

A woman with long brown hair is laughing joyfully, her head tilted back. A large black and white speckled dog is licking her cheek with its pink tongue. The background is a soft-focus green field with trees.

MARS
Pet Nutrition

A Better 
World For Pets

**THE PURPOSE OF POKA AT MARS: DRIVING DIGITAL SUCCESS THROUGH
CLEAR ALIGNMENT AND CONTINUOUS IMPROVEMENT**

Inga Semjonova 5 March 2025

Inga Semjonova

2010

Operator

Lean program

Ops support

**IE technician /
Site MSE lead**

**Regional E&T pillar
coach**

**Connected Associates
Pillar lead**

NOW



POKA deployment at Mars

MARS

117 sites 4 segments

65 countries 26k users



Communication



242 News Posts Created

Forms & Checklists



120,276 Forms Completed

Knowledge Management



1,704 WI & TS Created

Issue Management



515 Issues Raised via POKA

Skill Management



21,317 Skill Endorsements

Analytics



24 dashboard builder licences

AGENDA

Digital First

Deployment of Smart Factories to digitalise processes

Education & Training

Being at the heart of the processes

Role of POKA

Driving Mars Supply Excellence

What's Next

Support in acceleration of deployment

Digital First



**Smart
Factory**

Education & Training

✓ WHERE?

✓ WHAT?

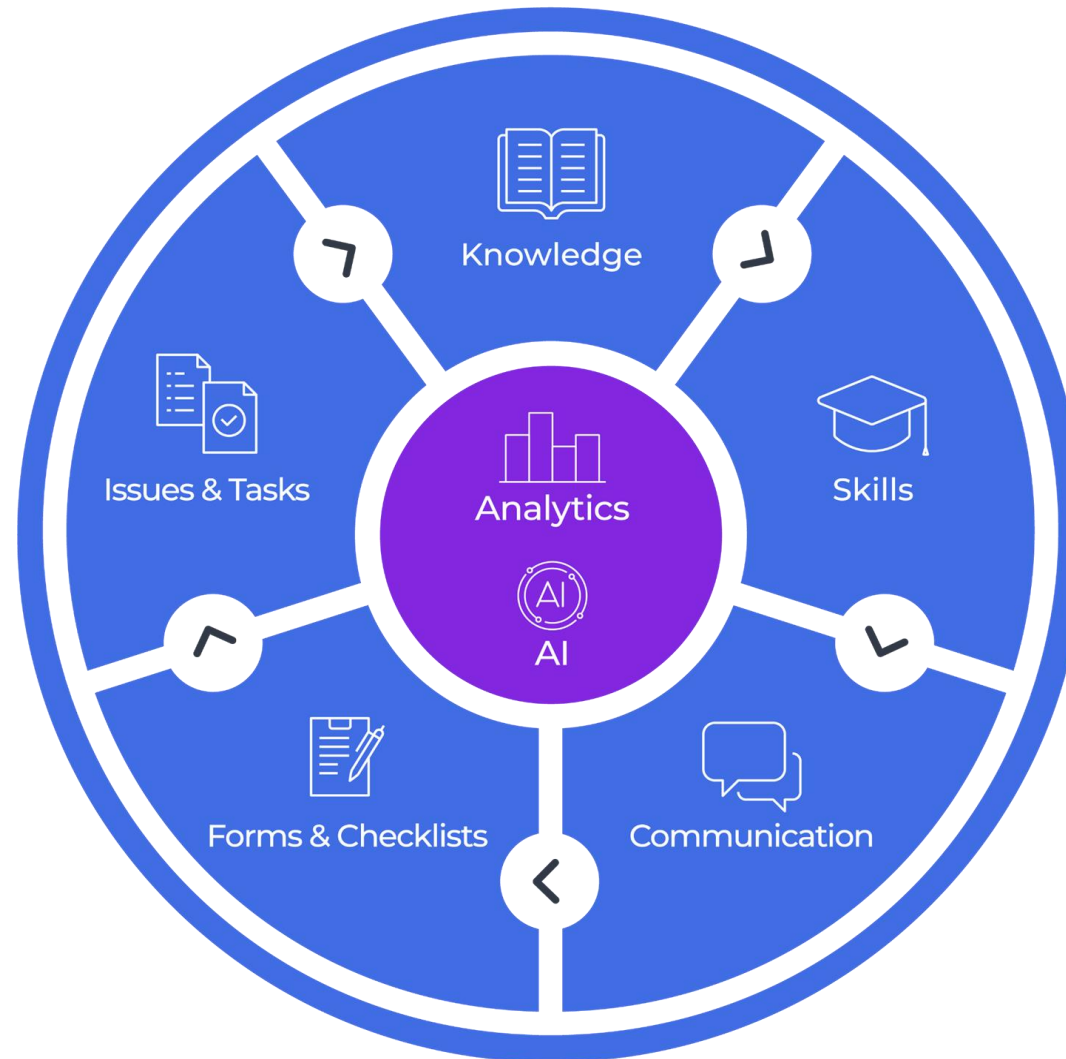
✓ HOW?

✓ WHO?



	JA	RA	DA	JC	FC	BG	MG	PG	FG	EG	HG	PG	MG
LLENADO PL2	0	0	1.6	2.8	3.1	2	2						
Production - Equipment operati...													
FAMOS-SOLUCIÓN DE PROBLEMA...													
FAMOS - eFAMOS													
SABER REALIZAR CORRECTAMEN...													
FAMOS - eFAMOS													
AM-ÁREA DE LLENADO PL2													
AM													
GESTIÓN DE LOS RESIDUOS GEN...													
Environment													
CAMBIOS DE PRODUCTO EN ÁRE...													
Changeover													

Role of POKA



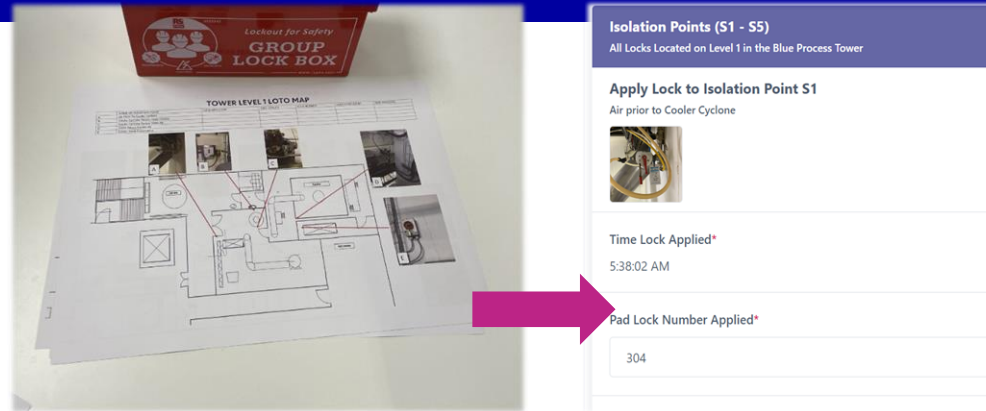
Knowledge Management

YouTube style
learning content

Acceleration is key!

Improved
management of
One Point Lessons

Using Work Instruction to digitalise LOTO
application to reduce time by 46% (20
minutes of actual machine downtime)



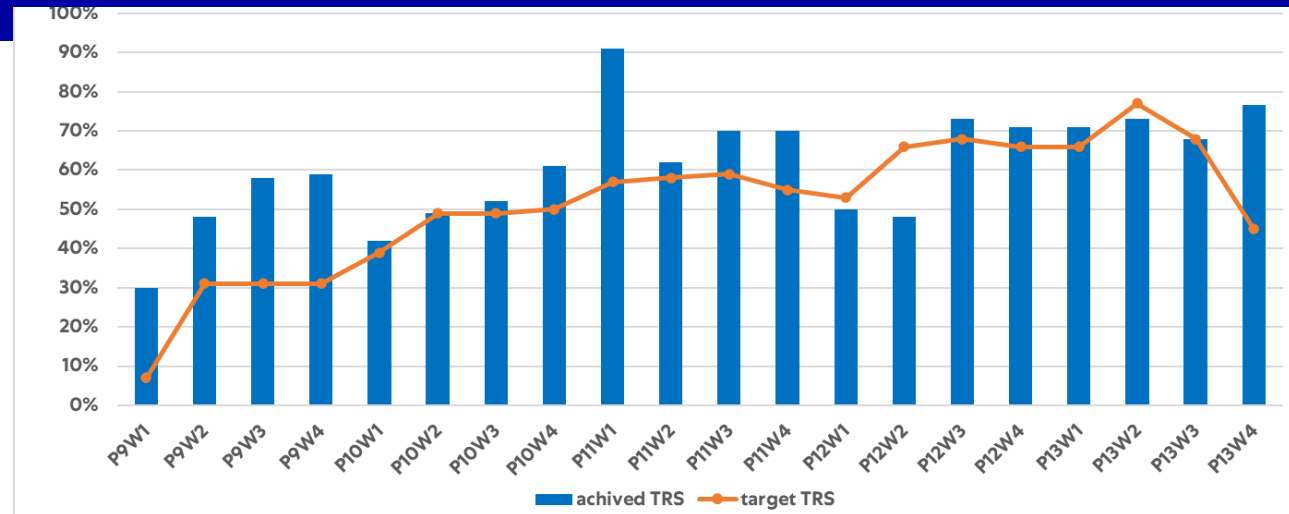
Skill Management

Structured skills to
drive
standardisation

Globally driven
skills to support
Mars Supply
Excellence

Capability building
to support
adoption of new
digital tools

13 out of 16 weeks of learning curve for new production line were exceeding the ambitious curve



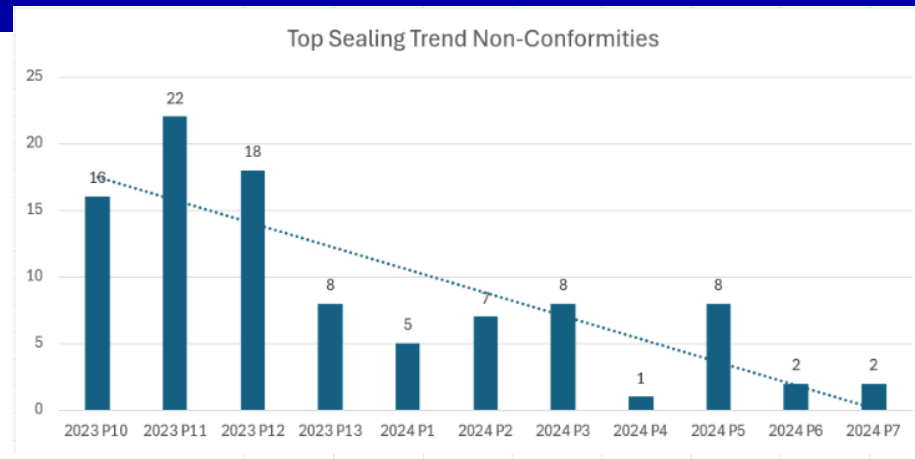
Forms & Checklists

Advanced in
analysis of training
effectiveness

Compliance with
Contractor
Management

Coaching
conversation to
maintain skills

Top seal non-conformities reduced from
an average per period of 18 to 2 in less
than a year!



Issue Management

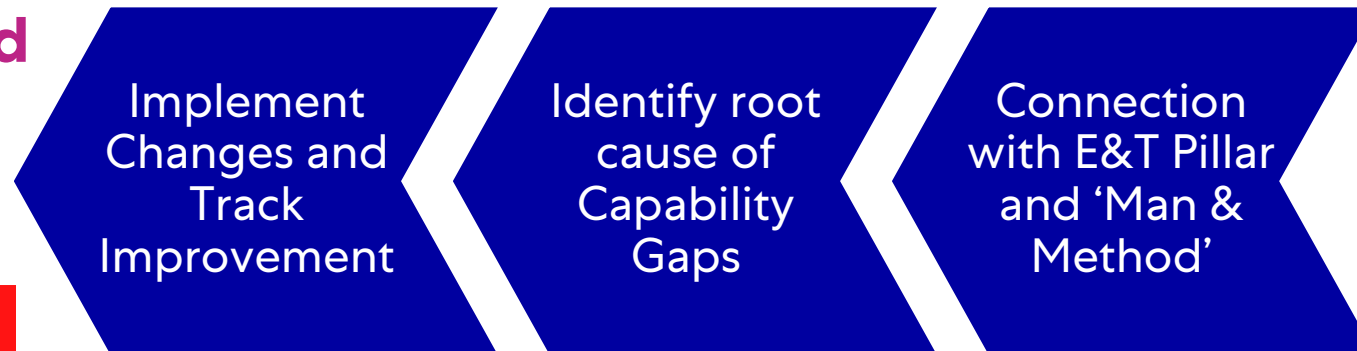


Training Effectiveness application On the Job trainer capability gaps

One Point Lesson need Work Instruction inaccuracy Validation process gaps

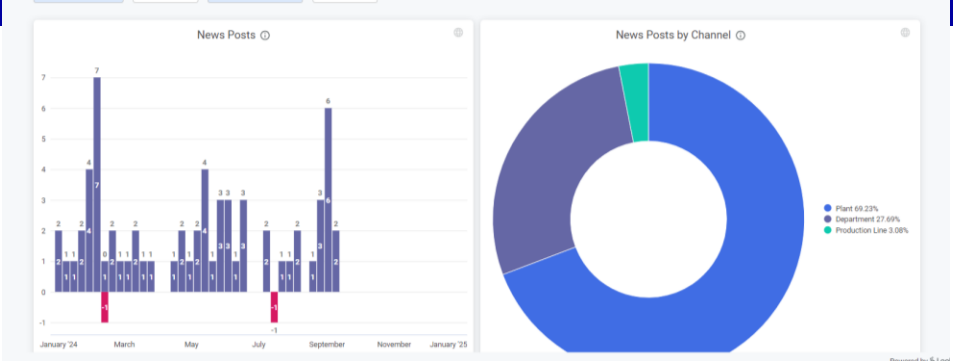
New tasks identified

Skill gaps



Communication

Communication channel has raised higher interest in POKA and doubling number of views in less than 6 months



MARS
Pet Nutrition

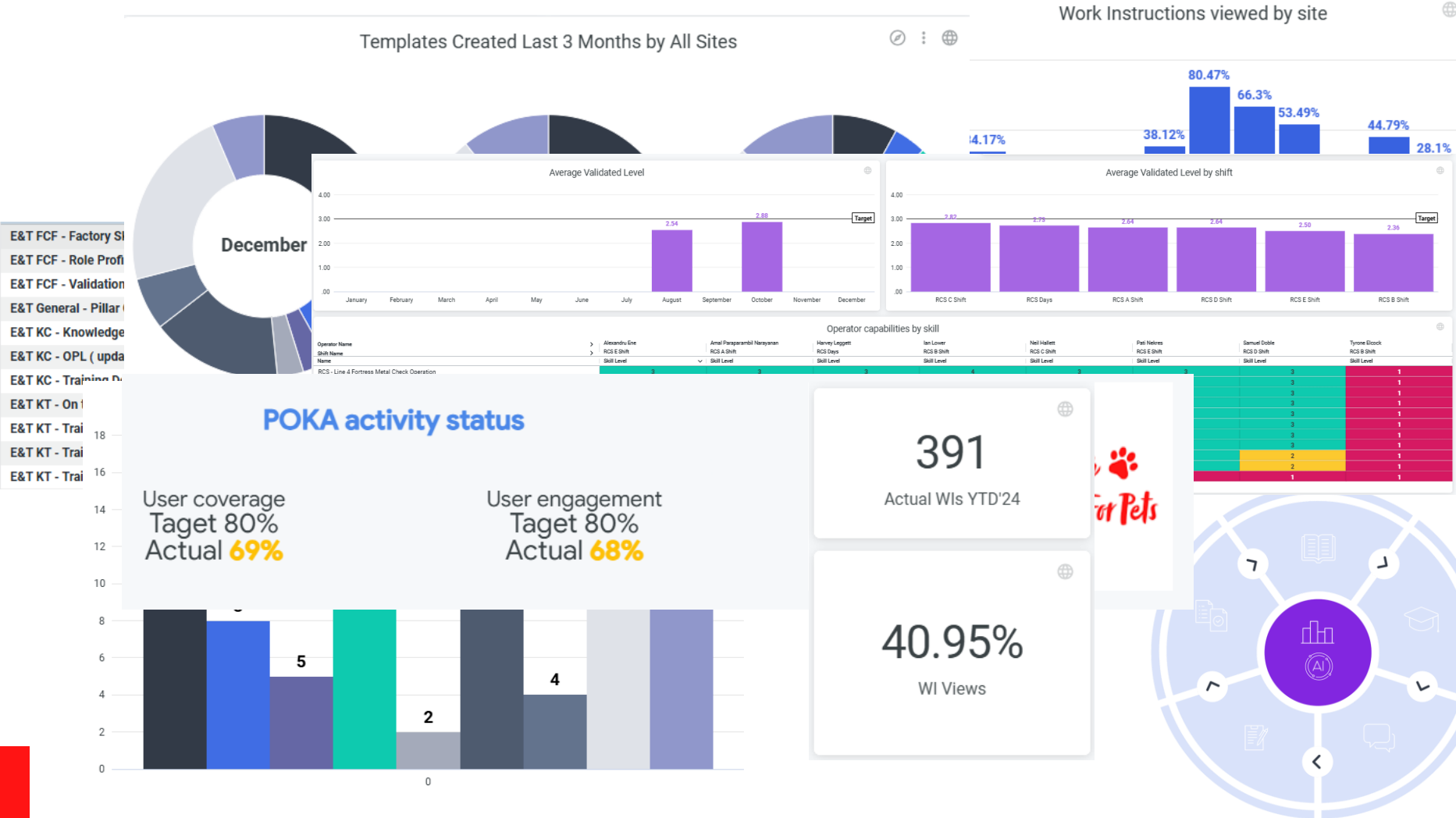
A Better World For Pets

Analytics

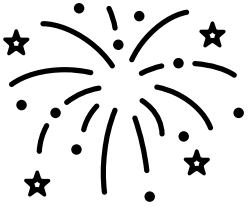
Capability building
tool to adopt Mars
Supply Excellence

Monitoring KPIs to
track E&T
expansion

Measuring maturity
of E&T adoption
within Smart
Factory



What's Next



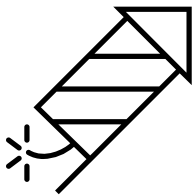
Successful Education & Training Pillar deployment with POKA making it digital from most of aspects

Translation preview **Drive area ownership**
Yearly Training Planning **Skills Linked to Losses**



Alignment with POKA on our SMART Factory agenda to further digitalise our processes

More Advanced Skills Analytics **Booking onto Training Sessions**



Support in acceleration of deployment, particularly material creation in POKA

Q&A

