



How Intellect Helped OLLY Achieve Healthy Growth

Results

A quality management system is exactly what it sounds like: a resource that companies can use to maintain their internal standards no matter what happens on the back end. Intellect provided such a platform to nutraceutical provider OLLY with notable results. After integrating Intellect's platform into its operations, OLLY experienced a 40% bump in productivity.

"On a high level, Intellect has organized us into almost an easily searchable virtual filing cabinet," OLLY Director of Technical Services Jeremy Pugh said. "On the task level, it's been hugely beneficial to watch the system do the work for us. With paper-based systems, you're relying solely on an individual's organization and prioritization skills. With Intellect's platform, it's like everyone has a virtual secretary."



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The Company

Since its 2014 debut, OLLY's assortment of gummy vitamins, supplements, and healthy snacks have helped it become a respected name in the nutraceutical space. But in 2017, the company needed help.

Pugh noted that the company's growth necessitated a next-generation QMS software solution that prioritized efficiency and flexibility. OLLY wanted to centralize all of its processes and communication through a well-oiled back-end process that translated to efficient customer experiences.

The Problem

Two qualities motivated OLLY's search for a QMS solution: speed and organization. The manual and paper-based system OLLY employed since its outset hampered the company's ability to make real-time decisions.

"We realized as our business continued to grow and become more complex in the regulated nutraceutical industry that manual management of processes using a paper-based system and Excel spreadsheets and general office applications could only get us so far," Pugh said.

One particular focus for OLLY was improving the visibility on its internal documents. Too often, important materials fell through the cracks or projects veered off process. With its manual system, OLLY found important documents being deprioritized or passed off based on employee bandwidth.

"We found ourselves needing a solution that could really help us to have information at our fingertips quickly so that we could address issues in real time," Pugh said. In Intellect, OLLY looked for a platform to help bring those processes into focus.

The Solution

Intellect first sat down with all the key stakeholders that managed document flow — from the product development team to the quality team — to get a better understanding of the process. Intellect then helped transition OLLY from an email-based system to a cloud-based system with minimal disruption to its existing business. The transition took a lot of time and energy, but the benefits made it worthwhile.

Unlike many out-of-the-box QMS options, Intellect gives OLLY flexibility. Through its software configuration, Intellect provided OLLY with the platform necessary to support supplier management, change management, and preventative actions. Holistically, a feature like Intellect's daily activity reminder now helps OLLY better manage the document pipeline.

"We liked their document management application and the flexibility that we could tailor it to our own needs," Pugh said. "We can really tailor the user experience to whatever we can envision, and then we can ask our team, 'Is this what you need?' When they say, 'It would be nice to have an approval here,' we can create an approval there within minutes. **Intellect allows us to work together to make sure people are getting exactly what they need.**"

Intellect's user groups feature limited which OLLY employees received documents and prevented team members from being bombarded with materials they don't need. When necessary, extra approval layers were added to reasonably manage the flow of documents and safely transfer the most important materials.

In the nutraceutical industry, complex and evolving regulatory requirements make organization, timeliness, and product safety paramount. Key stakeholders need the right information quickly, and they must always be aware of how evolving regulations might affect their sales. Thanks to Intellect, OLLY is prepared for whatever the future holds.

"Speed is really important. In this industry, we have a need for good information quickly," Pugh said. "The safety of our products is critical, but safety is just the minimum for OLLY. We want to go beyond safety to deliver products that are consistently improving and always able to meet the demands of our customers."

"Intellect provides a centralized organization system to manage documents, with automated reminders and access to information via strong search capabilities. In a way, Intellect is like a virtual secretary and virtual filing cabinet — helping everyone be more efficient and productive."

To learn more about how Intellect can optimize your operations — or request a demo — visit our [website](#).

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