

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.

Since olive oil production is traditionally a “zero technology” agricultural business, most of the processes were handled manually, without any software tools. In the second year of their business, they realized they needed a custom ERP solution to manage production better, as the manual processes were becoming unwieldy.

Using Zoho Creator, they built an end-to-end revolutionary ERP 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 an ERP?**

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 ERP package

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

Well, I knew other well known ERP's 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 ERP application in a week or so and then added additional features in iterations. I guess 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 ERP

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

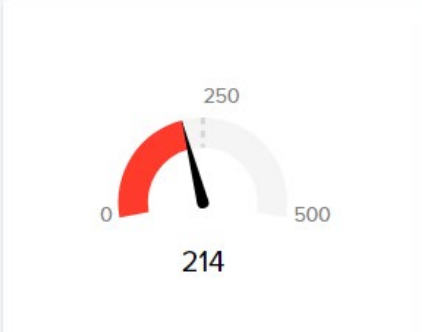
## SEZON ( SON 4 AY ) ÜRETİM GÖSTERGELERİ

Gelen Zeytin (Son 4 Ay)



## ANA GÖSTERGELER

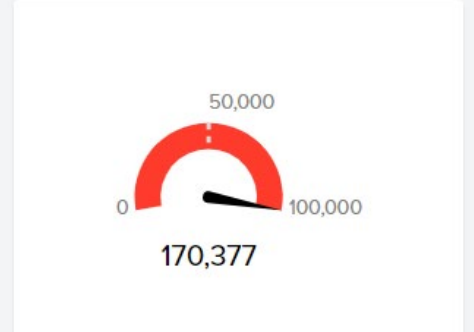
Musteri Sayısı



Toplam Gelen Parti Sayısı



Toplam Gelen Zeytin



Toplam Üretilen Yağ (kg)



Toplam Hakyaj (kg)



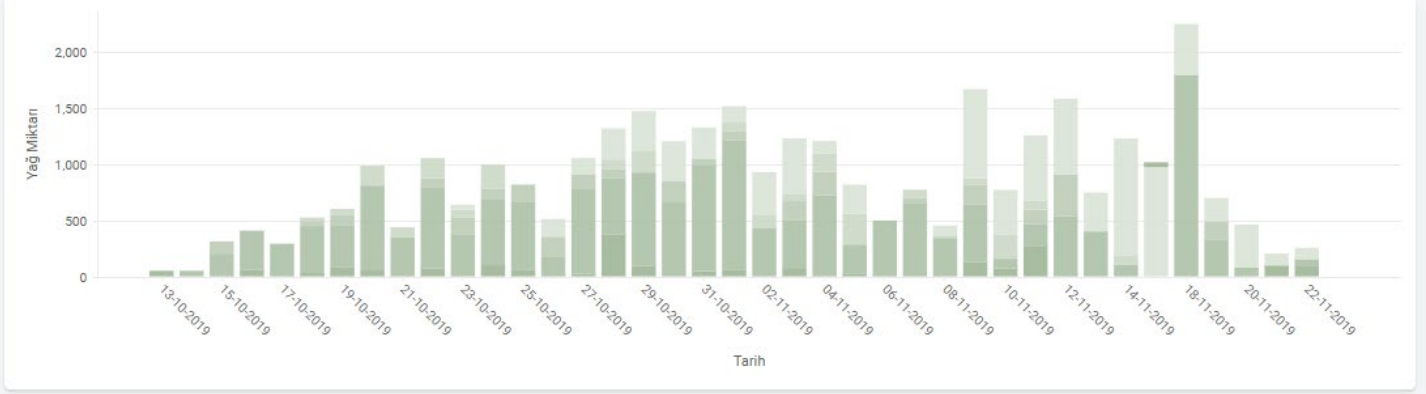
Toplam Ücretli İşlemler (TL)



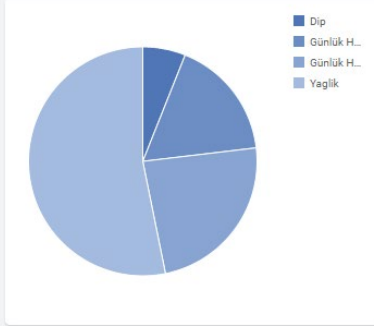
Ozelia OlivERP uses Zoho Creator in Turkish. Screenshots are from the actual application in use.

# Reports

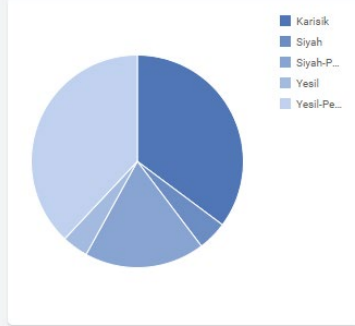
## Çıkan Yağ



## Zeytin Kalitesine Göre Çıkan Yağlar



## Zeytin Olgunluğuna Göre Çıkan Yağlar



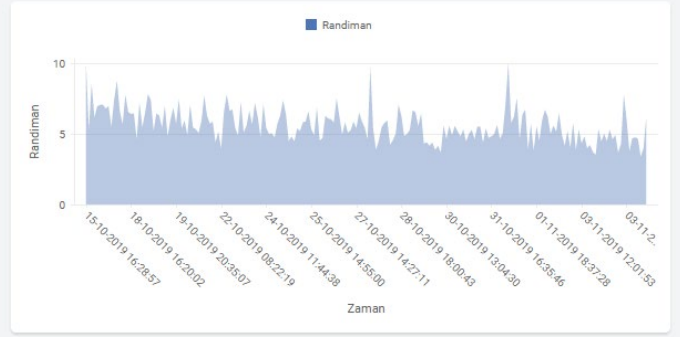
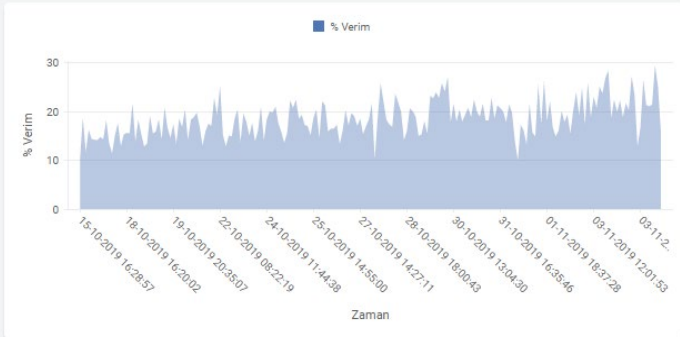
## Ortalama Verim %

**% 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

|   |   |
|---|---|
| <b>Musteri Adi *</b><br>-Seçiniz-   | <b>Zeytini Teslim Alan</b><br>-Seçiniz-   |
| <b>Adres</b><br><input type="text"/>  | <b>Zeytin Gelis Zamani *</b><br>dd-MM-yyyy HH:mm:ss   |
| <b>Telefon</b><br><input type="text" value="+1 201-555-0123"/>  | <b>İşlem Tipi *</b><br>Hak x  |
| <b>Zeytin Gelis Sekli</b><br><input checked="" type="radio"/> Musteri Getirdi <input type="radio"/> Adresten Alindi<br>Bu tercih komisyon oranını etkilemektedir  | <input type="checkbox"/> SMS Bildirim<br><input checked="" type="checkbox"/> Yag Fabrikadan Teslim Edilecek |
| <b>İşlem Durumu</b><br><input checked="" type="radio"/> Baslamadi <input type="radio"/> Uretimde <input type="radio"/> Seperatorde<br><input type="radio"/> Teslimat Bekliyor <input type="radio"/> Teslim Edildi | <b>Notlar</b><br><input type="text"/>   |
| <b>Zeytin Giris</b>   |   |
| <b>Kasa No *</b><br>-Seçiniz-   | <b>Zeytin Türü *</b><br>-Seçiniz-   |
| <b>Toplam Gelen Zeytin (kg)</b><br><input type="text" value="0"/>   | <b>Zeytin Kaliteleri *</b><br>-Seçiniz-   |
| <input type="checkbox"/> Organik  | <b>Olgunluk</b><br>-Seçiniz-  |
| <b>Uretim Durumu</b>  |   |
| <b>Uretim Hatti</b><br>-Seçiniz-  |   |
| <input type="checkbox"/> Uretim Basladi   |   |
| <b>Uretime Giris Zamani</b><br>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/](http://www.zoho.com/creator/)

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

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