M3UA Benelux Conference
3rd/4th November 2026
Van der Valk Hotel, Eindhoven, NL

VAN DER VALK
HOTEL EINDHOVEN

Delegate Programme

M3UA Benelux Conference

3 & 4 November, 2026

Van der Valk Hotel
Aalsterweg 322, 5644 RL Eindhoven
Netherlands

M3UA Benelux Conference 2026

Event Agenda: Tuesday 3rd November

Room Key: **Expo area** | **Noord** | **Eindhoven 1** | **Eindhoven 2**

11:00	**Registration & networking**		
12:00	**Welcome to Eindhoven!** M3UA		
12:15	**Keynote: Built to Thrive: A Human Blueprint for 2030** Matt O'Neill – The Optimistic Futurist		
13:00	**LUNCH & Networking Break**		
14:00	**Two Journeys. One Cloud. What Comes Next?** Janindu De Silver & Ranika Amarasena (Fortude) Arne Tjalma (Karl Lagerfeld) & Robin Henry (Stanley/Stella)		
14:45	**Sponsor introductions** M3UA		
15:00	**Networking Break**		
15:30	**Infor M3 Product Roadmap** Ole Rasmussen, SVP Product Management & Development (Infor)		
16:30	**SYYNC Your Infor Data Lake** Roy van Es, SYYNC	**An AI Agent for Every Role** Alex Furner & Stephen Appleton Reynolds Food Group	**Workshop: Experience Designer (1hr)** Luc St-Yves, Solution Consultant, Infor
17:00	**Real-time Reporting with AI, Dashboards and Financials** Dave Darby, Cyberscience	**From Compliance to Competitive Advantage** Marcel Koks, Sr. Dir Industry & Solution Strategy, Infor	
17:30	**Free time**		
18:30 – 21:30	**Evening Drinks Reception & Networking Dinner**		

M3UA Benelux Conference 2026

Event Agenda: Wednesday 4th November

Room Key:	Expo area	Noord	Eindhoven 1	Eindhoven 2
09:00	**Tea, Coffee & Networking**			
09:30	**Infor Business Update** Hein Kivits, VP Sales, Infor NL 			
10:15	**Keynote: The Power of Strategic Networking** Rikke Hartmann-Bossen 			
11:00	**Networking Break**			
11:30	Anthesis Session TBC	**Getting Started with Strategic Networking Groups** Rikke Hartmann-Bossen 	**Workshop: Infor M3 Insights & Data Fabric Adoption (1hr)** Alistair Stone, Product Director, Infor	
12:00	**Re-shaping your M3 Output Transactions** The Accure team	**Nutreco's Process Intelligence & AI Journey with Infor** Cagri Ozbakay Kara and Ivo Kaptein, Nutreco		
12:30	**You don't need a consultant for that … anymore** Alexander van der Kuijl, M3CloudSlam 	**M3 User Story: Replacing Ephesoft with Infor RPA** Markus Mayer, Intersnack 	**Workshop: Process Mining (1hr)** Thomas Schmidt, Product Manager, Infor	
13:00	**Autonomous AP for Infor M3: A Hands-on Workshop** Yvonne Jans & Eugene Hassewinkel, Medius 	**Infor Cloudsuite Updates & 24/7 Operations** Brian Rawlins, Sr. Manager, Customer Success Infor 		
13:30	**LUNCH & Networking Break**			
14:30	**M3 Rhythm / eCommerce Update** Mark Connell, Snr Solution Consultant, Infor 	**Lely: Seeing is Planning, from ERP limitations to Visual Planning.** Arjen Bakker, Lely 	**Workshop: M3 / Cloudsuite Enhancement Requests (1hr)** Ole Rasmussen, SVP Product Management, Infor	
15:00	**Packaging Management in M3** Marcek Koks, Infor 	**Output Management Update** Alistair Stone & Peter Sørensen, Infor		
15:30	**Networking Break**			
16:00	**M3 Industry Strategy (Food & Bev)** Marcek Koks, Infor 	**M3 Finance update** Hendrik Assink, Solution Consultant, Infor 	**Workshop: Unlock Value with Infor AI Agents (1hr)** Gustaf Persson, Snr. Product Manager, Infor	
16:30	**M3 Supplier Portal Update** Madeleine van Dijk, Product Director, Infor 	**E-invoicing update** Hendrik Assink, Solution Consultant, Infor 		
17:00	**Wrap up and close**			

Tuesday 3rd November

Welcome and opening sessions

12:00–12:15 MAIN STAGE [Noord]

M3UA Conference Welcome & Keynote

Arnoud Roebers / Scott Addington / Martin Hill

Join us as we open the M3UA Benelux Conference and look ahead to two days of shared experience and discussion. We'll reflect on the past year from an M3UA perspective, share a brief update on the association's activities and set the scene for this year's conference.

12:15–13:00 MAIN STAGE [Noord]

Built to Thrive: A Human Blueprint for 2030



Matt O'Neill, The Optimist Futurist

Matt O'Neill shows what supply chain and operations work could become as the tools get smarter, and why the people using them become more valuable. He also makes the case that M3 is a crucial part of the gearing that keeps the world fed and serviced. You'll leave knowing where you stand and what to try next.

14:00–14:45 MAIN STAGE [Noord]

Two Journeys. One Cloud. What Comes Next?



Janindu De Silver & Ranika Amarasena: Fortude
Arne Tjalma (Karl Lagerfeld) & Robin Henry (Stanley/Stella)

No two cloud journeys are alike. Hear Arne Tjalma (CTO, Karl Lagerfeld) and Robin Henry (Application Support & Project Manager of Stanley/Stella) share the decisions, challenges, and lessons shaping their transformations.

Discover how Fortude complements these journeys as a strategic partner, combining ERP expertise, its Business Accelerated Framework, Managed Services, Data, Automation, and AI.

Tuesday 3rd November

Afternoon main stage sessions

14:45–15:00 MAIN STAGE [Noord]

Sponsor introductions



Fifteen minutes. Eighteen sponsors. Quickfire Introductions.

A quickfire introduction to our fantastic sponsors. Make sure you spend time during the networking breaks visiting their booths.

15:30–16:30 MAIN STAGE [Noord]

Infor M3 Product Roadmap



Ole Rasmussen, SVP Product Management, Development

The Agentic Industry cloud is forming and becoming a reality. Join Ole Rasmussen to learn about the overall direction for Infor and the M3 Cloud and how we are changing the way you create value from ERP - driven by the power of AI. We will show some concrete examples, as well as giving directions on the next steps.

Tuesday 3rd November

Breakout sessions - starting at 16:30

16:30–17:00 STREAM 1 [Eindhoven 1]

SYYNC Your Infor Data Lake

Roy van Es, SYYNC

Discover how SYYNC unlocks your Infor Data Lake's value by synchronizing data to external databases with minimal configuration and complex integration. See how it automatically creates and maintains databases, handles schema changes and synchronizes new tables without complex pipelines or extra development, making your business data available for reporting, analytics, integrations and AI.

16:30–17:00 STREAM 2 [Noord]

An AI Agent for Every Role – Safely Wired into M3

Alex Furner and Stephen Appleton, Reynolds Food Group

Join Alexander and Stephen as they explain the business role-based AI agents they're building (Accounts Payable, Supply Chain Planning and others), how they govern exactly what each one can see and do in M3 and surrounding systems. Including some practical examples.

16:30–17:30 STREAM 3 [Eindhoven 2]

Workshop: Experience Designer



Luc St-Yves, Solution Consultant, Infor

A one-hour interactive introduction workshop on the capabilities, standard apps and usage of the Experience Designer.

Tuesday 3 November

Breakout sessions - starting at 17:00

17:00–17:30 STREAM 1 [Eindhoven 1]

Real-time Reporting with AI, Dashboards and Financials



Dave Darby, Senior Consultant, Cyberscience

See how using Cyberquery and the Cyberquery Financial Report Writer makes information access and delivery simple, quick, and impactful.
Cyberquery is intuitive, fast, and powerful, and during this session we will show you how Cyberquery's AI speeds up your access to - and presentation of - data, giving you reports and dashboards you can depend on.

17:00–17:30 STREAM 2 [Noord]

From Compliance to Competitive Advantage: How to Enable Your Sustainable Strategy



Marcel Koks, Sr. Director Industry & Solution Strategy, Infor

A practical update on M3's Environmental, Social, and Governance (ESG) capabilities, including emissions tracking and compliance.

16:30–17:30 STREAM 3 [Eindhoven 2]

Workshop: Experience Designer



Luc St-Yves| Solution Consultant | Infor

This workshop continues from the preceding time slot. Introduction workshop on the capabilities, standard apps and usage of the Experience Designer.

Wednesday 4th November

Morning main stage sessions

09:30–10:15 MAIN STAGE [Noord]

Infor Business Update



Hein Kivits, VP Sales, Infor NL

Hear the latest from Infor, including business priorities, strategic direction and key developments, with an update on what these mean for the M3 user community.

10:15–11:00 MAIN STAGE [Noord]

The Power of Strategic Networking for M3UA Members



Rikke Hartmann-Bossen

Strong professional networks create opportunities to share practical experience, learn from proven approaches, avoid expensive mistakes, and solve problems faster.
Rikka will explore how the M3UA community can build more strategic, valuable, and practical forms of facilitated networking that deliver real benefits to members and their organisations

Wednesday 4th November

Breakout sessions starting at 11:30

11:30–12:00 STREAM 1 [Eindhoven 1]

Gold Sponsor Session: Anthesis

[Speaker name] / [Session title TBC]

Session to be confirmed.

11:30–12:00 STREAM 2 [Noord]

Getting Started with Strategic Networking Groups



Rikke Hartmann-Bossen & Nick Saalfeld

Following on from her keynote, Rikke and Nick will host a practical session aimed at getting M3UA members started in the art of strategic networking. If you would like to connect with like-minded M3UA users, share ideas and learn from each other – this will be an excellent place to start that journey.

11:30–12:30 STREAM 3 [Eindhoven 2]

Workshop: Infor M3 Insights & Data Fabric Adoption



Alistaire Stone, Product Director, Infor

We'll show how the curated M3 CloudSuite Data Foundation (powered by Infor Data Warehouse) gives you a single, governed platform that connects your data to the tools your teams need: financial reporting through Infor Enterprise Performance Management, embedded analytics via Infor Birst, role-based workspaces, AI-driven insights through Infor GenAI, and open integration with Power BI and Excel. You'll see how the foundation works, and what the path looks like from where you are today to where you want to be.

Wednesday 4th November

Breakout sessions starting at 12:00

12:00–12:30 STREAM 1 [Eindhoven 1]

Re-shaping your M3 output transactions

Henrik Billgren / Carl Bengtsson / David Jerneborn, Accure

Join the Accure team as they host this session where they will take you through how to analyse all your out-put transactions using latest technology and propose a future proven path forward.

12:00–12:30 STREAM 2 [Noord]

M3 User Story: Nutreco's AI & Process Mining Journey with Infor

Cagri Ozbakay Kara (AI & Innovation Orchestrator) and Ivo Kaptein (Enterprise Architect), Nutreco

Cagri Ozbakay Kara and Ivo Kaptein from Nutreco share how they progressed from early GenAI assistant experiments to targeted GenAI agent use cases in M3 across credit and order management, inventory, and finance.
They also cover how Process Mining on M3 data underpins a Value Mapping project in Finance, and what they learned about use case selection, and prerequisites along the way.

11:30–12:30 STREAM 3 [Eindhoven 2]

Workshop: Infor M3 Insights & Data Fabric Adoption



Alistaire Stone, Product Director, Infor

This workshop continues from the preceding time slot.
See the previous page for the full session description.

Wednesday 4th November

Breakout sessions starting at 12:30

12:30–13:00 STREAM 1 [Eindhoven 1]

You don’t need a consultant for that … anymore



Alexander van der Kuijl, M3CloudSlam

M3 knows exactly why it did what it did. It just doesn't tell you. So, you search, you test, you call a consultant. This talk ends that routine: how M3 users explain, predict and prevent surprises themselves, from deliveries that won't release to Infor updates and master data errors.

12:30–13:00 STREAM 2 [Noord]

Replacing Ephesoft with Infor RPA – Lessons Learned



Markus Mayer, Group Process Owner: AP, Intersnack

Intersnack automates invoice processing with Infor RPA/IDP: Supplier invoices are read, reconciled, and posted using AI, with a consistent process across all countries. This presentation outlines the journey from 2024 to 2027, explains why we launched the project, details the joint product development with Infor through to the system integration test, and provides an outlook for the roll-out, while sharing the lessons we’ve learned.

12:30–13:30 STREAM 3 [Eindhoven 2]

Workshop: Process Mining



Thomas Schmidt, Product Manager, Infor

Join us for a deep dive into Infor Process Mining, featuring a live demonstration of the latest capabilities and innovations. Discover how organizations use process intelligence to uncover bottlenecks, improve operational performance, and accelerate value realization. We'll also showcase practical M3-specific use cases and share insights from real customer scenarios.

Wednesday 4th November

Breakout sessions starting at 13:00

13:00–13:30 STREAM 1 [Eindhoven 1]

Autonomous AP for Infor M3 – A Hands-on Workshop



Yvonne Jans & Eugene Hassewinkel - Medius

Is your AP truly autonomous - or just automated? In this interactive workshop, we'll challenge your assumptions about AI in finance operations through a series of provocative statements. Share your take, hear from peers, and discover how Medius takes Infor M3 environments from task-based automation to fully autonomous AP.

13:00–13:30 STREAM 2 [Noord]

Cloudsuite Updates & 24/7 Operations



Brian Rawlins, Sr. Manager, Customer Success, Infor

This session will dive into the process of managing CloudSuite's monthly and biannual release cycles in dynamic operational environments. Attendees will learn practical approaches to streamline updates, reduce disruption, and address key pain points associated with release management. Gain actionable insights to improve processes and ensure smoother transitions during scheduled upgrades

12:30–13:30 STREAM 3 [Eindhoven 2]

Workshop: Process Mining



Thomas Schmidt, Product Manager, Infor

This workshop continues from the preceding time slot. See the previous page for the full session description.

Wednesday 4th November

Breakout sessions starting at 14:30

14:30–15:00 STREAM 1 [Eindhoven 1]

M3 Rhythm / eCommerce Update



Mark Connell, Snr Solution Consultant, Infor

Join Mark for an update on Infor's Rhythm eCommerce platform that integrates to your ERP to create seamless online buying experiences for you customers. It delivers real-time pricing, availability, orders, and personalised content across devices. With a responsive design and easy content management, businesses can improve conversions, build loyalty, streamline operations, and unlock scalable new revenue channels.

14:30–15:00 STREAM 2 [Noord]

M3 User Story - Lely: Seeing is Planning, from ERP limitations to visual planning



Arjen Bakker, Integrated Supply Chain Systems & Data Governance Lead, Lely Industries

Explore the day-to-day challenges of a planner and the gaps in standard ERP that led Lely to develop a more visual approach to planning. This session follows the journey from recognising the value of graphical tools to finding a new solution as cybersecurity requirements changed. Hear why Lely chose Vince, what both teams learned along the way, and their experiences of working together to make the project a success.

14:30–15:30 STREAM 3 [Eindhoven 2]

Infor M3 / Cloudsuite Enhancement Requests



Ole Rasmussen

Please join this session to learn about how Infor is working with Enhancement requests and to discuss how you can best contribute.

Wednesday 4th November

Breakout sessions starting at 15:00

15:00–15:30 STREAM 1 [Eindhoven 1]

Packaging Management in M3



Marcel Koks, Sr. Director Industry & Solution Strategy, Infor

Join Marcel and learn about the packaging management functions in M3 and planned enhancements, followed by an open discussion about the business needs.

15:00–15:30 STREAM 2 [Noord]

Output Management Update



Alistair Stone, Product Director, Infor

Join Alistair for a focused session on the latest developments in M3 Output Management. Our partner Interform will present customer use cases showing how to meet non-standard output requirements, and we will look at where output management is heading.

14:30–15:30 STREAM 3 [Eindhoven 2]

Infor M3 / Cloudsuite Enhancement Requests



Ole Rasmussen, SVP Product Management & Development, Infor

This workshop continues from the preceding time slot. See the previous page for the full session description.

Wednesday 4th November

Breakout sessions starting at 16:00

16:00–16:30 STREAM 1 [Eindhoven 1]

M3 Industry Strategy (Food & Bev)



Marcel Koks, Sr. Director Industry & Solution Strategy, Infor

In the F&B industry, disruption is now the norm. From volatile supply chains and shifting consumer preferences to increasing costs and pressure to innovate faster, manufacturers must adapt to stay competitive. Join Marcel to explore how these challenges are driving the evolution of CloudSuite into an AI-powered platform that unifies continuous planning, operational excellence, financial performance management, and product development.

16:00–16:30 STREAM 2 [Noord]

M3 Finance update



Hendrik Assink, Solution Consultant, Infor

Join Hendrik to learn about the latest updates regarding M3 Finance.

16:00–17:00 STREAM 3 [Eindhoven 2]

Workshop: Unlock Value with Infor AI Agents

[Speaker photo]

Gustaf Persson, Snr. Product Manager, Infor

GenAI and intelligent Agents are already transforming how work gets done in M3, turning data into predictions, insights and recommended actions. Today, we use GenAI Agents to summarize, guide and support users in their daily decisions. The next step is Autonomous Agents that do not just inform, but actively collaborate, monitor context, orchestrate tasks and act on behalf of users when needed. This evolution moves us from reactive to proactive intelligence embedded by default. Join this session to see what is live today and how we are shaping the AI-driven experience of tomorrow.

Wednesday 4th November

Breakout sessions starting at 16:30

16:30–17:00 STREAM 1 [Eindhoven 1]

M3 Supplier Portal Update



Madeleine van Dijk, Product Director, Infor

Join Madeleine as she explores the M3 Supplier portal. A self-service portal that can be the 24x7 door for your suppliers and your organisation. During this session Madeleine will take you through the key features of the portal, how to use it effectively, and how to adjust and configure it to suit your needs.

16:30–17:00 STREAM 2 [Noord]

E-invoicing update



Hendrik Assink, Solution Consultant, Infor

Join Hendrik to earn about the latest updates about E-Invoicing capabilities in M3 for different countries.

16:00–17:00 STREAM 3 [Room]

Workshop: Unlock Value with Infor AI Agents

[Speaker photo]

Gustaf Persson, Sr. Product Manager, Infor

GenAI and intelligent Agents are already transforming how work gets done in M3, turning data into predictions, insights and recommended actions. Today, we use GenAI Agents to summarize, guide and support users in their daily decisions. The next step is Autonomous Agents that do not just inform, but actively collaborate, monitor context, orchestrate tasks and act on behalf of users when needed. This evolution moves us from reactive to proactive intelligence embedded by default. Join this session to see what is live today and how we are shaping the AI-driven experience of tomorrow.