



CASE STUDY

ASHCROFT INC.



ASHCROFT[®]

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ABOUT ASHCROFT

With more than 160 years of experience in creating sophisticated and innovative instrumentation, Ashcroft has always set high standards for the products it creates. An innovative leader in its market, Ashcroft's name is synonymous with quality and excellence – values the company strives to uphold and maintain throughout every aspect of its operations.

As Ashcroft expanded its product offerings, it encountered challenges in managing an increasingly complex and diverse supply chain. Ensuring its products are fully compliant with international legislation is an ongoing process, requiring timely responses to a changing regulatory landscape.

ASHCROFT & ASSENT

Before working with Assent, Sam Martin, Ashcroft's Materials Compliance Engineer, managed Ashcroft's compliance program manually. Supplier response rates were low, and Martin spent the majority of his work hours collecting, compiling and analyzing data – time that could have been spent on other initiatives and projects. Martin knew there had to be a more effective and efficient way to streamline the company's compliance programs that would not only meet Ashcroft's unique needs, but also support the company's high standards for compliance.

82%

*Response
Rate*

416

*Suppliers
Engaged*

200,000+

*Unique Bills
of Materials
Collected*

2,000

*Working
Hours Saved*

Ashcroft's Key Markets

- » *Oil and Gas*
- » *Chemical Manufacturing*
- » *Plastics*
- » *Large Process Operations*
- » *Healthcare*
- » *Off-Highway Vehicle Operations*

ASHCROFT'S COMPLIANCE LANDSCAPE

- Conflict Minerals
- REACH
- RoHS
- 416 Suppliers
- Manufacturing Facilities in Eight Countries

ASHCROFT'S REGULATORY CHALLENGES

In 2016, Martin had growing concerns about the efficacy of Ashcroft's conflict minerals reporting. Ensuring compliance with Section 1502 of the Dodd-Frank Wall Street Reform and Consumer Protection Act was a time-consuming process, and Martin recalled the challenges of sending out Conflict Minerals Reporting Templates (CMRTs) to suppliers individually.

"We had one person in-house collecting all that data and then compiling it all by hand," he said. "It was extremely time-consuming and there was a lot of risk involved with manually entering all of the data to issue our reports."

Suppliers also did not understand Ashcroft's requests; they had no context for why Ashcroft needed this data or what information was specifically required. In total, the supplier outreach process alone took upwards of 80 staff hours, by Martin's estimate. "Collecting, reviewing and issuing our final CMRT probably took us about three months of work for one individual employee." When Ashcroft's REACH and RoHS requirements were factored into the mix, the company's compliance efforts took up 40 hours of time per week, 50 weeks a year.

WHY ASHCROFT CHOSE ASSENT

Martin wanted to streamline Ashcroft's programs, so he started looking into solutions that would help the company accomplish its goals.

"[We] met Assent Compliance at an event in Chicago in 2016 ... We ended up choosing Assent because it seemed like one of the most user-friendly platforms for us [and] our suppliers," Martin said.

The Campaign Manager — a part of the Assent Compliance Platform — enables Ashcroft to send out automated emails to the supply chain requesting data, and suppliers can easily upload their declarations via the Supplier Portal. Additionally, Assent's 24/7, multilingual support allows Ashcroft and its suppliers to get answers to their questions and receive assistance at every stage of the compliance process. "Having that level of support for our suppliers really made the difference," Martin said.

PROGRAM RESULTS

Once Ashcroft onboarded with Assent, Martin immediately noticed a difference in time spent on compliance programs. "Our team at Assent handles all of our outreach, data management, customer conflict escalation and monthly reporting," Martin said. With the Assent Compliance Platform, Ashcroft was able to save 2,000 work hours, freeing up half of Sam's time and half of another full-time employee's time.

This has allowed the team to refocus on the company's key initiatives, and enables Martin to bring his engineering skills to other aspects of the company's product offerings. "My responsibilities have shifted," he commented. "The data we receive using Assent has helped us create new processes for onboarding new suppliers and develop products from the ground up with a greater focus on compliance." This helps speed up the time-to-market for Ashcroft and prevents frustrating delays in production.

Before Assent, Ashcroft addressed customer requests on an ad hoc basis as they came in, manually pulling one of 200,000 unique bills of materials, reaching out to suppliers, collecting data and then issuing a customer-specific certification. With Assent, Ashcroft has been able to automate the majority of this process, to the point that it can now certify entire families of products by leveraging the data collected through the Assent Compliance Platform and using it to support the company as a whole.

Contact us to learn more about how Assent can help you achieve program success.

Whenever I talk to any of our suppliers who ask about how we manage supply chain data ... the first thing I do is recommend Assent because of the success we've had with them. I would want my suppliers to have the same level of success that we've had.

— **Sam Martin**

Materials Compliance Engineer, Ashcroft Inc.

