# Optimizing your software investments

## Software KnowHow 2024
### October 23-24, Orlando, Florida, US

# Agenda

## October 23

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| 09:00 - 09:15 | **House opens** |
| 09:15 - 09:30 | **Welcome** by Marel Software |
| 09:30 - 09:55 | **Keynote** by Ranald Haig, Software Sales & Marketing Director at Marel |
| 10:00 - 11:10 | **Future of Marel Software & Technical Roadmap** by Patrick Cruysen, Director Products at Marel |
| 11:10 - 11:25 | **Break** |
| 11:25 - 12:25 | **Transforming food processing** through data-driven decisions |
| 12:25 - 13:25 | **Lunch** |
| 13:25 - 14:25 | **Customer Success Stories:** Inspiring Experiences Shared by Marel customers for mutual learning and inspiration |
| 14:25 - 14:55 | **Experience Workshop:** Customers can provide input on the software roadmap, discuss potential challenges, and explore new opportunities to improve their processes |
| 14:55 - 15:15 | **Customer Recognition Awards** This is an exciting chance to recognize those who have effectively used our software to improve efficiency and quality in their businesses, while also showing exceptional leadership and innovation |
| 15:15 - 15:25 | **Wrap up** of day one |
| 15:25 - 17:00 | **Happy hour** and networking |
| 19:00 | **Dinner** |

## October 24

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| 09:00 - 09:05 | **Welcome** and brief recap |
| 09:10 - 10:10 | **Technical Learning Tracks*** for immediate operational improvements from sessions in Practical Data Sharing with Marel Software, Maximizing Software with SmartSupport, Mastering System Administration in Marel Software, Actionable Insights with Marel Software |
| 10:10 - 10:25 | **Break** |
| 10:25 - 11:25 | **Protein buzz sessions:** industry insights and future technologies. These sessions offer valuable insights into the evolving meat, poultry and fish industries. Attendees may select between the Protein Buzz Sessions or the Expert Security Panel |
| 10:25 - 11:25 | **Expert Security Panel:** Led by top security professionals from both small and large companies, as well as leading industry processors, gain critical insights on strengthening your security strategies specific to meat, poultry and fish sectors. Attendees may select between the Expert Security Panel or the Protein Buzz Sessions |
| 11:25 - 12:10 | **Lunch** |
| 12:10 - 13:10 | **Technical Learning Tracks*** for immediate operational improvements from sessions in Practical Data Sharing with Marel Software, Maximizing Software with SmartSupport, Mastering System Administration in Marel Software, Actionable Insights with Marel Software |
| 13:10 - 13:25 | **Break** |
| 13:25 - 13:55 | **Wrap up** the day with a discussion led by the host and expert panelists |
| 13:55 - 14:05 | **Final Inspirational Message** and closing |

## *Technical Learning Tracks

### Practical Data Sharing with Marel Software
Interactive breakout session exploring data-sharing techniques with Marel software. Experience live demonstrations of data migration, integration, reporting, and backup and recovery.

**Key Takeaways:**
- Interactive Demos: Access and utilize software data for MES integration and continuous improvement.
- Customer Insights: See practical applications and success stories from existing installations.
- Best Practices: Learn strategies for effective data management.

### Maximizing Software with SmartSupport
Explore Secure Remote Access, IoT Integration, and Real-Time Troubleshooting for Optimal System Performance. Dive deep into the capabilities of Marel SmartSupport within the software platform in this hands-on breakout session.

**Key Takeaways:**
- Marel Remote Access (MRA): Gain practical experience in setting up secure, mission-critical remote access for your operations.
- Marel SmartBase: Discover how to effectively utilize SmartBase to access and leverage IoT services for enhanced system functionality.
- Marel Troubleshooting with SmartSupport: Watch live demonstrations of our technical support agents diagnosing and resolving issues before they escalate with SmartSupport.

### Actionable Insights with Marel Software
Gain the ability to derive actionable insights from your data in this engaging session dedicated to custom reporting and dashboards. Delve into Marel software's internal Reporting and Dashboard Designer, or utilize third-party solutions such as Microsoft PowerBI, Tableau Software, and Ignition SCADA.

**Key Takeaways:**
- Interactive Training: Design and integrate custom reports and dashboards in the software and third-party systems.
- Data Utilization: Access and leverage Marel's software data for MES integration, continuous improvement, and actionable insights.
- Expert Guidance: Learn practical techniques to create customizable, actionable data for enhanced decision-making.

### Mastering System Administration in Marel Software
This session is tailored for individuals responsible for managing and maintaining Marel software. It focuses on the crucial aspects of system administration and troubleshooting to ensure smooth operation and optimal performance. Equip system administrators and IT professionals with the knowledge and skills needed to efficiently manage, maintain, and troubleshoot the Marel software.

**Learn more and sign up →**