

Accolade® Brings Sweet Simplicity to Innovation at Mondelēz

Background

Mondelēz International is a global leader in food and beverage, with well-known brands like Cadbury, Oreo, and many others.

In a typical year, Mondelēz conducts more than 6,500 product-related project activities. Using a Stage-Gate® approach, the company identifies, defines, and plans the resources allocated to these projects. However, without clear visibility of product strategy and insights, it made it challenging to accelerate consumer-centric growth.

Opportunity

In order to deliver products to market that exceed consumer expectations faster and more profitably, Mondelēz decided it could not simply automate its current innovation processes.

Mondelez needed a single solution for managing its innovation portfolio, resources, demand planning, and project execution. It also needed to challenge its current processes quickly. Wellspring (formerly Sopheon) is helping to meet this challenge.

"We gave the organization the capability to be able to actually drive projects and portfolio decisions based on real-time facts."

David Malik

I2M Global Commercialization Lead
Mondelēz International



Approach

Wellspring (formerly Sopheon) worked with Mondelēz to deploy Accolade software rapidly, focusing on driving adoption across the global enterprise. With Wellspring, Mondelēz built the initial Accolade implementation in just nine weeks, followed by four weeks of testing and validation.

Building on the idea of creating a "single source of truth," Mondelēz and Wellspring addressed an immediate need: retiring outmoded processes and disconnected software solutions, then merging those functions into Accolade.

Result

With Accolade, Mondelēz International will have 100 percent global visibility to all new product initiatives in the portfolio, enabling the company to allocate resources and prioritize the highest-value products. Additionally, Mondelez reports a 50% reduction in time preparing for gate meetings with Accolade. The global organization will now use a single source for information, product, project, and portfolio management, enabling greater collaboration and efficiencies across all product lines and business units around the globe.

"The beauty of this Accolade implementation is that we really are creating one single source of truth, not only for having all our products, but also for managing our portfolio resources in the same location."

Andre Dias Alves da Silva
Director Innovation I2M
Mondelēz International



100%

Global Visibility for All New Product Initiatives

50%

Reduction in Time Preparing for Gate Meetings with Accolade

9 Wks

Initial Deployment of Accolade

6 Mths

Enterprise-Wide Deployment

Wellspring

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