

## CLIENT CASE STUDY

# KELLOGG IMPROVES SUPPLY CHAIN COMPLIANCE AND SUSTAINABILITY WITH CERTAINTY



## THE CLIENT: KELLOGG

Kellogg is a \$14 billion company and is the world's largest cereal company, the second largest producer of crackers and savory snacks, and a leading North American frozen foods company. In total, Kellogg produces more than 1,600 types of foods, works with dozens of suppliers, and is involved in several charities.

The Kellogg's logo, featuring the brand name in its signature red, cursive script font, set against a white background within a thin black border.

## THE CHALLENGE

A few years ago, Kellogg designed a web-based questionnaire called the Kellogg Grower Survey to help manage compliance and sustainability in their supply chain. Farmers and suppliers were to input their survey answers online, and Kellogg had hoped to manage the collected information easily and in real time. However, it soon became clear that their solution needed to be mobile-friendly, more flexible, scalable and with better reporting functionality.

With more than 70 suppliers and 1,200+ surveys to be completed and reviewed each year, it was essential for Kellogg to have an easy online portal to manage compliance and sustainability in their supply chain and quickly and easily be able to edit surveys that were submitted with missing or incorrect data.

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## THE SOLUTION

At the same time the Kellogg Sustainability Team was developing their Kellogg Grower Survey, Certainty Software was being used by Kellogg's Environmental Health and Safety (EHS) division. When the Sustainability Team realized that Certainty would meet their needs, they worked with the Certainty Team to configure Certainty for the Kellogg Grower Survey.

### SHORTLY THEREAFTER, KELLOGG PRESENTED THE NEW SOLUTION



to their farmers,  
and after kicking off the survey  
with several suppliers,

THE CERTAINTY TEAM AND KELLOGG  
WORKED CLOSELY TOGETHER



to perfect the survey  
for optimal results.

Having this ability to easily modify the survey was crucial to the success of the KGS. This has saved time and has made the experience easier for our suppliers. Before Certainty, our staff used to have to modify each survey one-by-one before running a report. Now it can all be done easily with Certainty. The ability to quickly build a survey from scratch with a partner who already understood Kellogg's business needs made for a successful solution for the company"

says **Mary Tate, Global Sustainability Manager.**



## THE RESULTS

### SO FAR, KELLOGG'S HAS



processed approximately

**2,000**  
surveys

FROM



from  
**farmers around  
the world**  
using Certainty

### THE COMPANY CAN TRACK



**continuous  
improvements**

at the farm level over time,

### WHICH IS HELPING THE COMPANY



**in its goal of**

**meeting its  
2020 Responsible Sourcing  
Commitments.**

Certainty Software's solution to Kellogg's supply chain survey challenges continues to save them significant amounts of time. The ability to quickly modify, review and edit survey checklists saves countless employee hours, and can be done on-the-fly.

Continuous improvements to the software based on user feedback steadily streamlines the process even more for everyone involved. Now a year's survey's results can be analyzed in just a few hours rather than several days.



## TESTIMONIAL

"The Certainty Team were always willing to dive into an issue or explore new options with the tool to solve a request from Kellogg. The Certainty Team has been an asset not only through the platform and improvements, but through the relationship and customer service provided to Kellogg. When we had an issue or request, their team worked tirelessly to find a way to achieve it."

**Mary Tate, Global Sustainability Manager,  
Kellogg Company**

**certainty**   
SOFTWARE