



Powering a Digital Launch- POKA at the Heart of Our Start-Up Success

Eco Design Award Winner



Our Purpose

Create a better plant-based future by delivering delicious, nutritious, and sustainable food for all.

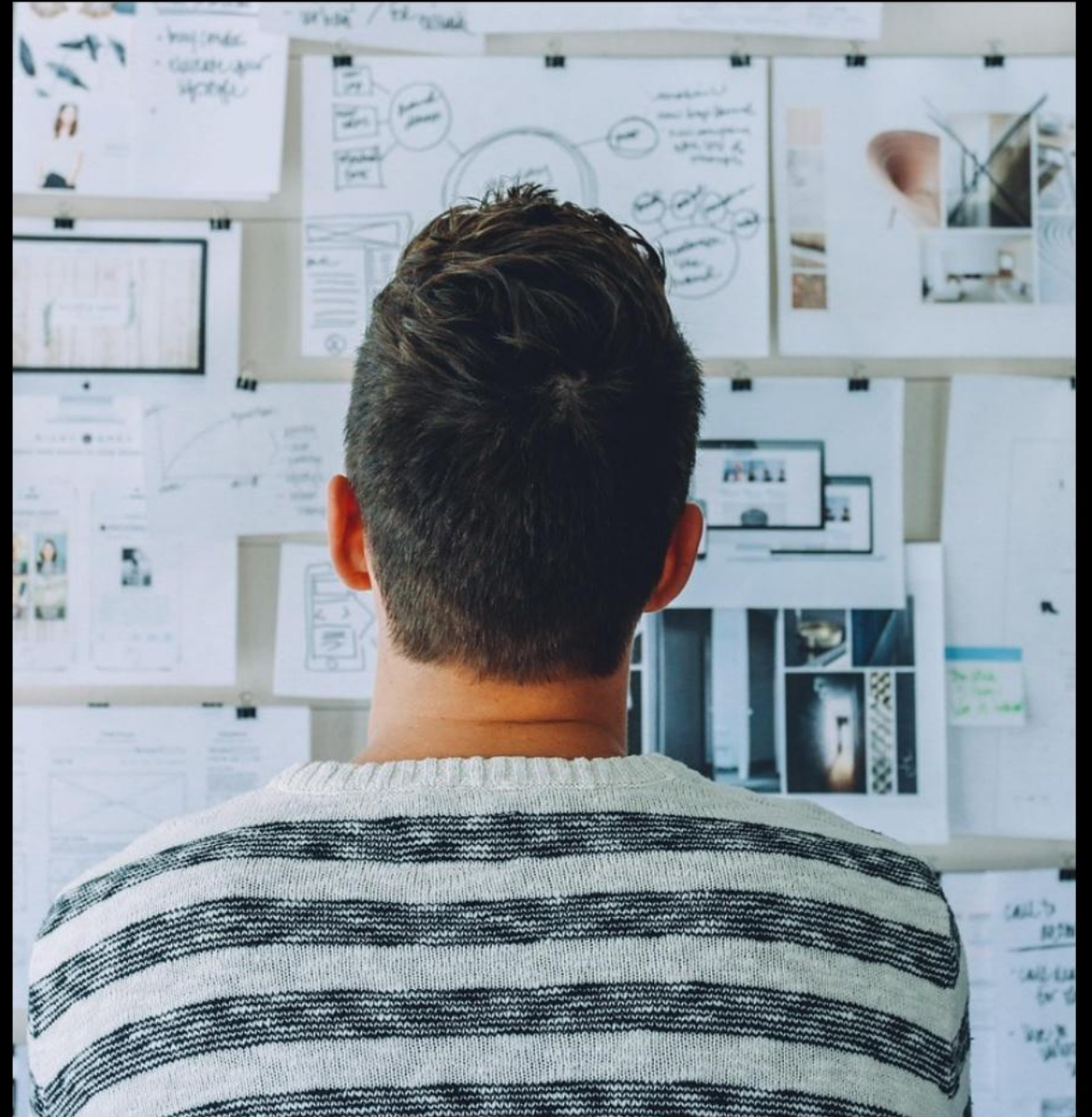
 Flora Food Group

- Natural, affordable, sustainable dairy alternatives • 110 countries | 15 factories | 4,700+ employees • Iconic brands: Flora, Becel, Rama, Violife
- Focus: Spreads, Creams, Culinary, Cheeses • 150+ years of heritage & R&D strength



Muhammad Arif Khan

CI & Operations Manager with 5+ years of experience at Flora Food Group. Started as a Supervisor and now leads the global deployment of digital transformation initiatives. Passionate about efficiency, zero waste, and empowering people.



Key Achievements



Digital transformation

Drove company-wide continuous improvement and digital initiatives to enhance operations



POKA Owner: expanded to 6 factories

Spearheaded the rollout of the POKA platform across multiple manufacturing sites



Saved \$500K+ through in-house content creation

Leveraged internal expertise to build high-quality digital resources, reducing reliance on external providers



Enabled paperless operations at scale

Implemented digital solutions to eliminate paper-based processes and improve efficiency

Digital transformation, and the successful deployment of POKA, the presenter has demonstrated a track record of delivering significant operational improvements and cost savings

Commissioning Challenge

On-Boarding (95% new hire)

Poor handover processes

High deviation from standard procedures.

Communication Gaps

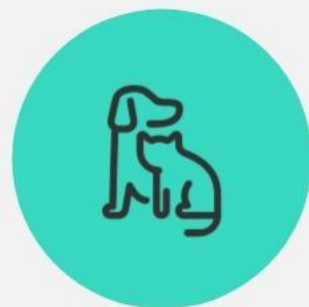


Why POKA?



Mobile-first knowledge hub

Intuitive, on-the-go access to critical information



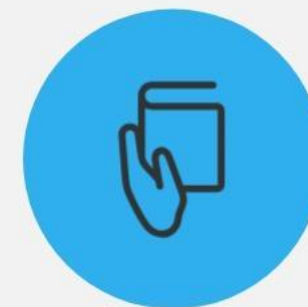
Visual WI and training

Standardized work, reduced errors, and faster onboarding



Instant troubleshooting and updates

Real-time problem-solving and rapid change management



Centralized learning and operator empowerment

Consolidated knowledge, employee engagement, and continuous improvement

With its powerful features and benefits, POKA emerged as the ideal solution to address the challenges faced during the launch of the Brantford site, empowering us to achieve its goals of zero paper, zero delay, and a safe start-up.

Deployment Strategy

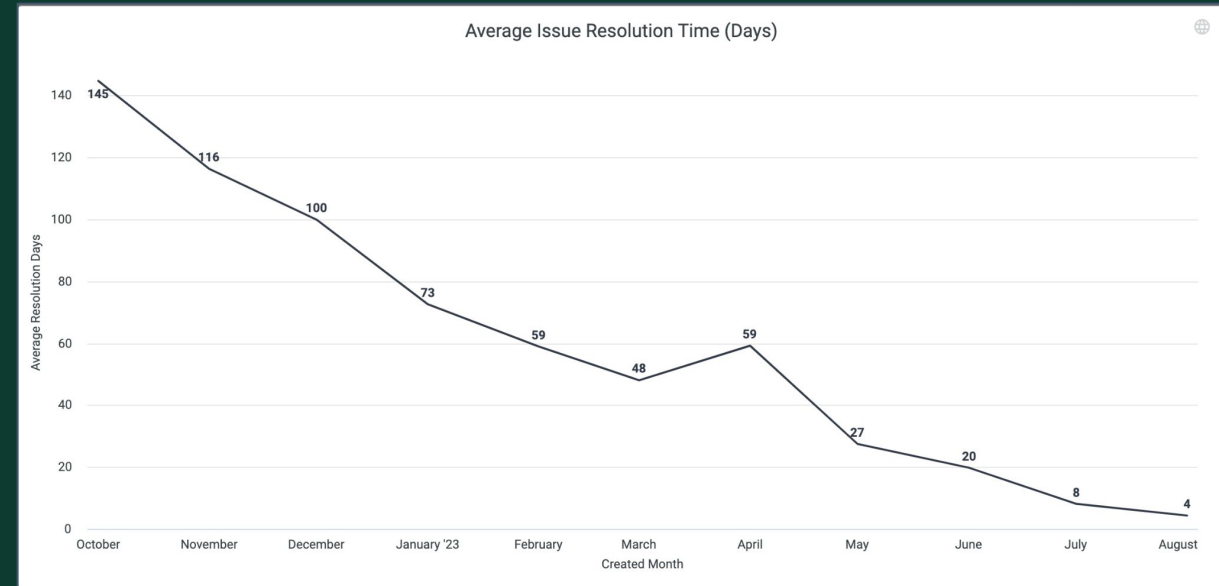


Use Cases In Action

	RA	JA	SB	DB	EB	AC	MC	MC	SC	AC	LD	PD	AD	JD	MD
CA - Upfield Brantford...	1.2	0	0	0.4	0.8	0	0.8	0	0	1.2	0	0	1.4	0	2.2
Content Creation															
SC-PLANT GENERAL															
MARGARINE MAKING PROCESS															
SC-SPREADS PRODUCTION															
SNCR FORMS FILLING															
SC-PLANT QUALITY - Operations															
Food Safety Challenge - Game 1															
SC-PLANT QUALITY - GMPs															
OPRP 4-ALLERGEN MANAGEMENT															
SC-PLANT QUALITY															

Training Tracker

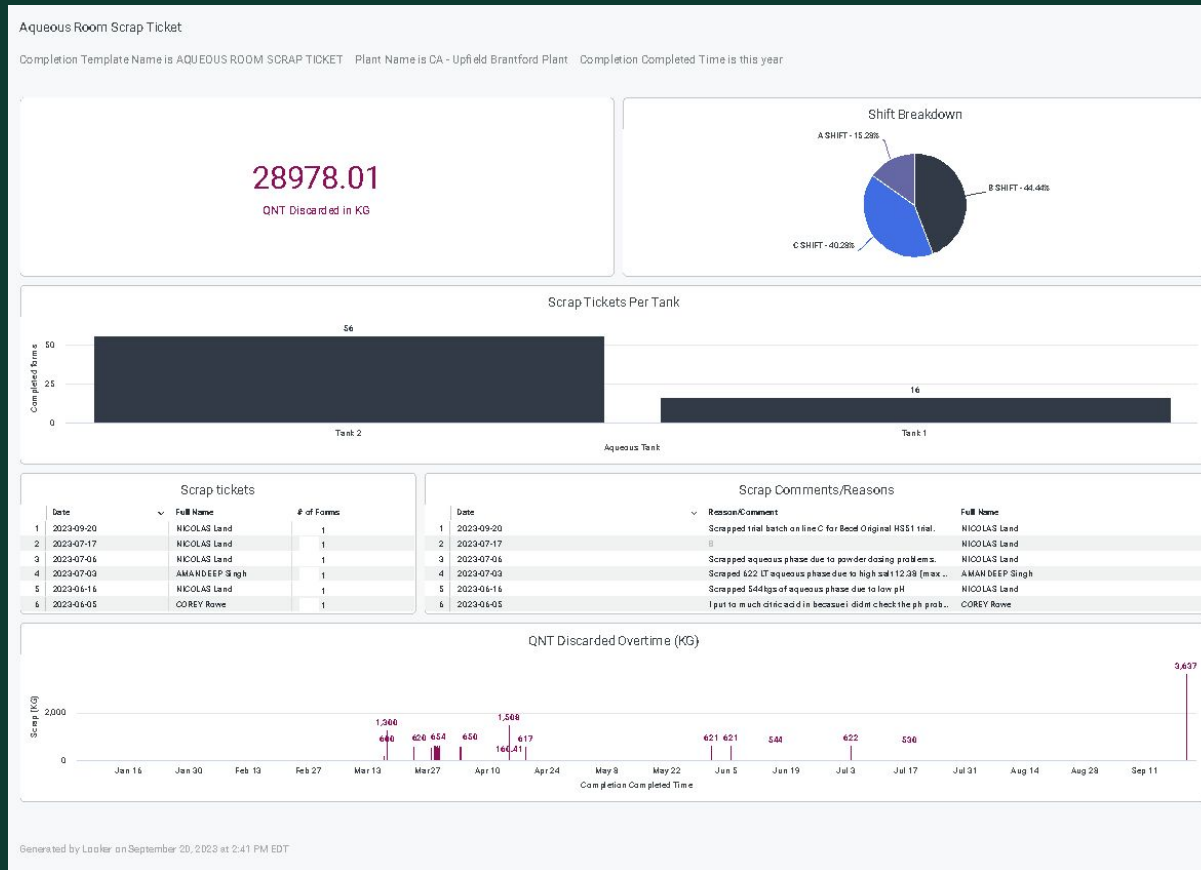
Reduced onboarding time by 30%



Issue Management

Logged 50+ issues in the first month

Use Cases In Action



Work Instructions

Facilitated daily learning and knowledge sharing



Operator Feedback

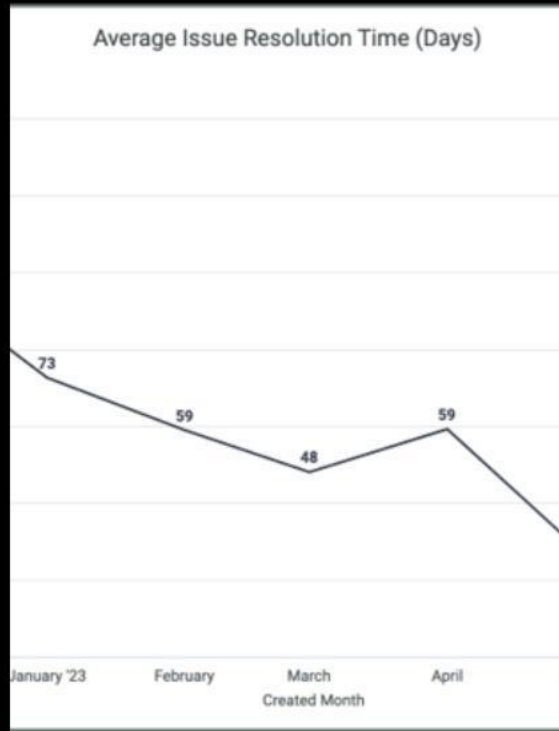
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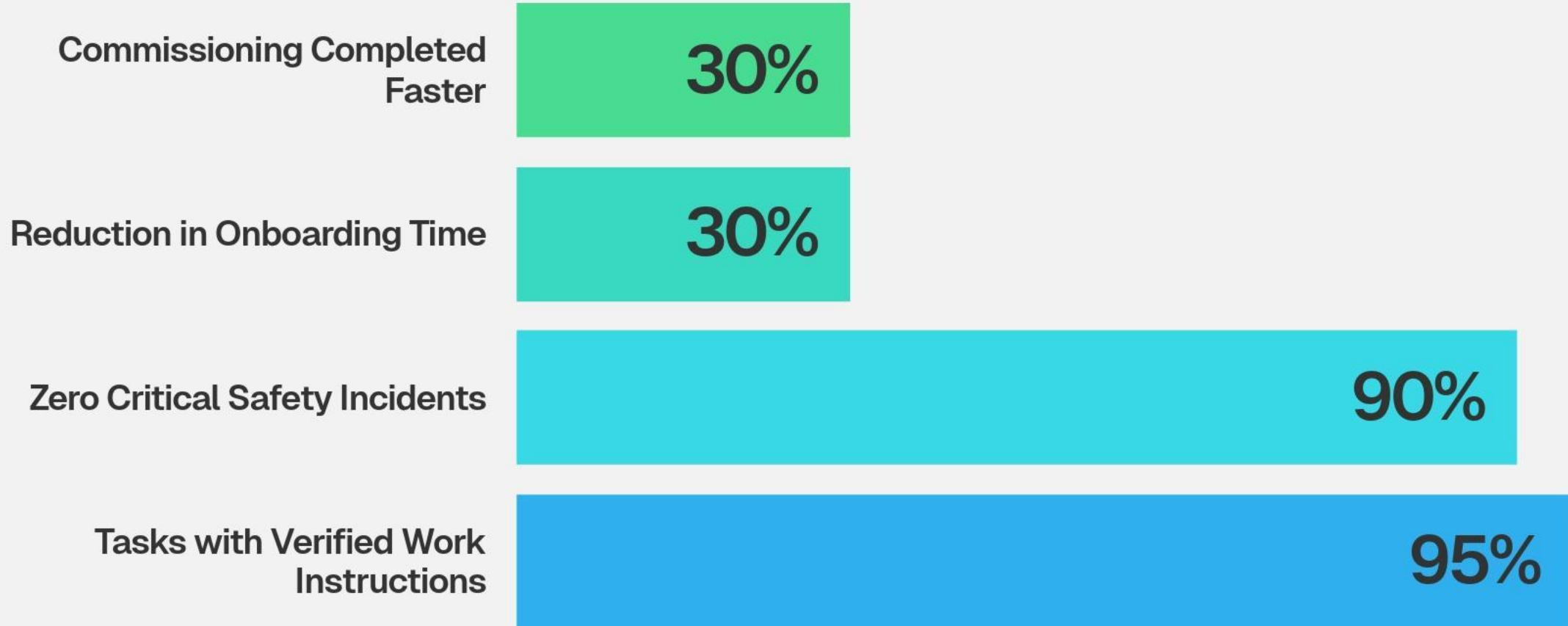


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Key Results

Quantifiable benefits achieved through POKA deployment



Democratizing Content

Built 250+ Work- Instruction In-House

Teams built 250+ work-instructions using the POKA platform, empowering them to create and maintain content.

3-Layer Approval Process

A robust 3-layer approval process ensures the quality and accuracy of all POKA content, maintaining high standards across the organization.

Learning by Doing

By creating their own POKA content, Flora Foodies teams developed a deeper understanding of the platform and its capabilities, fostering a culture of continuous improvement.

POKA Became Part of Culture

The successful deployment of POKA has made it an integral part of Flora Food Group's culture, with teams seamlessly integrating the platform into their daily operations.

Efficiency & ESG Wins



1,590 hours/year saved via digital forms

Streamlined processes and eliminated manual paperwork have resulted in significant time savings for the organization.



Simplified audit readiness

The centralized digital system has made it easier to prepare for and respond to audits, ensuring compliance with regulatory requirements.



No more chasing paper: QR scans = instant access

Digitizing documentation and enabling instant access through QR codes has eliminated the need for physical paperwork.



Supports ESG by reducing paper

Transitioning to a digital platform has contributed to the company's environmental, social, and governance (ESG) initiatives by reducing paper consumption and waste.

POKA has enabled us to achieve significant operational efficiency gains while also contributing to its environmental and sustainability objectives, aligning with the company's commitment to a better future.

Insights Dashboard

The Insights Dashboard in POKA provides real-time data and analytics that enable data-driven decision-making and continuous improvement across operations. This centralized hub surfaces critical insights, empowering teams to spot trends, take corrective actions, and drive operational excellence.



“POKA didn't just support commissioning. It transformed how we learn, train, and solve problems.”

ARIF KHAN



POKA at the Heart of Our Start-Up Success

Leveraged the POKA platform to drive digital transformation, operational excellence, and continuous improvement across its start-up operations. By empowering its teams with real-time knowledge, visual standards, and data-driven insights, the company has achieved significant results in terms of faster commissioning, enhanced safety, and improved operator satisfaction.

