

## DUNKIN' BRANDS INTERNATIONAL

### Dunkin' Brands Leverages TraQtion to Manage International Supplier Compliance



With more than 8,700 international points of distribution in more than 60 countries, Dunkin' Brands is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream.

#### THE CHALLENGE:

Prior to using TraQtion, Dunkin' Brands was using various methods to manage international supplier onboarding and compliance. Dunkin' Brands began facing economic pressures overseas in importing products from the U.S. and had to deal with the big task of finding and assessing local suppliers internationally. It was a major undertaking in identifying and conducting due diligence on 1,000+ suppliers, ensuring they had fundamental food safety standards in place. Dunkin' Brands needed to not only identify its suppliers and their capabilities, but also to assess each supplier's risk of non-compliance. This was a challenge for the Dunkin' team to keep up with and successfully manage with its legacy software. Dunkin' Brands needed a solution that had the ability to automate and manage its large and growing number of suppliers, changing global requirements and risks, and that could also be scaled with its growing business.

Prior to using TraQtion, it was an increasingly challenging task to map and manage supply chain risk. Today, we have 98-99 percent of our international supply chain mapped and hope to fully close the loop in the next couple of months.

Martin Strudwick, Director of QA and Commercialization, Dunkin' Brands International



#### THE SOLUTION:

Dunkin' Brands implemented TraQtion to manage international supplier compliance for its 1,000+ suppliers in over 60 countries. TraQtion provided Dunkin' Brands with a SaaS-based solution, ready to use out of the box without time-consuming and costly customizations or any IT infrastructure to manage.





Dunkin' Brands leveraged the following TraQtion modules as part of its implementation:

- > Supplier Management to manage suppliers' and facilities' compliance and key emergency contact information
- > Document Management to manage all key compliance documents, expirations and approvals in line with Dunkin' Brands policies, standards and procedures
- > Questionnaires to survey and assess suppliers and sites
- > Site Management to manage documents and compliance across all of its international markets
- > Supplier Registration to enforce self-registration for its suppliers and route approval and onboarding information

## THE RESULTS:

Dunkin' Brands implemented TraQtion for its international business and began seeing results right away. "Prior to using TraQtion, mapping, managing and reporting risk in our extensive and diverse international supply chain was a time-consuming and complex task," said Martin Strudwick, Director of QA and Commercialization at Dunkin' Brands. "Using TraQtion, we have been able to save valuable time and resources with an automated process to onboard new

suppliers and consolidate our due diligence into one system. Additionally Dunkin' Brands has significantly improved our ability to analyze data and see trends, and greatly improved the efficacy of our performance reporting"

This new visibility into supplier capabilities and compliance has helped provide valuable information to drive food safety and quality. Dunkin' Brands now has nearly all of its international supply chain mapped for risk, which was a daunting and uncertain process prior to implementing TraQtion. Although Dunkin' Brands is early into its implementation, the time savings of automating supplier registration, approvals and onboarding has been a major efficiency gain for Dunkin' Brands. The Quality Assurance team is now able to focus more time toward continuous improvement of products and its supply chain with TraQtion on its side.

**We noticed immediate efficiency in onboarding new suppliers with our initiatives going through TraQtion. We're no longer chasing down suppliers to get them signed up... We've saved significant time and gained efficiency. It's all automatic now.**

Martin Strudwick, Director of QA and Commercialization, Dunkin' Brands International

## TRAQTION

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