

# JONNY POPS

## VIDEO TRANSCRIPT

### SYNOPSIS:

Jonny Pops is a young company that aims to make the world a better place, one frozen treat (or pop) at a time. Its retail entrepreneurs started selling the smoothies on a stick at farmers markets in the Twin Cities and have quickly grown the small business. Their products are now sold in grocery stores, school cafeterias and other sites across North America. This small business growth added sophisticated retail partners who demanded order automation and EDI to do business. Jonny Pops looked to SPS Commerce to become their EDI department.

Jonny Pops began working with SPS when Costco asked them to do EDI as part of the new trading relationship. SPS setup Jonny Pops on its EDI solution, SPS Commerce Fulfillment. This empowered the supplier to begin receiving orders from this account in a short period time. Since then, Jonny Pops has added on more retail partners to their EDI operations as their small business grew.

A few years later, the supplier deployed a new ERP solution, NetSuite. They advanced their use of SPS Fulfillment, adding on its system automation capabilities to NetSuite. This new integration further extended their order automation and add more opportunities for small business growth.

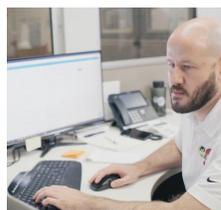
“We’ve undertaken over the past several years an integration of the SPS product into our ERP system, NetSuite, which above and beyond adding trading partners has added just a level of complexity and sophistication, and ultimately efficiency to our business processes.” – Connor Wray, Co-founder and CFO, Jonny Pops

As the company grew, they added more warehouse and added new flavors to their product line. Jonny Pops continues to foster the innovation that launched their business only a few years ago in a dorm room.

With growth, comes choices. Leaders must choose what skills they need in-house and which functions are not core competencies. These are outsourced or managed by a trusted partner. EDI wasn’t something that the Jonny Pops team wanted to staff internally. But it was essential for growth. They needed a solution consisting of easy-to-use technology backed by a team that was monitoring their data and accessible at any time. They needed full-service EDI from SPS Commerce.



Connor Wray  
Co-Founder, CFO  
Jonny Pops



Danny McCloud  
Customer Service Rep  
Jonny Pops

**Connor Wray:** There was a group of us who were students at St. Olaf College in 2012 who were interested in the idea of starting a business. Once we knew what we were going to go after, a better-for-you frozen treat, a smoothie on a stick, we went and we bought a blender. We went to the grocery store and bought fresh fruit and cream.

We started going to farmers' markets and were probably doing five, ten, 15, maybe even sometimes 20 farmers markets a week. Then we would push carts around lakes and show up at beaches. Between our junior and our senior year, we moved to a new dedicated manufacturing space that we built out ourselves and have gone from 50 retailers here in the Twin Cities/Metro area in 2014 to about 10,000 retail locations across the country today.

SPS Commerce started working with us when we added Costco Wholesale as a customer. When you're only working with 50 stores here locally, you can get away with doing things small time. All of that changes when you start working with bigger retailers. Their supply chains aren't as tolerant, their expectations are higher for when and how things arrive, as well as just how they do business.

Within 48 hours of Costco giving us the green light, they had let SPS Commerce know that Jonny Pops was a new vendor that needs to be set up. It was very seamless, very quick, and allowed us to jump right into that retailer relationship.

"We essentially think of SPS as our EDI department, and so it is absolutely not just the technology. It is also the people who help us onboard new retailers, who help us troubleshoot problems, and who help us think about ways that we can use the technology to add even more value into our internal business processes or into those relationships with the retailers."

- Connor Wray, Co-Founder, Jonny Pops

**Danny McCloud:** Fortunately, the SPS system is very intuitive and very easy to navigate, so I was able to take on the system myself and navigate my way through and figure out. And if I didn't figure it out, I was able to contact SPS customer support or use the chat and get the answer.

**Connor:** We essentially think of SPS as our EDI department, and so it is not just the technology that exists. It is also the people who help us onboard new retailers, who help us troubleshoot problems, and who help us think about ways that we can use the technology to add even more value into our internal business processes or into those relationships with the retailers.

**Danny:** SPS is great in the fact that if we do have an error with a customer during that transmission, I can just reach out to their customer service team. I utilize the chat quite a bit, which has been my number one go-to with communication with SPS. It helps me almost do double work, where I can get resolution on the SPS side while still managing to multitask.

**Connor:** We are fortunate in that we don't have to deal with every little mom and pop. We're usually able to work through major distribution channels. We've undertaken over the past several years an integration of the SPS product into our ERP system, NetSuite, which above and beyond adding trading partners has added just a level of complexity and sophistication, and ultimately efficiency to our business processes.

**Danny:** SPS is a big piece of the puzzle in our business operations here at Jonny Pops, and they're one of the reasons why we are successful as a company.

**Connor:** We remain very excited about what we're doing here and see tons of opportunity as we continue to take the product across the country.