

Simplifying olive oil manufacturing

OZELIA'S Digital Journey



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Prologue

Founded in 2017, Ozelia is an award-winning olive oil company located in Turkey. They produce premium **extra virgin olive oil (EVOO)** from their own orchards and export it to the US. They also sell products online, to help them reach a larger audience.

In the second year of their business, they realized they needed a custom solution to manage production better, as the manual processes were becoming unwieldy.

Using Zoho Creator, they built an end-to-end solution heavily customized for olive oil manufacturing, called OlivERP. With OlivERP in place, they've completely automated every stage of their manufacturing process and improved the operational efficiency of their organization.

**Here's what Mehmet Ozkan,
the proprietor of Ozelia, has to
say about his journey with us.**



The What

i. What was the initial software in place to manage your production operations?

We didn't have any system in place! In fact, all of our manufacturing processes were managed manually. From sourcing the olives to producing the oil—including particulars like the number of units, due amount, and commission payment—every detail had to be recorded on paper.

As our business grew, managing the records of 300+ customers on paper became inefficient and time-consuming. We weren't able to track our critical production metrics effectively, which had us facing considerable losses.



The Why

i. Why were you looking for a custom solution?

Productivity, visibility, and efficiency were our biggest pain points. The paper-based tracking of our operations resulted in batch processing delays, which impacted our overall productivity. It was also prone to error and didn't provide us with real-time visibility of our inventory. That is when we realized we needed a custom-built software package.

ii. Why did you think our product would be the best fit?

Well, I knew other well known platforms were not an option for us because it was cost prohibitive. Moreover, building custom software from scratch required a substantial amount of time and resources, which we were not willing to invest in.

I decided to go ahead with the Zoho Creator platform, as it addressed all our concerns. It was easy to learn, fast to develop, and offered pricing plans in all ranges.

The How

i. How easy was it for you to build and deploy the application?

It took three months to develop and deploy the OlivERP application. I developed the basic application in a week or so and then added additional features in iterations. I believe this is another beauty of the platform, you can start small and keep adding new functions along the way!

ii. How did you benefit from Zoho Creator?

After implementing OlivERP, we were able to manage every stage of our manufacturing process with ease.



Production lifecycle

We're now able to monitor, control, and report goods received on a daily basis, in real time. Likewise, we collect all critical data points, including fruit type, container number, manufacturing line efficiency, and customer preferences.



Product traceability

Our customers can trace the product at every stage of production, like which orchard the olive oil was produced from, when it was harvested, what the manufacturing time was, the yield ratio, and tons of other data.



Inventory management

We've improved our inventory visibility with real-time tracking of our storage tanks and containers using barcode scanners.



Instant communication

Our workers can access the app on their mobiles, even when they're away from their desk, and we've enabled SMS notifications for critical production processes.



Custom reports

We create and maintain reports in regular intervals on cost, revenue, and workplace management, which gives us a 360° view of our business operations.



Predictive analytics

We've improved our incoming orders based on past data, with detailed reports on production, revenue, expenses, containers, and inventory.

iii. How happy are you with Creator's features and customer support?

I must say that the **reports, workflows,** and **forms** are my personal favorite. It's cleverly designed and flexible in terms of usage, even for someone who's not an expert in software development. Furthermore, with mobile support and record-keeping, it's much more accurate and immediate, which has certainly increased our productivity.

As for the customer experience, considering the amount of money I pay, the **support is unbelievable.** We receive support whenever we have a query or hit a roadblock, and I can confidently say that I'm satisfied with the customer service at Zoho.



Ozelia's r(EVOO)lutionary custom solution

Every manufacturing business needs to monitor their production activities extensively, which can be very difficult without a digital system in place. With Zoho Creator, Mehmet Ozkan, the owner of Ozelia, succeeded in transforming the way his business functions by automating his processes and increasing overall productivity.

We asked him if he has any other feedback to share with us, and here's what he had to say:



Mehmet Ozkan
Proprietor

“ The features and scope of OlivERP cannot be replicated with any commercial ERP available, without spending millions of dollars. This was only possible with Zoho Creator. Thank you for creating Zoho Creator! ”

Production Indicators

SEZON (SON 4 AY) ÜRETİM GÖSTERGELERİ

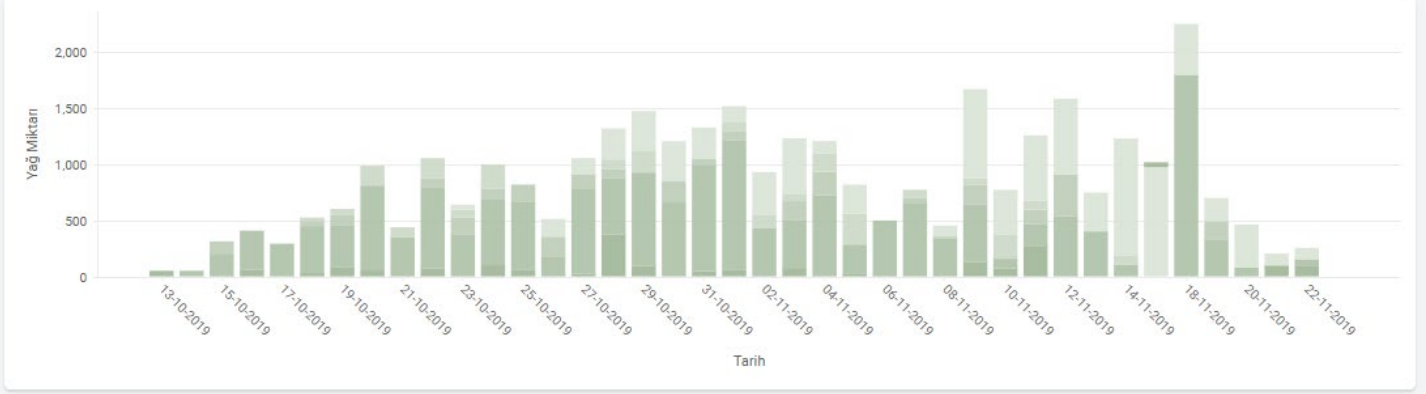
Gelen Zeytin (Son 4 Ay)



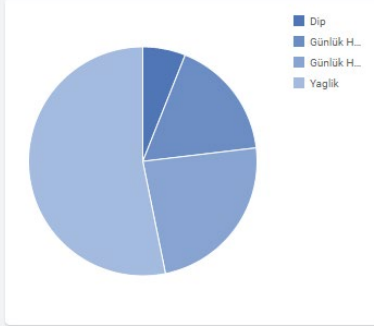
ANA GÖSTERGELER

Reports

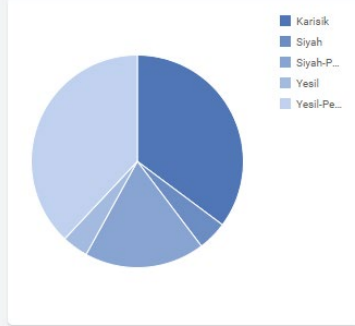
Çıkan Yağ



Zeytin Kalitesine Göre Çıkan Yağlar



Zeytin Olgunluğuna Göre Çıkan Yağlar



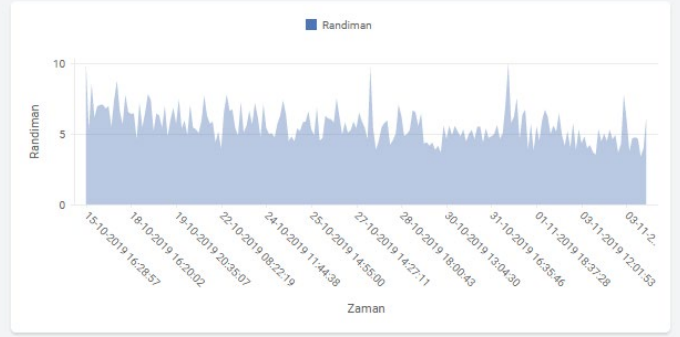
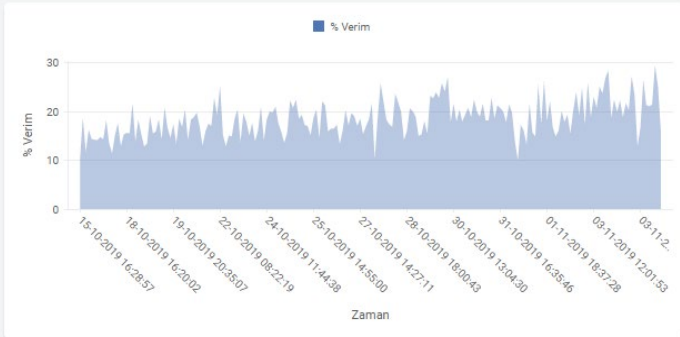
Ortalama Verim %

% 19.64

Ort Verim kg zeytin/yağ

5.31

Verim (%)



Ozelia OlivERP uses Zoho Creator in Turkish. Screenshots are from the actual application in use.

Olive input

ZeytinGiris

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Adres <input type="text"/>	Zeytin Gelis Zamani * dd-MM-yyyy HH:mm:ss
Telefon <input type="text" value="+1 201-555-0123"/>	İşlem Tipi * Hak x
Zeytin Gelis Sekli <input checked="" type="radio"/> Musteri Getirdi <input type="radio"/> Adresten Alindi <small>Bu tercih komisyon oranını etkilemektedir</small>	<input type="checkbox"/> SMS Bildirim <input checked="" type="checkbox"/> Yağ Fabrikadan Teslim Edilecek
İşlem Durumu <input checked="" type="radio"/> Baslamadı <input type="radio"/> Üretimde <input type="radio"/> Seperatorde <input type="radio"/> Teslimat Bekliyor <input type="radio"/> Teslim Edildi	Notlar <input type="text"/>
Zeytin Giris	
Kasa No * -Seçiniz-	Zeytin Türü * -Seçiniz-
Toplam Gelen Zeytin (kg) <input type="text" value="0"/>	Zeytin Kaliteleri * -Seçiniz-
<input type="checkbox"/> Organik	Olgunluk -Seçiniz-
Üretim Durumu	
Üretim Hatti -Seçiniz-	
<input type="checkbox"/> Üretim Basladı	
Üretime Giris Zamani dd-MM-yyyy HH:mm:ss	

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About Us

Running a business is no mean feat, and we believe we can help. At Zoho Creator, we've always worked towards a single purpose - enabling the citizen developer to build functional apps without having to learn to code. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of pre-built apps and modify them.

Just sign up, pick a plan, and start building!





www.zoho.com/creator/

We'd love to talk! Reach out to us:

creator-sales@zohocorp.com