Suppliers are closely monitored and the certificates they submit are checked carefully. This allows for the highest quality of Olipop ingredients and products.

Upcoming features

“Otrafy is constantly rolling out new features. The potential for growth was somewhat unexpected.” – Seth Crass

“I like that it’s constantly growing and there are always new features. Even if it’s just a change of a button or form, I feel like every change is intentional.”- Elle Tan



Auto regulatory updates

To secure supplier compliance, constantly monitoring incidents and government updates is a must. However, it takes time and effort. Otrafy aims to automatically detect and internalize regulatory updates into the risk management features to capture potential risks.

Risk management and analysis

Otrafy analyzes documents to highlight location, material, and product risks so that QA professionals can save time to develop mitigation strategies and corrective actions. Suppliers then can be segmented to be more effectively monitored.

“I think it will be a one-stop-shop for supplier quality management, it’s so wide and there are so many aspects to it” - Elle Tan



If you have any questions, feel free to reach out!



Lucas C.

COO & Co-Founder at Otrafy, Inc

lucas@otrafy.com

www.otrafy.com

