☑ Start your digital journey with Marel's helpful checklist

# Get ready for the future with data-driven processing

To take advantage of all the opportunities provided by a rapidly evolving convenience food market, it's vital to embrace data-driven processing. Using software to collect and analyze data from your production line reliably allows you to make informed decisions to optimize equipment efficiency, maximize product quality and safety, and make continuous improvements to ensure profitable processing.

Installing software on your convenience line has significant benefits and the return on investment is fast. The process of implementation may seem daunting, but by ensuring you answer five key questions, you can be well-prepared for the digital journey.

**Realize the benefits**
- Products consistently on-spec
- Maximum line efficiency and equipment uptime
- Reduced operator dependency
- Reliable, fully digitized QC process
- Effective and timely order fulfillment

# 5-point checklist for starting the digital journey

### 1. What area do you need to improve first?

Don't get overwhelmed by the enormity of the task. It's important not to think of every possible scenario where software can be applied to your convenience food processing. Make a start by asking what is the biggest challenge your business needs to solve to meet its goals? Focus primarily on that specific area for improvement but at the same time, be sure to outline where you want to go long-term. For example, consider the following:

- Product quality and specifications
- Food safety and traceability
- Processing efficiency
- Reducing reliance on manual labor
- Product yield

### 2. Who will use the software?

Once you've selected the first area for improvement, define who will be the primary users of the software. Every user has different needs, so start by defining the key players. Everyone can eventually benefit from having software on a convenience line but start by focusing on the needs of a primary group, for instance, the production team, quality control department, operators, or the executive team.

### 3. What insight do you need?

So now you know the focus area and the software users, the next step is to define what information software needs to provide in order to overcome your processing challenges. What insights will help you make the right improvements? Will tracking throughput and yield help, or do you need a better understanding of man hours and order fulfillment.

### 4. What other stakeholders will you involve?

It's crucial to identify all areas of the business that might be affected by implementing software and get their buy-in from the get-go. Consider what decision makers need to provide sign off, what internal technical expertise is required for implementation, who holds the budget and who the key users will be when buying, implementing and using a new technology in your business. For example, IT will need to consider security requirements, while procurement will need to advise on contract terms and conditions.

### 5. How will success be measured?

It is vital that you can clearly measure the success of your digital journey. So be sure that all stakeholders agree on what success will look like once the software has been implemented. Define what KPIs need to be reached and how they align with the business problem the software is solving. For example, a reduction in man-hours, yield increase, or revenue enhancement.

**Talk to a software expert**

Are you ready to take the first step and implement software on your convenience line? Navigating the process can be complicated but our specialists are here to guide you on your journey and provide all the support you need.

*"Be well-prepared before embarking on your digital journey, and don't underestimate it. Succeeding in this transformation takes clear objectives and well-thought-out planning."*

*René Kjaer*
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## Get in touch at marel.com/CLSoftware