

Case study

Agro Sevilla achieved a 30% reduction in time to market

Agro Sevilla manufacturer private label and retail products for restaurants, shopping, and the food service industry in 70 countries all managed by Encodify's private label system.

Challenge

Packaging processes that are not structured or flexible, as well as marketing management workflows. The error margin is too high, as is the time to market.

Solution

Encodify PLM streamlines the marketing packaging process. If a label is made incorrectly, it is easy to remove. They now see the process from start to finish, which has reduced the error margin to 0%.

Result

30% Reduction in time to market.

0 errors From 20% to 0 errors in marketing collateral.



"For us, it is a strategic asset. Not working with the Encodify solution would imply a backwards revolution"



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.



Agro Sevilla The world's largest olive producer, packer, and exporter

Agro Sevilla was founded as a cooperative society in 1977. It is the world's largest olive producer, packer, and exporter and one of Spain's major olive oil exporters.

They manufacture private label and retail products for restaurants, retail, and the food service industry within 70 countries.

Agro Sevilla's olives are grown by 4000 farmers in the heart of Andalusia.

Every farmer is a member of Agro Sevilla's cooperative farming society, and as a cooperative, the farmers produce an

incredible 80.000 tonnes of olives per year.

Nearly 80 million kilos of olives are harvested and prepared for packaging, marketing, and consumption.

Agro Sevilla's marketing collateral is created, adjusted, and amended at the company's headquarters in Sevilla, where approximately 35 people work.

The remaining 370 employees are employed at Agro Sevilla's two Spanish production facilities.



Challenges

Finbarr González O'Sullivan is the marketing manager for Agro Sevilla. He has been with the company for 20 years and has been integral to Agro Sevilla's digital transformation. The vision at Agro Sevilla was always to upgrade the technology portfolio to stay competitive. However, before Encodify, Finbarr explains that the majority of the work was done on the go:

"Back then, it was only the packaging and trade shows. We had no system. We gave instruction to print houses and provided either physical drawings or DVDs. It involved a lot of work. We moved on to emails and PDF files. But it wasn't a system."



"The workflows that we had before Encodify were based on emails and attached PDF files. Mailboxes were full. One PDF would evolve into 25 different versions. Some people would work on version 23, and others worked on version 25. Mistakes were simply part of the workflow routine."



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.

The packaging process is another critical component of Agro Sevilla's business model and the olive export industry. It is the primary process when exporting to over 70 countries. Moreover, labelling the content is an essential part of the fundamental process. Any errors in label descriptions can be costly, especially since olives, like most food products, are subject to strict legal and quality control.

The end-to-end export workflow to more than 70 countries entails a significant investment in labelling, translation services, and compliance with local laws.

When performing quality control, Agro Sevilla used to record up to 20% of errors.

“Mistakes were very common at various stages. It was impossible to have an overview of the packaging development. That is when we started to look for a system to help us digitise and create a better overview.”

So, Agro Sevilla began looking for a new system, and eventually, they chose the Encodify solution:



“We chose Encodify. It was the tool that was adapted to our workflows. With the other solutions, we had to adapt to their workflows.”



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.

Are you ready to join Agro Sevilla and get even more value from your commercial workflows?

At Encodify, we optimise workflows by connecting disjointed teams and workflows with one shared platform. We helped Agro Sevilla see the process from start to finish, which has reduced the error margin to 0%.

We would like to share some of the insights and best practices on how to gain the most value from commercial workflows. You can learn more by clicking the button below.

[Best practice meeting](#)

Real-time workflow across the organisation

When Agro Sevilla signed up for the Encodify platform, there was a barrier, a natural barrier as Finbarr González O'Sullivan labels it:

“There was this natural human reluctance to change. It was a bit like the first time you need to jump off a cliff, and you end up thinking, I'll do it later.

But we had the vision. And a few weeks after we started working, there was no way back.”

Agro Sevilla expanded the Encodify solution to include other marketing activities such as flyers, catalogues, and banners, and other departments requested a similar



“There was a word that came up: LEGO. We could build the system like you do with LEGO. Blocks, capabilities, and flexibility. The Encodify platform was simple to operate, and it was adapted completely to our workflow as a second skin.”



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.

The Encodify solution changed the workflows in the marketing department at Agro Sevilla: “We have implemented a system that minimises the mistakes.”

Before the Encodify solution, Agro Sevilla used to record up to 20 % errors. Now they have 0 %



“I can't recall any mistakes since we implemented Encodify”



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.

And what began as a project to streamline the marketing packaging process quickly spread throughout the organisation.



“Marketing was the hub of the process. But we work closely with other departments, like Sales and QA. Within the first year or two, we involved the warehouse and the purchase department. And recently we implemented a tool for the management of the packaging. This new tool will help us know allocation of resources, and we are very optimistic.”



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.

Several other departments at Agro Sevilla have onboarded over the last couple of years, and currently following departments uses the Encodify solution: marketing, sales, quality assurance, warehouse, purchasing, and new product development.

“All of the colleagues that are involved with Encodify, know where things are. They can see the projects. They are all very fluent with the dashboards. They don't need to send us emails. They don't need to ask us if we are on schedule with the deadline. They can see it,” explains Finbarr González O'Sullivan.

Agro Sevilla has entered a real-time workflow across the organisation. When asked to summarise the change that Agro Sevilla has experienced, since implementing the Encodify solution, Finbarr González O'Sullivan describe it like this:



“Encodify, has given us so much power. An engine. The marketing engine has become so much more powerful without adding extra elements. And it has given us the opportunity to expand into other departments easily. For us, it is a strategic asset. Not working with Encodify would imply a backward revolution.”



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.

Increased capacity without increased headcount

The implementation of the Encodify solution has improved workflows considerably, and the results are telling:

30% reduction

Reduction in time to market

0 errors

From 20% to 0 errors in marketing collateral

Moreover Encodify has improved:

- Substantial time savings
- New brand development, market research and PR with the same amount of people
- Quality of output improved markedly
- Increased capacity in marketing department without increasing headcount



"The system allows a better quality. The output is better. Mistakes are discovered in time, and they almost never reach the final output. Workflows are so slick and streamlined. Now we have time for brand development and market research. And PR."



Finbarr González O'Sullivan, Marketing Manager at Agro Sevilla.

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Together we do better

The Encodify Retail Solution since 2001.

The world is getting more complex every day. So are the tasks on our clients' desks. They handle and manage vast amounts of documents, data, work procedures and complex processes. It's complicated.

Encodify was based on a simple but brilliant idea back in 2001. What started as a core piece of no-code software for easy configuration and an openness to integrate with all other systems has evolved into a best of process solution. Having worked closely with international Retail clients since the very beginning has allowed us to build a best practice Retail Solution for their market operation.

Encodify is put in this world to uncompllicate, strengthen and evolve. Our platform

and detailed business and domain knowledge, combined with our passionate presence and approach is the key to change and control.

We act as a part of your team and turn our shared experience and knowledge into tailor-made solutions for the relevant challenge. Our shared track record paves the way to effectiveness and opportunities.

Our solutions allow clients to spend less time on daily repetitive tasks and more time on developing their business, strengthening their skillset and creating value. We enable our clients to work smarter, look further and do better. Not leaving change to chance.

Work smarter. Do better.

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