

Connected data with the Digital Product Highway

PLM Road Map & PDT Europe 2023

Connected data with the Digital Product Highway
 Fuel connectivity and traceability of product data



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 Product Manager PLM, Marel



TRANSFORMING
FOOD PROCESSING

energizing great minds



About Marel

We are proud of our heritage and global leadership within the poultry, meat and fish processing industries. We continue to develop innovative technologies with the goal of generating increased yield and value from increasingly precious resources.

Transformation is urgently required within many other food categories. In response, our focus is expanding rapidly to areas such as alternative proteins, dairy, baked goods and petfood processing, accelerated by our acquisition of leading food processors within these industries.

We now cover the complete spectrum of processing needs - from line solutions for companies of all sizes to single-skill solutions for butchers, bakers and fast food makers - and from primary processing to further processing.

Founded in

1983

~6%

of revenues invested in innovation

Marel has created excellent value for its stakeholders

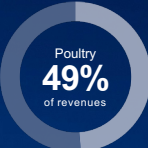
EUR 1.7 billion

of revenues


Compounded average revenue growth of

~20%


a year since listing 1992




49%
of revenues



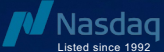
30%
of revenues




11%
of revenues




8%
of revenues



Listed since 1992



Listed since June 2019



Over 30 countries
6 continents

~8,000

employees

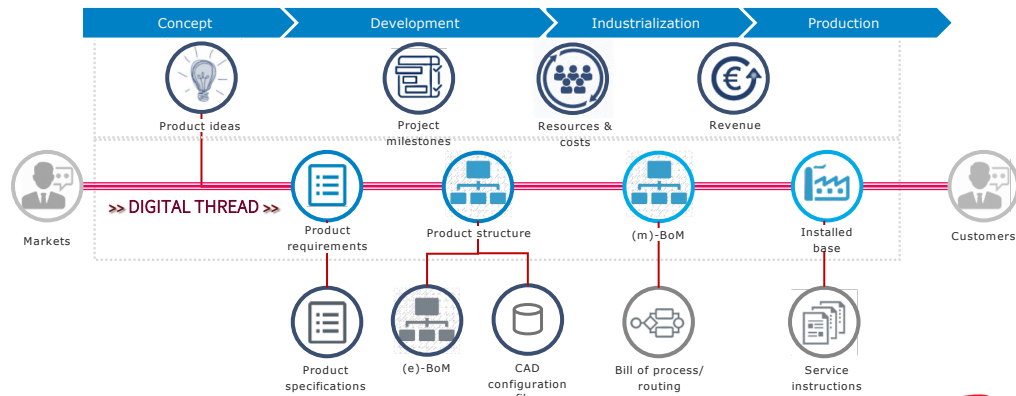
Note: *12% pro forma

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Shared data – build a digital thread

- Complexity across products and value chains is rising and requires shared data, improved traceability and a modular and agile approach to accelerate product development and delivery.
- Data must be traced throughout the entire life cycle. Non-connected data cause schedule delays, cost over-runs or products that don't meet customer requirements.



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Digital Product Highway supports operations and links with product design



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Our global machine master

The Global Machine Master

Equipment Portfolio	Equipment cost
PCS	Sales Texts
Internal Controls	Sales Prices
Manufact Location	Foreign Trade
...	...

Connected systems:

- Datwarehouse
- Salesforce CRM
- Field service
- SAP ECC
- SAP S/4HANA

Business value

- 1 Master location for global data
- 1 Data Owner, multiple data stewards
- 6 Teams onboarded
- 5 Subscribing systems, several in progress
- 50% reduction of field maintenance
- 70% decrease in data quality issues
- 100% Reduction of duplets.
- 5000 hours saving per year

Business Users:

- Product Structure Specialists
- Global Supply Chain Planner
- Sales Information Specialists
- Custom Experts
- Global Sales Operations Admins
- Master Data Management

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Digital Product Highway

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Our global spare part repository

Full view of connected parts, e.g. legacy parts & parts created in multiple systems

The Global Spare Part List

Items	Legacy Parts
Spare Parts	Units of Measure
Volumetric	Legal IP Owner
Foreign Trade	Documents
BoM	PIBills & Sales Orgs

Connected systems:

- Aton
- Penta
- Oracle PLM
- Vendavo
- Informatica
- Other PLMs

Destination systems:

- S/4Hana Spain
- S/4Hana Other front ends
- SAP ECC
- Customer Portal
- Global Distribution Centre
- Enterprise Data Warehouse

Business value

- 1 Global view of spare parts
- 1 Global data model for spare parts
- 1 New process being described
- 4 Systems being integrated
- 3 Subscribing systems realized. Several others planned
- Time to first quote of spare part from 1 day to 5 minutes

Business Users:

- Maintenance Concept Engineers
- Spare Part Coordinators
- Custom Experts
- Shared Service Center
- Category Managers

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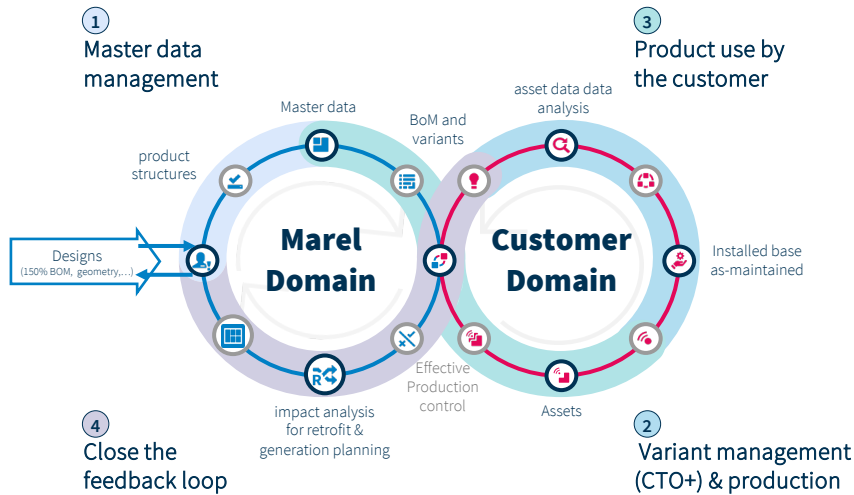
Digital Product Highway

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Create full traceability – Closed loop approach



Conclusions & Next steps



- PLM architecture with a digital thread as central concept: Digital Product Highway
- Realized the composable architecture with Contact Elements
- Proven real business value within the first implementation, enabled follow through
- Thus building trust to take next steps to realize full traceability and business value
- Next steps (2024 and beyond)
 - Implement a complete product master data repository – parts, BOMs, documents, 3D
 - Integration with product development systems
 - Enroll variant management to enable CTO
 - Prepare Installed base management, ready for implementation, closing the loop

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