

A woman with short, curly brown hair is smiling and holding a small, light-colored dog in her arms. They are outdoors in a grassy field at sunset, with the sun low on the horizon, creating a warm, golden glow. The woman is wearing a dark red top. The dog is looking up at her.

MARS Pet Nutrition

A Better 🐾
World For Pets

Scaling Smart: How Mars' Pilot Plant Uses Poka to Innovate with Purpose

Daniel Cabrera – Pilot Plant Technical Manager TNT – June 3rd, 2025

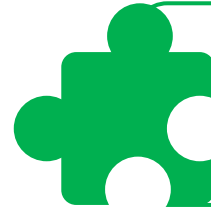
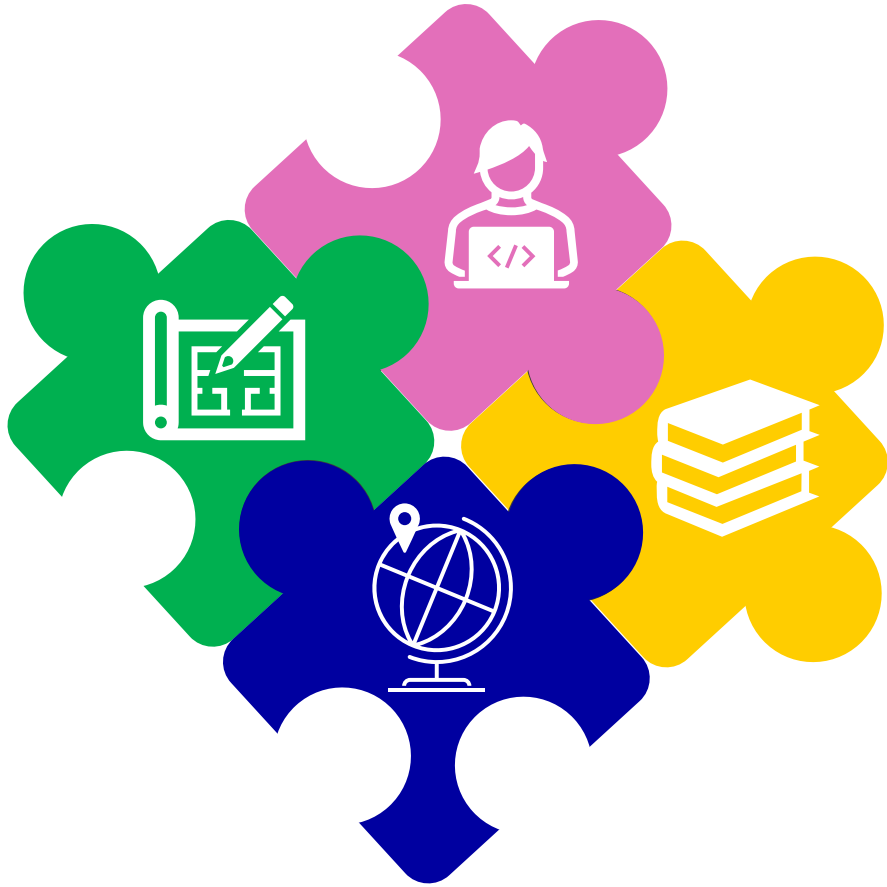
Poka @ Mars

PET PARENTS AREN'T BORN *they become*

MARS
Pet Nutrition

A Better 
World For Pets

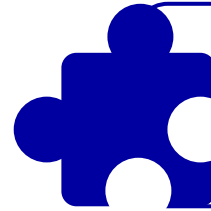
Background



First Deployment

2018 @ Netherlands

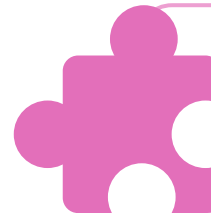
Supported enhanced comms across the factory



109 Sites Worldwide

37 in Petcare

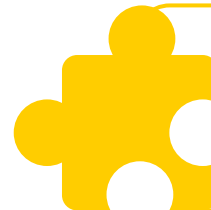
(not counting “test” locations)



IT Security

Coordination from Day 1

Protect company IP > AI integration



Support Education & Training

Forms, Skills, Exams, Work Instructions,
Collaboration Modules

Poka @ Mars Supply Excellence (MSE)



MSE Poka Applications

API and Automation

API = Application Programming Interface



Poka API Documentation

KUDOS!

Excellent set of documentation and examples!

MARS
Pet Nutrition

A Better 
World For Pets

Poka

Guides

Recipes

<> API Reference

Changelog

SEARCH

CTRL-K

JUMP TO

CTRL-/

APPROBATION

Approval

Update an approbation condition

PATCH

List all approbation versions

GET

Retrieve the approbation version count

GET

Retrieve an approbation version

GET

Update an approbation version

PATCH

List all approbation version conditions

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Update an approbation version

PATCH

List all approbation version conditions

GET

BARCODES

Barcodes

Update an approbation condition

PATCH

https://mars.poka.io/api/v2.3/approbation-conditions/{id}/

PATH PARAMS

id integer required ≥ 0

A unique integer value identifying this approbation condition.

BODY PARAMS

note string length ≤ 16384

status string length ≤ 50

RESPONSE

200

Updated 23 days ago

List all approbation versions →

Did this page help you?

Yes No

LANGUAGE

Shell

Node

Ruby

PHP

Python

CREDENTIALS

Header Authorization

URL

Base URL

https://baseUrl/api/v2.3/approbation-conditions/{id}

CURL REQUEST

EXAMPLES

curl --request PATCH \

--url https://mars.poka.io/api/v2.3/approbation-condit

--header 'accept: application/json' \

--header 'content-type: application/json'

RESPONSE

EXAMPLES

Choose an example:

application/json

200

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Power Automate

Workflow automation service that allows users to create automated "flows", across various applications and services.

A Premium license is required to "connect" to Poka

Can "trigger" from multiple types of events for almost every Poka function (e.g., new form submitted)



Power Automate

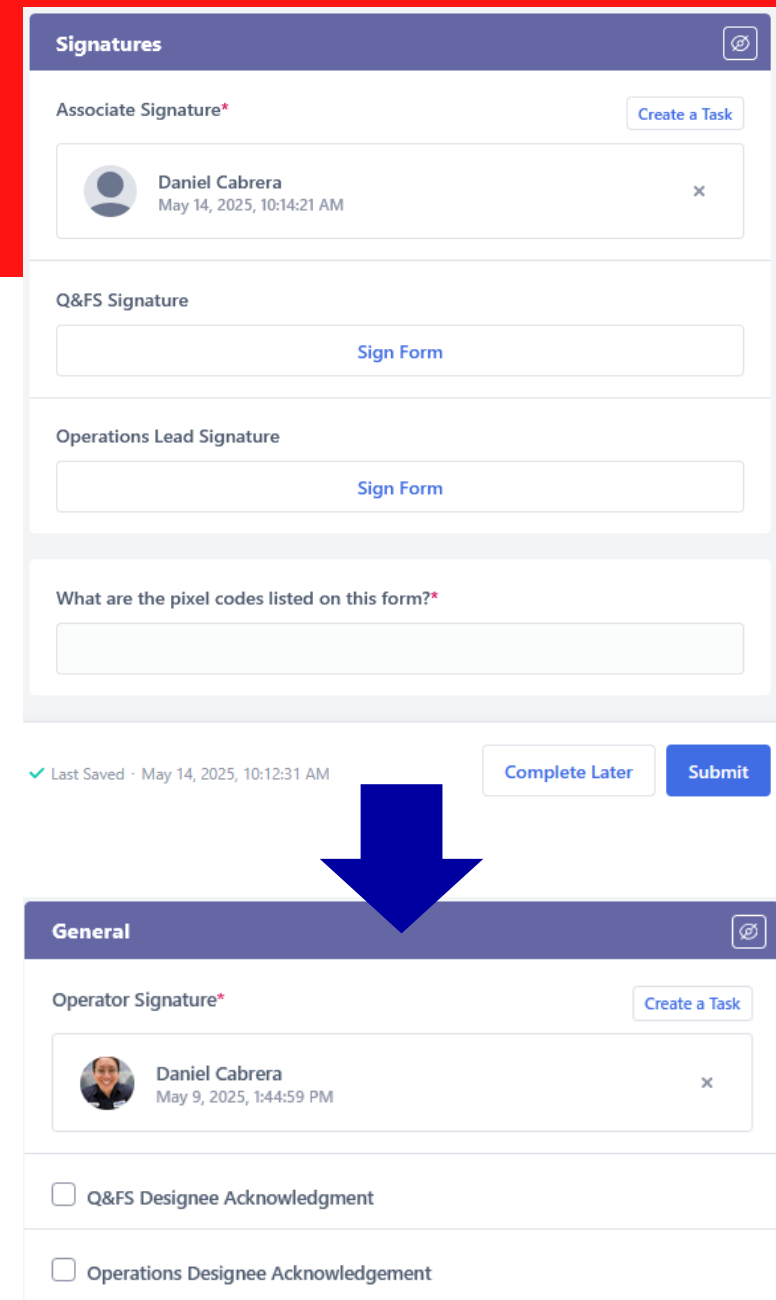
Use Case #1 Sign-Off Flow

PET PARENTS ARE AT *the heart of what we do*

Quality & Food Safety: Controlling Forms

TNT Shift Conformance Non-Compliance:

- Operator signing on the wrong field
- Operations Designee missing signatures



The screenshot displays two sections of a form: 'Signatures' and 'General'.

Signatures Section:

- Associate Signature***: Includes a 'Create a Task' button and a list of signatures. One signature is shown for Daniel Cabrera, dated May 14, 2025, 10:14:21 AM.
- Q&FS Signature**: A text input field with a 'Sign Form' button.
- Operations Lead Signature**: A text input field with a 'Sign Form' button.
- What are the pixel codes listed on this form?***: A text input field.

At the bottom of the Signatures section, it says 'Last Saved · May 14, 2025, 10:12:31 AM' and has 'Complete Later' and 'Submit' buttons.

General Section:

- Operator Signature***: Includes a 'Create a Task' button and a list of signatures. One signature is shown for Daniel Cabrera, dated May 9, 2025, 1:44:59 PM.
- ☐ Q&FS Designee Acknowledgment
- ☐ Operations Designee Acknowledgement

A large blue arrow points from the 'Signatures' section to the 'General' section, indicating a transition or a common error path.

Quality & Food Safety: Controlling Forms

PDC Metal Detector Log (Improved)Help00

Reject Count

All rejected products must be accounted for below. If more than 3 bags are rejected per run, escalate to Q&FS/Operations lead and investigate before proceeding.

Time of reject*

08:59 AM

Now

Below list the Product code(s), number of rejects per variable, and time of reject.*

add

Signatures

Associate Signature*

Create a Task

Sign Form

Please add your signature

What are the pixel codes listed on this form?*

PX234523

✓ Last Saved - May 14, 2025, 9:05:20 AM

Complete Later

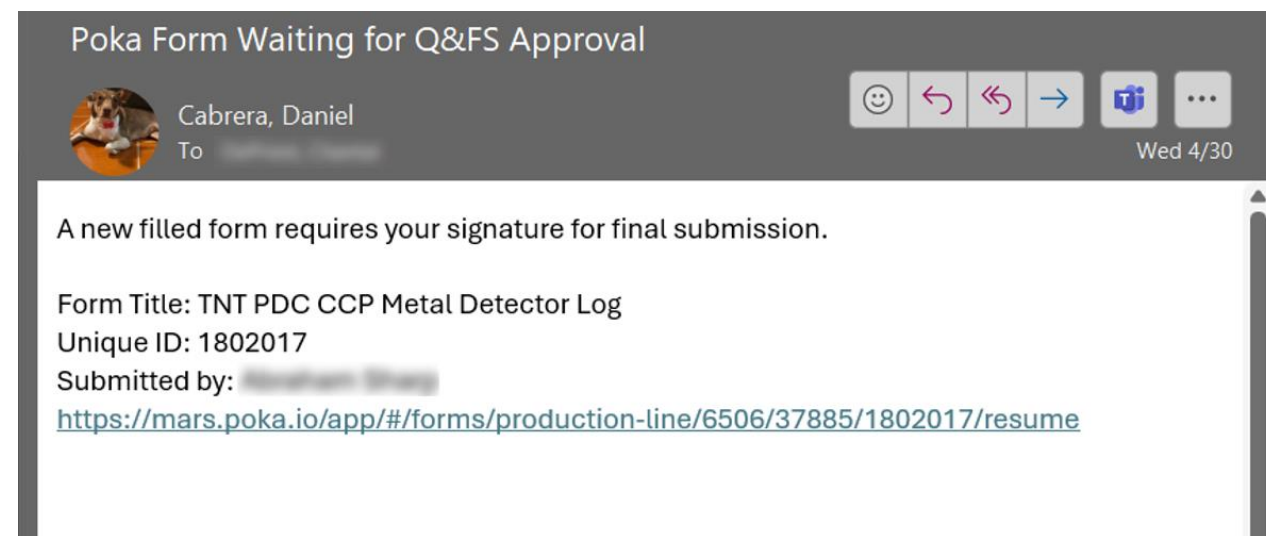
Submit

Power Automate Flow

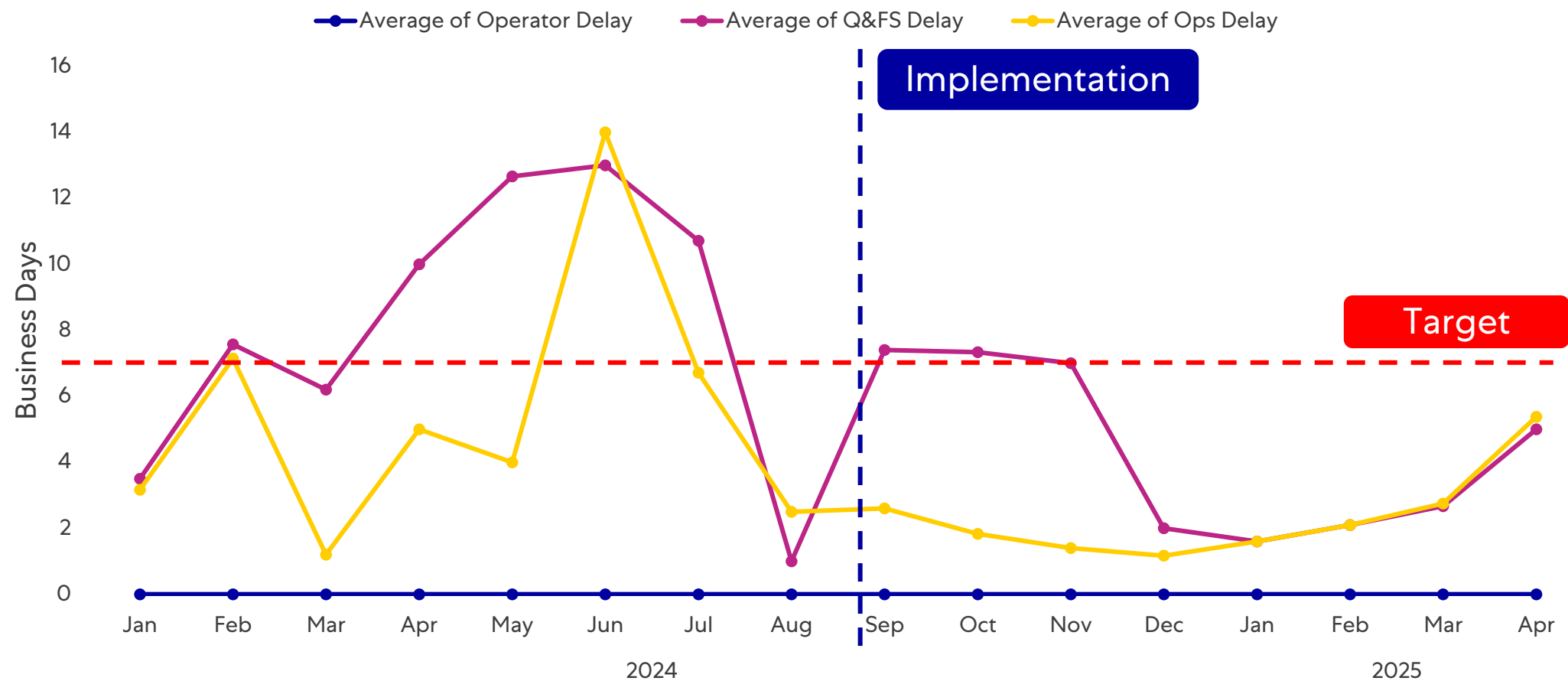
A Flow is triggered when the form is submitted:

- Customizable message
- Can be sent to multiple people
- Can check for “double” signatures
- Direct link to form for signing

Further solution can error handle: remove “double” signatures



Current Trends



Project Outcomes

Signatures Delay



-51.94%

Q&FS

↓49.95%

Ops

↓53.92%

Programming Time



4 Hours

Manager Time Saved



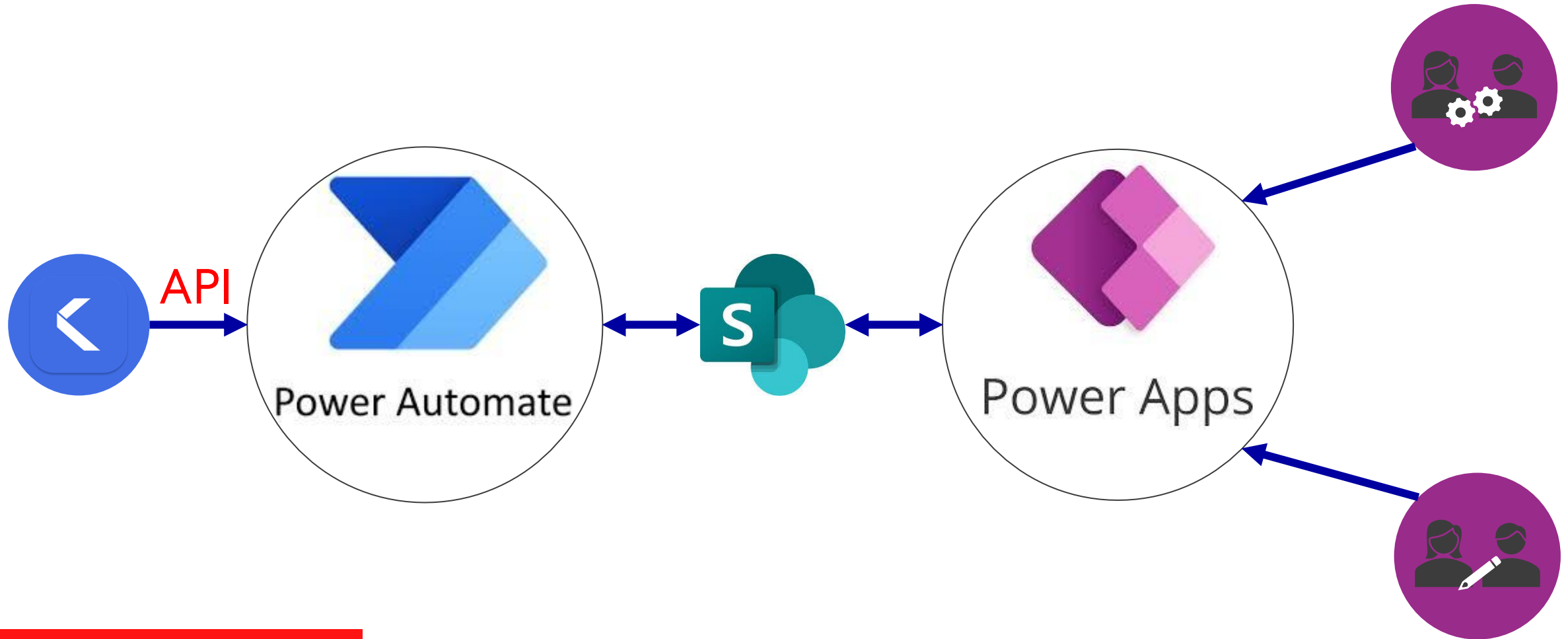
2 min / Form

ROI 483% Year 1

Use Case #2 Equipment in Line Trial Request

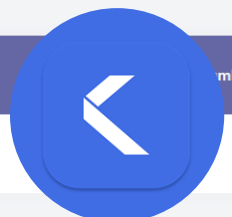
WE'RE OBSESSED WITH *pet parents*

Process Flow Power Automate

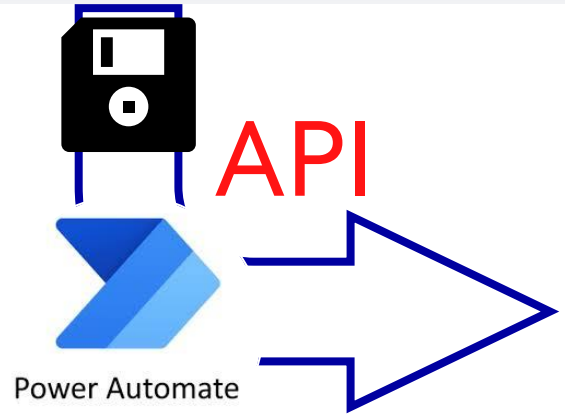


	Name	Model	Equipment Number	Serial Number
	Contherm	Unknown Model	-	-
	Greenie Cutter Assembly	Unknown Model	-	-
ABE				
	Name	Model	Equipment Number	Serial Number
	Tallow Tank (1000 gallon)	Unknown Model		Unknown
Accu-Seal				
	Name	Model	Equipment Number	Serial Number
	Accu-Seal	5300-25-BS		
	Accu-Seal	675TC2-30-DB		

POKA



SharePoint

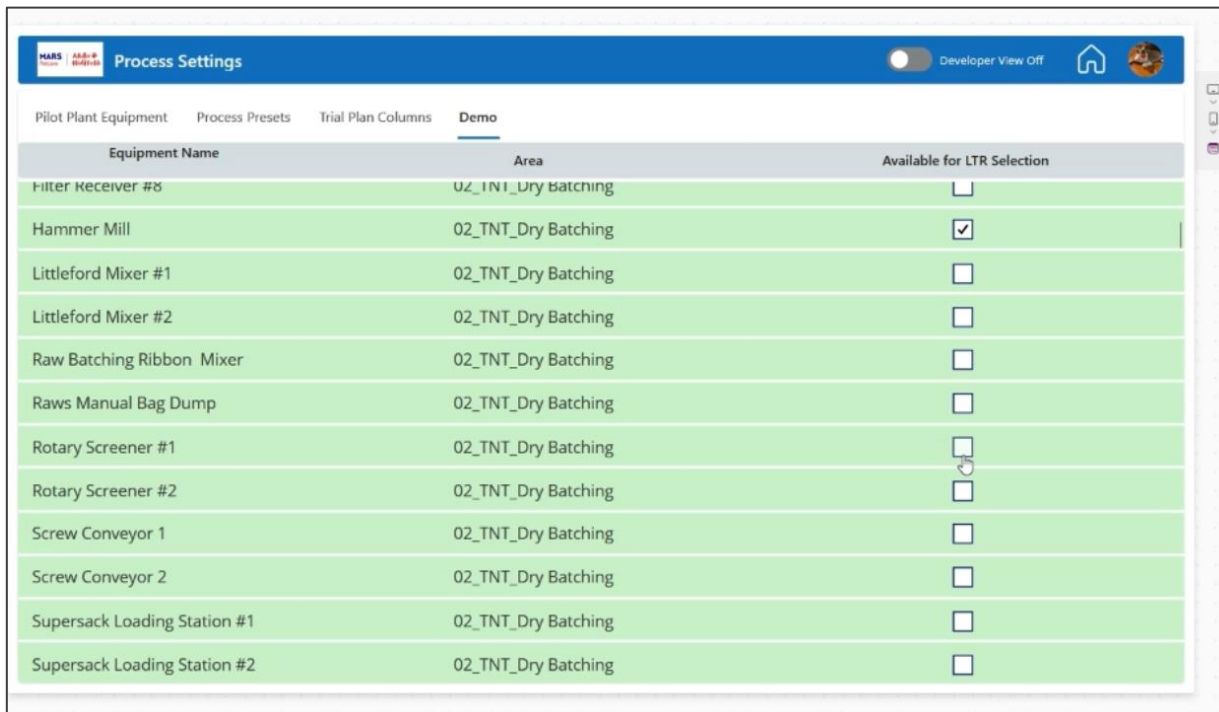


Pilot Plant Equipment ☆											
	Title	Nickname	Equipment Nu...	Asset Number	Serial	Other Names	Manufacturer ...	Model Name	Production Lin...	Workstation	
	Contherm	Contherm			0	None	*	Unknown Model	05_TNT_Wet Line	TNT_Wet_Line_Fill	
	Greenie Cutter Assembly	Greenie Cutter Assembly			0	None	*	Unknown Model	16_TNT_Flex Rooms	TNT_Flex_Room_#2	
	Tallow Tank (1000 gallon)	Tallow Tank (1000 gallon)			0	Unknown	ABE	Unknown	03_TNT_C&T Line	TNT_C&T_Line_Cream_Makin	
	Accu-Seal	Accu-Seal					Accu-Seal	5300-25-BS	06_TNT_Packaging	TNT_Dry_Line_Packaging	
	Accu-Seal	Accu-Seal					Accu-Seal	675TC2-30-DB	05_TNT_Wet Line	TNT_Wet_Line_Filli	
	Buhler Weigh Feeder	Buhler Weigh Feeder									
	Coperion Weigh Feeder	Coperion Weigh Feeder									
	High Shear Mixer	High Shear Mixer			113,393	66883-1	Admix	DS-215	05_TNT_Wet Line	TNT_Wet_Line_Mix	
	Brabender Conveyor	Brabender Conveyor			0	2395-01	AGI	Unknown Model	16_TNT_Flex Rooms	TNT_Flex_Room_#2	
	SHAKA Retort	SHAKA Retort			0	R1975	Allpax	Unknown	16_TNT_Flex Rooms	TNT_Flex_Room_#4	
	Post Coat Conveyor (Blue)	Post Coat Conveyor (Blue)			0	1486	Coating Drum Conveyor	American Process Systems	03_TNT_C&T Line	TNT_C&T_Line_Fla	Enhancement



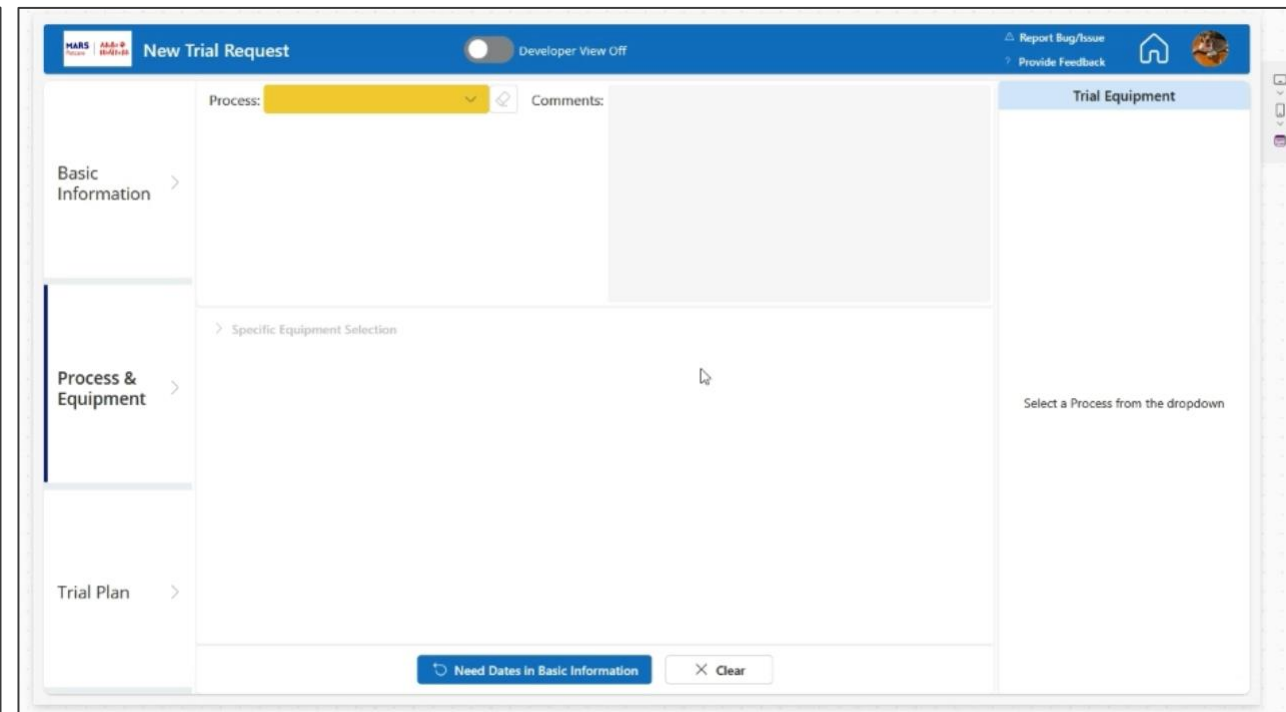
User Interface – Pilot Plant Equipment

App Admin View



Equipment Name	Area	Available for LTR Selection
Filter Receiver #8	02_TNT_Dry Batching	☐
Hammer Mill	02_TNT_Dry Batching	☒
Littleford Mixer #1	02_TNT_Dry Batching	☐
Littleford Mixer #2	02_TNT_Dry Batching	☐
Raw Batching Ribbon Mixer	02_TNT_Dry Batching	☐
Raws Manual Bag Dump	02_TNT_Dry Batching	☐
Rotary Screener #1	02_TNT_Dry Batching	☐
Rotary Screener #2	02_TNT_Dry Batching	☐
Screw Conveyor 1	02_TNT_Dry Batching	☐
Screw Conveyor 2	02_TNT_Dry Batching	☐
Supersack Loading Station #1	02_TNT_Dry Batching	☐
Supersack Loading Station #2	02_TNT_Dry Batching	☐

Requestor View



Process: 02_TNT_Dry Batching Comments:

Basic Information

Process & Equipment

Trial Plan

Specific Equipment Selection

Trial Equipment

Select a Process from the dropdown

Need Dates in Basic Information Clear

Projected Improvement

Requestor Reception



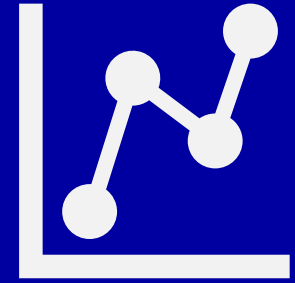
3pts

Information Accuracy



**Est. ↑95% + Save
10min/LTR**

Increased Data Point



Starting 3X



Right First Time

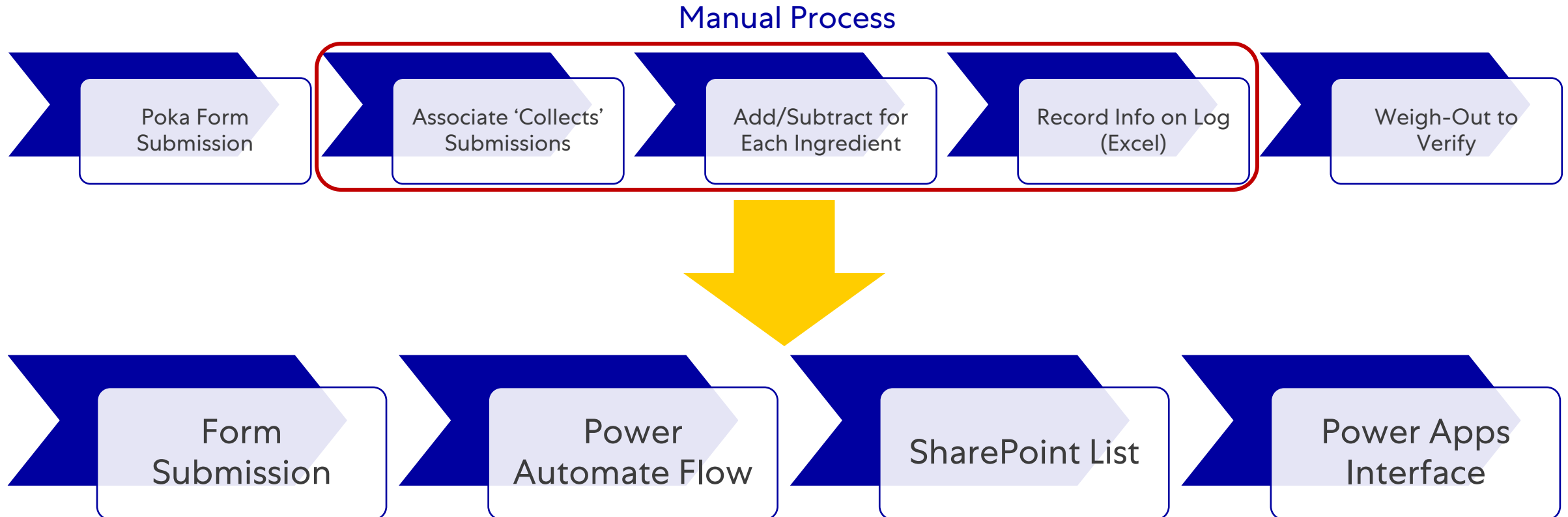
**90% → 99%
+
Lower entry barrier**

Use Case #3

HRCI Recon Log

PETS MAKE THE WORLD *better for us*

Process: From → To

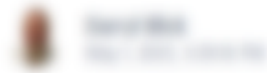


It all starts with a Poka Form

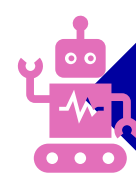
Required Info:

- Processing Area
- GRD# (Unique Identifier)
- Lot Code
- Movement Type
- Amount

**Operators
fill out the
Form in Poka**

Info
Processing Area (select all that apply)*
Wet
HRCI Usage 1
HRCI Description:* PX TM CSR CIG 2025
GRD#* 5573754
Lot Code:* KLM291-041625
Movement type?* Select all that apply
Received
Received:* kg
21.98
Operator's signature*


Automate the Process



Remove Human Error



Reduce Associate Time investment



Ability to automate notifications and corrective actions



...Still in “Building + Validation” process internally...



ReconLogScreen

Version: Alpha Testing v3.3

Tuesday, January 7, 2025

 AutoStart DisplayTable timer

 LoadingData

 Report Bug/Issue

 Provide Feedback



Ingredient Name	GRD	Beginning Inventory (kg)	Used (kg)	Scrap (kg)	Received (kg)	Calculated Total (kg)	Weigh-Out (kg)	% Difference
...	...	21.605	0.37	0	21.1	42.335	42	0.79%
...	...	0	0	0	22.71	22.71	20	11.93%
...	...	30.575	1.053	0	22.85	52.372		
...	...	165.67	63.61	0	0	102.06		
...	...	207.34	0.199	0	0	207.141		
...	...	0.2	0.028	0	0	0.172		
...	...	227.65	0.171	0	0	227.479		

Project Outcomes

Time Efficiency

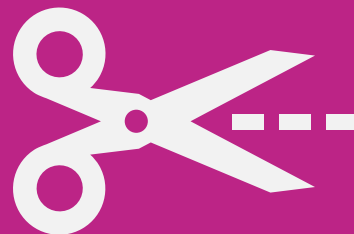


**~2min /
Ingredient**



20min/week

Reducing Human Error



Events ↓80%

User Interface



**↑3pts
Satisfaction**

**↑2pts
Ease of Use**

Questions?

WE ARE BIG TIME *planet huggers*

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Pet Nutrition

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A young child with dark, curly hair is lying on their stomach on a light-colored rug, looking up and to the right. A small, tan and white dog is sitting next to them, looking directly at the camera. The background shows a blurred living room with a grey sofa and a white chair.

THANK YOU