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THE TRADELENS PLATFORM
Digitising the Global Supply Chain
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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-advice 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
The platform is built on an open technology stack and is underpinned by blockchain technology.
TradeLens Solutions Landscape

**NETWORK**
Comprised of the TradeLens network members, such as carriers, ports, and customs authorities, that connect to and provide data to the platform.

**PLATFORM**
Accessible via an open API, the TradeLens Platform brings together the supply chain ecosystem and enables the industry to share information and collaborate; Blockchain and cloud technologies power the platform.

**APPLICATIONS AND SERVICES**
An open marketplace that allows both TradeLens and third-parties to publish fit-for-purpose services atop the TradeLens platform.
The TradeLens Ecosystem

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

TRADELENS PLATFORM

Network Members

Applications marketplace

Clients

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
- Orne, Nigeria
- Cotonou, Benin
- Felixtowe, 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
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
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• TradeLens Web Site
  Click here

• Cross-Border Supply Chain on Blockchain Demo
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