

INNOVA

Production control in poultry processing



- Effective production process control
- Overview of complete value chain
- Advanced packing, labelling and inventory capabilities
- Real-time information on KPIs and inventory status
- Links production to management systems

Bringing it all together

Innova is an intelligent production control software suite designed to monitor and manage the complete production value chain, from the reception of raw materials to dispatch of finished product.

Highly flexible and fully scalable, system configuration depends on the modules purchased and services agreed to between Marel and each user.

Innova provides key performance indicators (KPIs) relating to every stage of processing, enabling users to control, measure and monitor virtually every aspect of the production process. These KPIs may relate to yield, throughput and efficiency, giveaway and loss of sales, product quality, stock levels and movements, traceability and profitability.

Innova includes specific tools designed to support every aspect of the production process, including end-to-end traceability, order processing, quality control, and inventory management of raw material, work in progress, finished goods, dry goods and consumables.

Innova can share data with accounting or ERP systems for order processing and inventory management, as well as customers, suppliers and product masters.

A real-time solution developed using latest technology from Microsoft, Innova runs on a Microsoft SQL server database.

For further information: www.marel.com/innova





RECEPTION

Control of the reception process is vital throughout the poultry industry, in order to reduce loss and achieve full control over raw material and how it will be processed.

Supplies are received into the system at the point of reception, checked for quality and identified, depending on what is received. The reception process supports stock control for different supplies.

Benefits

- Monitors suppliers for product quality and supply accuracy
- Simple data collection methods ensure fast reception of supplies
- Monitors and controls reception processes



INTEGRATED FLOW CONTROL

Do you have full control over how products flow through your plant? Implementing a solution from Marel based on Innova provides full control over product distribution throughout your plant, from reception through production to finished box flow control to a wide variety of locations.

Benefits

- Minimises product handling
- Full control over product distribution



TRACEABILITY

Poultry producers who implement production systems designed to ensure food safety and quality have realised financial benefits for their business based on improved efficiency and production control.

Traceability is at the forefront of food safety, and producers who rely solely on manual traceability systems are exposed to large recalls should a safety issue occur.

As Innova can trace every product directly back to its source, implementing the system places your company in a position to act quickly and minimise potential recalls should any safety issue occur.

The Innova traceability engine is built into every process step based on purchase orders in reception and production lots for all production processes.

Benefits

- Reduces risk of large recalls
- Ensures that processors do not use raw materials that are unsuitable for specific markets



PERFORMANCE MONITORING

How do you know if you are on top if you don't keep a score? Goal-based performance monitoring is the key to continuously improving your bottom line. In a poultry plant, key performance indicators such as efficiency, quality and yield are vital to your business.

Implementing Innova provides processors with accurate and reliable data to help improve performance and make decisions. Performance data is collected at predefined control points throughout the process, and multiple control points can be defined to combine various aspects of the production process in a variety of different ways.

Benefits

- Reliable and accurate data collection
- Real-time access to KPI information



PDS-NT

PDS-NT is an intelligent production control and information system for Stork equipment focusing strongly on those parts of the process in which products are transported in an overhead track shackle. A modular system covering the entire inline process from live bird handling to cutup and deboning, PDS-NT collects the relevant product data that is used to maximise product value in the most efficient way possible.

PDS-NT works seamlessly together with Innova, and functions such as flock tracking are fully integrated. Using a combination of Innova and PDS-NT, Marel is able to offer the most extensive and best process control solution for all poultry processors.

PDS-NT functionality includes:

- Integrated flock tracking
- Live bird container weighing
- Camera grading
- In-line weighing
- Recipe control
- Fixed weight batching



SALES & PRODUCTION ORDER PROCESSING

Poultry producers are continuously being pressured to achieve faster delivery times, in-line order processing and customer specific labelling.

Implementing a solution from Marel based on Innova ensures fast and accurate processing of orders in the production area, thereby speeding up dispatch to customers.

Innova order processing manages the complete order cycle including purchase orders, production orders, inventory orders and sales orders, and eliminates under- and overproduction.

Benefits

- Order-specific packing rules and labelling
- Order-controlled processing lines
- Shortens response time to production or order changes



PRODUCT LABELLING

Innova offers advanced packing and labelling solutions with full inventory, palletising and order processing capabilities. The system provides full support for packing, giveaway monitoring and finished goods labelling at several levels. Orders can be processed online, pallets built automatically and all labels are printed based on real-time data.

Innova uses a visual label design tool for label creation and maintenance. As label data is dynamically printed from the system, the number of label layouts required is minimised.

Benefits

- Central control of all label design
- Minimises number of label layouts to maintain
- Provides dynamic real-time label printing
- Simplifies label design



INVENTORY CONTROL

Do you have visibility and control over your inventories? For any poultry processor, inventory of raw materials, consumables, work in progress and finished products represents high financial values. Products have a limited shelf life, making stringent and detailed inventory management essential. Processors are also faced with a considerable amount of product movement between departments within the production area, inventories and individual processes.

Innova Inventory solves all these requirements. By tracking all inventory transactions throughout processing, the system provides full control and visibility of raw material, work in progress and final goods inventories.

Benefits

- Inventory levels are known at any given point in time, along with data such as age, expiry dates and time on inventory, in order to reduce losses and age products to their optimal level
- Inventory transactions performed with online mobile scanners ensure real-time information
- Provides standard data interfaces for 3rd-party systems such as ERP and production planning tools



DISPATCH

Do you have full control and knowledge of what leaves your plant and when? Innova makes delivery of finished product a controlled process in which the user knows in real time what is dispatched and to where.

Innova Dispatch works seamlessly with the Innova Inventory system to provide a single system for all dispatch needs. Using standard data interfaces, order and dispatch data is maintained only in your ERP or accounting system, and dispatch information made available from Innova through the ERP system for invoice at the point of dispatch

Benefits

- Provides comprehensive real-time information on what is dispatched, when, and to where
- Controlled dispatch process enables users to continuously improve delivery accuracy and speed



INTERFACING WITH OTHER SYSTEMS

Innova offers standard data interfaces for all your business data. Seamless integration with other systems, such as ERP and planning systems, safeguards operational continuity within the plant, while ensuring that ERP and planning systems can upload and work with data from production systems for further analysis and costing without slowing system performance or being unable to meet production requirements.

Innova provides clear focus, benefits and continuous development of new features, functions and device connections in order to optimise competitiveness in producing your products.

Benefits

- Enables the deployment of a consistent plant-to-enterprise IT integration strategy, making relevant data accessible to every department in the correct format for faster reaction times and decision making
- Ensures IT systems are interlinked and work seamlessly together



Added value

Take the guessing out of processing

Yield = competitiveness

Yield has a significant and direct impact on profit, making it one of the most important KPIs in fresh poultry meat processing. Given that 65 – 75% of final production costs stem from raw materials, poultry processors must maintain complete control of yields and giveaway at every stage of production. Inaccurate processing, check weighing and/or inexact packing can result in considerable losses every day. Depending on production volumes, even very small fluctuations in giveaway can result in substantial losses – or substantial profits.

Effective control

Management information is normally based on historical data from previous production runs. By contrast, Innova provides complete access to real-time data on the production process as it happens. It is then possible to make instant adjustments to equipment settings, orders, throughput, manning levels and other critical factors to optimise production flows, with no need to wait until the next day to make adjustments.

Throughput reflects efficiency

Regardless of the size or scale of their operation, all poultry processors want to make sure that they reap the advantages and financial benefits from the investments they make in advanced equipment. As a result, stringent monitoring of throughput is essential in order to monitor whether or not set goals have been reached, and to constantly improve efficiency.

Quality and safety

Food quality and safety are two of the most pressing issues in poultry processing today, reflecting consumer focus and concerns. Retailers demand quality, traceability, longer shelf life and no underweight, and suppliers must be able to deliver products that fully comply with agreed specifications. By keeping the process in-line and controlling logistics and manual inspection, Marel enables processors to meet all these criteria.

Monitoring stock movements

In any poultry processing company, stocks of raw materials, semi-processed and/or finished products represent considerable financial value. As such stocks have only limited shelf lives, stringent stock management is essential.

Poultry processing companies looking for greater efficiency are increasingly focusing on key performance indicators (KPIs) that serve as crucial pointers as to how effectively their plant is running.

Close monitoring = financial benefits

This example from the poultry industry illustrates the financial benefits of close, continuous monitoring of production yields.

Improvement	+ or – per year	Euro/year
Fillet yield + 0.25%	200,000 kg	€ 600,000
Product loss – 0.25%	275,000 kg	€ 425,000
Uptime + 0.5%	20 hours	€ 200,000
Water consumption –5%	25,000 m ³	€ 30,000





INNOVA ties it all together

Marel aims to be the customers' choice and places strong emphasis on maintaining strong relationships with our customers in order to help them generate added value through a wide variety of offerings supporting all main service needs. These range from assistance with routine issues on general software use to advanced consultancy services.

The market expects and demands constant innovation, and Marel is committed to developing Innova continuously as the market-leading solution for the food industry. Our software maintenance programme is the backbone of this commitment to our customers.



INNOVA SOFTWARE SUPPORT

Provides remote and telephone support during normal working hours, including assistance relating to routine questions regarding software use. Information on new or changed configuration and functionality is provided on request.

- Single point of entry for all Innova service and support
- Defined service levels, such as response times, availability and priority rules
- Escalation process to relevant specialists when required



INNOVA 24/7 SUPPORT LINE

Provides access to emergency support for critical incidents outside normal working hours and is available 24/7/365.

- Fast response time
- Lower risk of production downtime
- Peace of mind



INNOVA SOFTWARE MAINTENANCE

Innova is continuously developed to fit new market needs and requirements. Our Software Maintenance Programme provides users with rights to all new major version releases, service packs and features deployed on a regular basis.

- Access to and rights for all upgrades, such as new version releases, service packs and other features
- Reduction in operational risk, with a high degree of process and device compliance and protection
- Life cycle support to reduce operational risk, gain better control of IT costs and reduce financial risk



INNOVA SYSTEM MAINTENANCE

Includes a suite of services designed to keep the Innova system and IT infrastructure in an optimal state, in order to prevent or minimise unexpected downtime and disturbance to overall performance.

- System is kept up to date to ensure reliability and availability
- Costly downtime is reduced through preventive maintenance to the server, database, network or other critical IT infrastructure
- Users and operators are evaluated and training plans devised to continually update their competence in operating and maintaining Innova



INNOVA CUSTOMER TRAINING

Designed for IT and technical personnel, operations and production managers, and shop floor operators, the Innova Customer Training Programme aims to ensure that users are continually kept up to date on new developments and that their skills to operate the system are continually improved.

- Continuous skill improvements for customer workforce
- Better system utilisation



INNOVA CONSULTANCY SERVICES

The Innova Improvement Programme is designed to focus on specific improvement tasks with clear financial and business goals for customer operations.

- Analyses future business and financial impact
- Provides improved management tools with improved KPIs

We think globally but act locally. Big enough to cope, small enough to care.