



IUMI 2018

THE TRADELENS PLATFORM

Digitising the Global Supply Chain

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INTRODUCTION



IBM and Maersk have Launched TradeLens

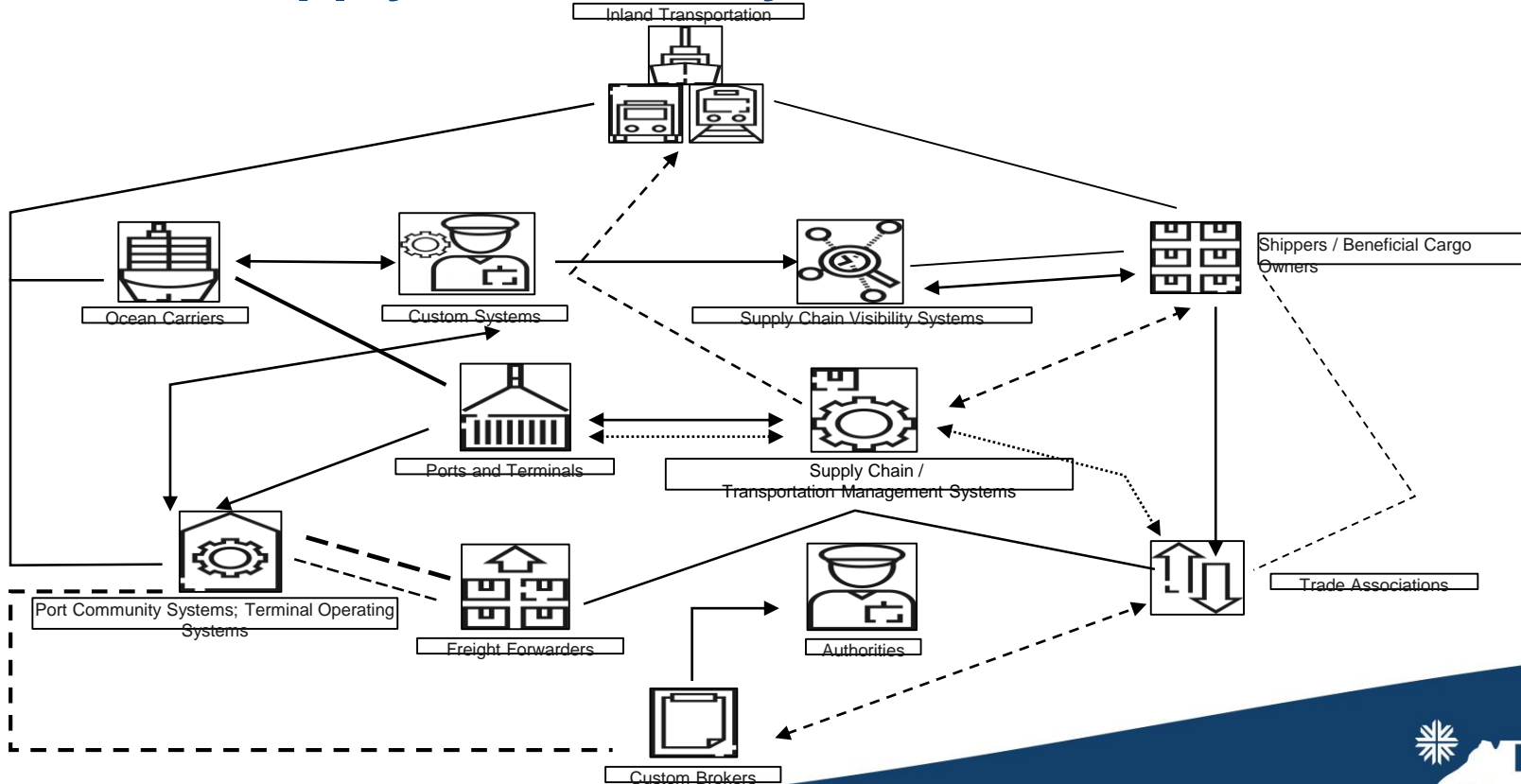
An open and neutral supply chain platform poised to transform the industry.

- ❖ TradeLens is built for the industry
- ❖ Revised collaboration to offer greater flexibility
- ❖ Industry advisory board to drive standards
- ❖ Early adopter program underway

Global trade is inefficient and burdened by paper-based processes

- ❖ Data trapped in organizational silos
- ❖ Disparate perspectives on transaction state
- ❖ Manual and time-consuming processes
- ❖ Clearance processes subject to fraud

Global Supply Chain Today



Example from Pilot Exercises- Mombasa to Rotterdam

A single shipment of avocados had;

- ❖ 30 different actors or organizations
- ❖ 100+ people involved
- ❖ 200 bits of information exchange

Example from Pilot Exercises- Central Europe to USA

A four week shipment delay due to ;

- ❖ Missing customs documents prevented gate-in on arrival
- ❖ Delayed pre-advise to terminal
- ❖ Missed sailing due to late gate-in

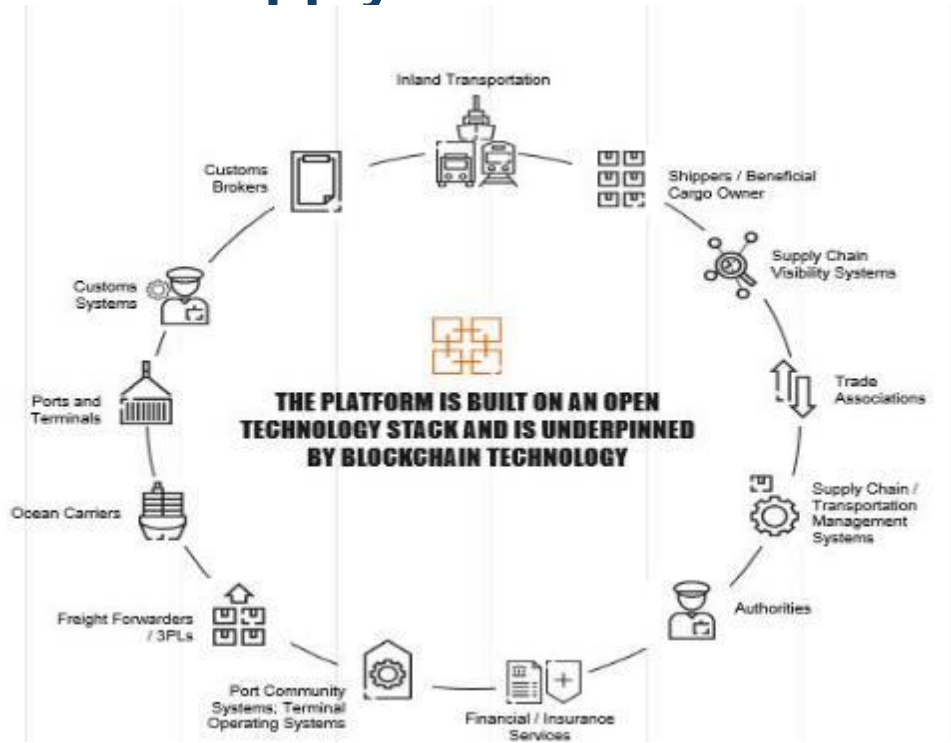
Key Takeaways from the Pilot Exercises

- ❖ Data is siloed
- ❖ Business processes are manual and intensive
- ❖ Too much time spent chasing information
- ❖ Clearance processes subject to fraud

TradeLens Digitizing the Supply Chain

- ❖ Connecting the ecosystem
- ❖ Drives true information sharing
- ❖ Fosters collaboration and trust
- ❖ Spurring innovation

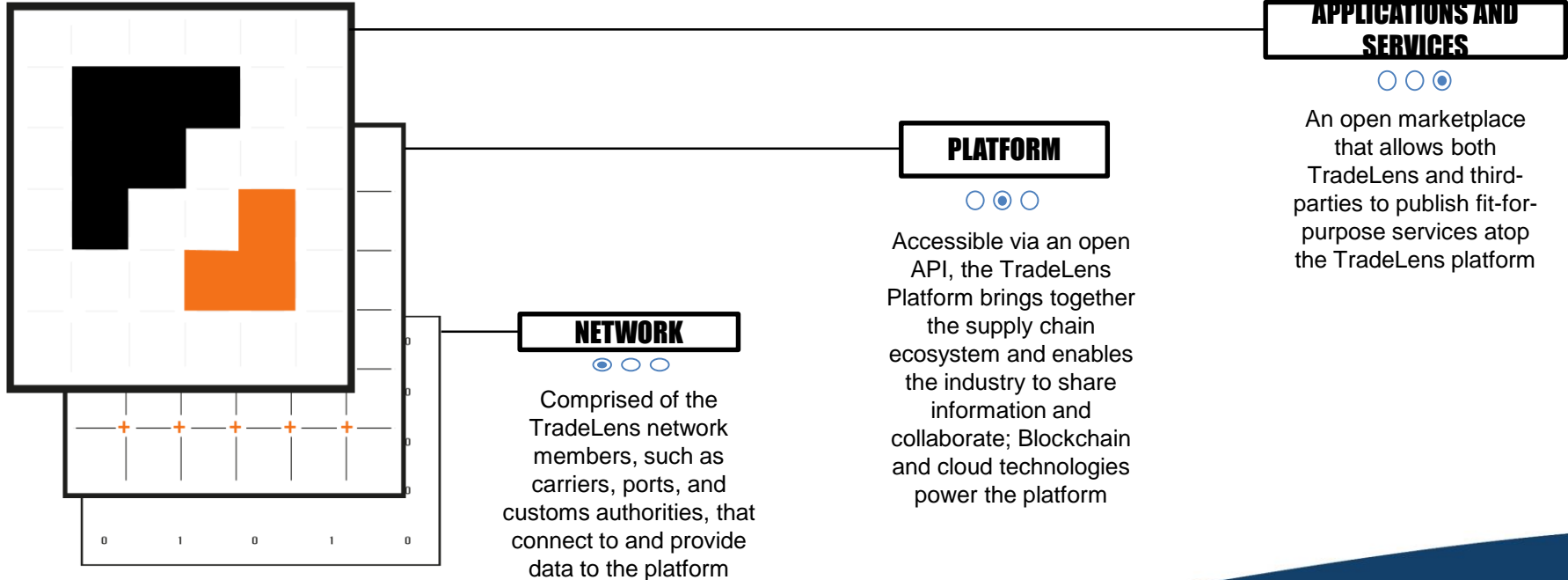
Future Supply Chain



PLATFORM DETAILS

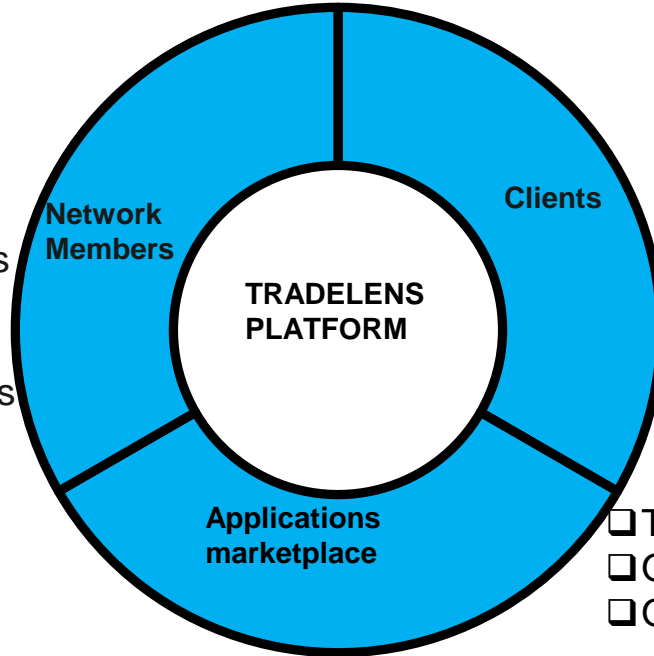


TradeLens Solutions Landscape



The TradeLens Ecosystem

- Ocean carriers
- Ports and terminals
- Government authorities
- Inland transportation
- 3rd party data providers



- ✓ Shippers(BCO's, retailers, manufacturers)
- ✓ Freight Forwarders
- ✓ Network members
- ✓ Financial institutions

- TradeLens offerings
- Offerings from network members and clients
- Offerings from Third parties

TradeLens and Blockchain



Shared Ledger

Append-only distributed system of record shared across business network



Smart Contracts

Shared business logic governing what transactions may be written on the ledger



Privacy

Ensuring visibility; transactions are secure, authenticated and verifiable



Trust

Transactions are endorsed by relevant participants

BENEFITS



A Global Network of Interconnected Shipping Corridors

- ❖ Eliminates manual processes and delays for shippers
- ❖ Advance shipment visibility and information for customs
- ❖ Provide landside visibility to port and terminal operators
- ❖ Carriers exchange complete and granular events

Current Network Participants



Ports and Terminals

- PSA Singapore
- Patrick Terminals
- ICTSI
- Holt Logistics
- Modern Terminals
- Houston, Texas
- Rotterdam, NL
- Mobile, Alabama
- Lazaro, Mexico
- Buenos Aires, Argentina
- Itajai, Brazil
- Callao, Peru
- Gothenburg, Sweden
- Izmir, Turkey
- Onne, Nigeria
- Cotonou, Benin
- Felixstowe, Great Britain
- Newcastle upon Tyne, Great Britain
- Avonmouth, Great Britain
- Liverpool, Great Britain
- Teesport, Great Britain
- Sydney, Australia
- Melbourne, Australia
- Brisbane, Australia
- Freemantle, Australia
- Singapore, Singapore
- Hong Kong, SAR China
- Halifax, Canada
- Philadelphia, Pennsylvania
- Apapa, Nigeria
- Algeciras, Spain
- Aqaba, Jordan
- Cartagena, Argentina
- Los Angeles, California
- Pecem, Brazil/Miami, Florida
- Tangier, Morocco
- Port Said, Egypt



Ocean Carriers

- ▶ Maersk Line
- ▶ Hamburg Süd
- ▶ Pacific International Lines
- ▶ Boluda Lines



Government bodies

- ▶ Australia Home Affairs
- ▶ Dutch Customs
- ▶ Sunat, Peru Customs
- ▶ Saudi Customs
- ▶ Singapore Customs

CONCLUSION



Key Findings from Initial Beta Program

- ❖ Initial hypothesis around ineffective data sharing confirmed
- ❖ Solution provides value for management by exception
- ❖ Strong interest in shipment audit trail
- ❖ Existing visibility platforms have significant latency
- ❖ The product is founded on the network
- ❖ Key pain points centered around manual documents
- ❖ Flexibility in the transport plan is inevitable

Case for Maersk and IBM Investment in TradeLens

- ❖ Lead rather than react
- ❖ Grow the pie
- ❖ Accelerate blockchain adoption
- ❖ Improve performance

MORE INFORMATION

- **Maersk and IBM collaboration press release**
[Click here](#) [to be updated]
- **TradeLens Web Site**
[Click here](#)
- **Cross-Border Supply Chain on Blockchain Demo**
[Click here](#)
- **Can the cloud lift global trade?**
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THANK YOU

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