

Hershey Creates More Moments of Goodness with Accolade®

Background

As one of the most successful, enduring organizations in the consumer goods space, The Hershey Company is known for bringing moments of goodness to nearly 80 countries worldwide through its iconic brands and remarkable people. Hershey's commitment to innovation is second to none. For over 125 years, the industry-leading snacks company has been committed to operating fairly, ethically, and sustainably.

Opportunity

Aligning priorities, processes, and product portfolio strategies is critical for continued success as consumer tastes change. Hershey knew it had to transform to meet consumer demands. They knew that the flow of critical information—between consumers, customers, and within the company—needed to be faster and more streamlined than ever before. They lacked a cohesive set of product portfolio data and prioritization. Their legacy ERP systems and processes were disconnected and inefficient, leading to undefined cross-functional project collaboration and decision-making best practices.

Hershey needed a solution that:

01

Embraced the change necessary to start thinking differently

02

Enabled growth to take place for the right projects and for the right consumers

03

Captured and communicated new product portfolio information for seamless sharing across the organization

Hershey turned to Wellspring (formerly Sopheon) to help **accelerate growth** and provide a single source of truth and transparency for cross-functional new product development.

Approach

Working together with the Hershey team, Wellspring (formerly Sopheon) helped design and implement:



Centralizing Data

Revised phase gate documentation with the gate decisions made by viewing analytics directly inside Accolade, eliminating PowerPoint® from most presentations



Simplified Processes

Created a simple, consistent P&L process for all project types, for “apples-to-apples” comparison of risk period after opportunity



Improved Efficiency

Consolidated eight different phase gate meetings and 30 different project types to three meetings and eight project types for more efficient decision-making



Centralized Location

Brought cross-functional teams together in a single place for prioritization, workflow, and resource management



Better Allocation

Enabled better company-wide resource allocation and communication through Accolade

Result

Wellspring's expertise within the Stage-Gate® and PPM space puts The Hershey Company in a better spot to become a snacking powerhouse. In 2022, Hershey won the Outstanding Corporate Innovator Award from The Product Development & Management Association (PDMA), a global association of innovation management professionals.

Also, with Accolade, The Hershey Company reports a 10 to 1 ROI on projects. They were able to provide a simple and consistent P&L process for all project types and consolidate eight different phase gate meetings and 30 different project types into three meetings and only eight project types for more efficient decision-making.

Bringing cross-functional teams together using a single place for prioritization, workflow, and resource management enables more moments of goodness for The Hershey Company and its customers.

“We have new ways of working, and better decisions have actually driven better financial planning, resulting in margin improvements, complexity reduction across the portfolio”

Jeff Schmitz
Senior Director
of US Commercial Operations

HERSHEY

Wellspring

For academic institutions and government agencies to forward-thinking corporations bringing products to market. Wellspring is the premier innovation and IP management partner that bridges the gap between research and commercialization, activating opportunities and driving growth. We deliver solutions that simplify complex processes, from initial discovery to market success, giving our customers the ability to innovate more effectively and efficiently. To learn more about Wellspring and its suite of innovation technology products, please visit wellspring.com to check out the new brand and innovation stories that **transform tomorrow**.