



TRADELENS

*A PRACTICAL APPLICATION OF A BLOCKCHAIN
ENABLED PLATFORM BUSINESS MODEL*

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Blockchain – a distributed ledger technology – has the potential to alleviate several persistent industry challenges

Blockchain technology will allow companies to improve efficiency, collaboration, and trust, while addressing key industry challenges and transforming existing business models



Security – The ability to access key transaction information through a private, secure and transparent shared ledger.



Logistics Management – Leveraging blockchain technology increases visibility and transparency along the entire supply chain for all stakeholders involved.



Digitized data – Companies can decrease/eliminate the need for unnecessary paperwork.



Efficient industry interactions – Smoother, more efficient interactions between suppliers, freight forwards, consumers, and other involved stakeholders can be facilitated.

IBM Blockchain Strategy

Drive the development of **applications** for specific business use-cases, to be deployed to active **blockchain networks**



Services

Collaborate with services teams from ideation all the way to production



Ecosystem

Tap into our diverse ecosystem to develop strategic partnerships and create your competitive advantage



Solutions

Solve critical industry challenges by building and joining new business networks and applications



Platform

Develop, govern and operate enterprise blockchain networks with speed and security



HYPERLEDGER

A founding, premier member of Hyperledger, IBM is committed to open source, standards & governance

Major Supply Chain Use Case Categories

Provenance

What: Chain of custody / auditable / non -immutable data. Ideal to track parts provenance and digital records.

Use Cases: **Food**, Industrial Parts, Counterfeit Prevention/Detection, Warranty, Maintenance, Digital Advertising

Shared Visibility

What: Track goods, assets, transactions across the value chain providing trusted visibility to players in an ecosystem.

Use Cases: **Global Trade**, Transaction Lifecycle Management and Shipment Visibility

Dispute Resolution

What: reduce disputes between Buyer and Supplier by raising visibility and automation of transactions improving the cash flow position of parties involved

Use Cases: Accounts Payable, **Shipment Dispute Management**, Contingent Labor

Identity Management

What: Streamline the cumbersome process of qualifying, verifying and on-boarding Supplier with a trusted entity record on a Blockchain

Use Cases: Identity authentication, Compliance validation, **Supplier Onboarding**

TRADELENS

An open and neutral blockchain-powered platform that is digitizing the global supply chain and transforming trade.



\$16.4 TRILLION IN GOODS

ARE SHIPPED ACROSS INTERNATIONAL
BORDERS EACH YEAR



80% OF THE GOODS

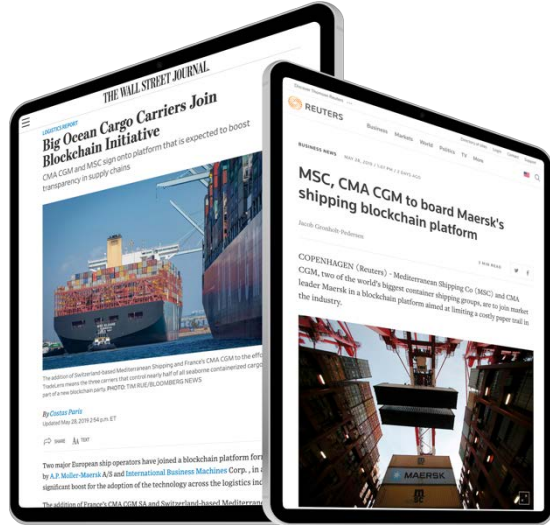
CONSUMERS USE DAILY ARE CARRIED
BY THE OCEAN SHIPPING INDUSTRY



**GLOBAL TRADE COULD
INCREASE BY 15% RLY**

BY REDUCING BARRIERS WITHIN THE
INTERNATIONAL SUPPLY CHAIN

OUR JOURNEY



JANUARY 2018

Beta release of the platform;
trials underway.

Maersk Line,
Safmarine, Hamburg
Sud, Sealand join

AUGUST 2018

Formal launch
of TradeLens.

PIL, Namsung
and Boluda join

SEPTEMBER 2018

TradeLens limited -
availability release.

Seaboard Marine
and KMTC join

CMA and MSC join

ZIM join

Hapag Lloyd and ONE agree
to join

JUNE 2019

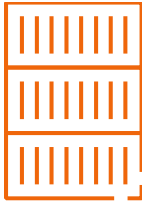
Five of the largest six carriers
now plan to be on TradeLens
by the end of 2019.

CSX Railroad join

AUGUST 2019

TradeLens processing 2
million events per day and
100 thousand documents per
week; supporting more than
150 ecosystem members.

WHERE WE ARE TODAY



**DATA ON 60% OF GLOBAL
CONTAINER SHIPPING VOLUME**

ESTIMATE BY 2020 ONCE IN
PROGRESS CARRIER ONBOARDING
COMPLETE



**17 OCEAN CARRIER
MEMBERS**



**160+ NETWORK MEMBERS SPREAD
ACROSS ALL 6 CONTINENTS**



**700M EVENTS
PER YEAR**

ESTIMATE TO DOUBLE ONCE
CARRIER ONBOARDING COMPLETE



**5.5M DOCUMENTS
PER YEAR**

ESTIMATE TO DOUBLE ONCE
CARRIER ONBOARDING COMPLETE



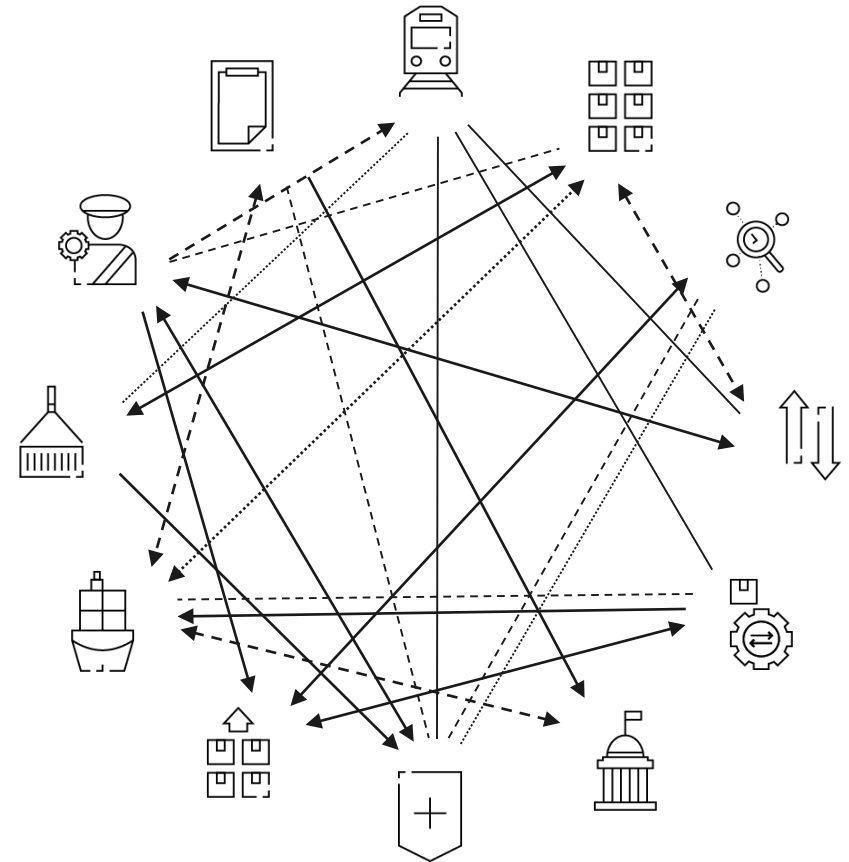
**20M+ CONTAINERS ANNUALLY
SPREAD ACROSS ALL 6
CONTINENTS**



THE CHALLENGE

GLOBAL TRADE IS HIGHLY INEFFICIENT AND BURDENED BY PAPER-BASED PROCESSES

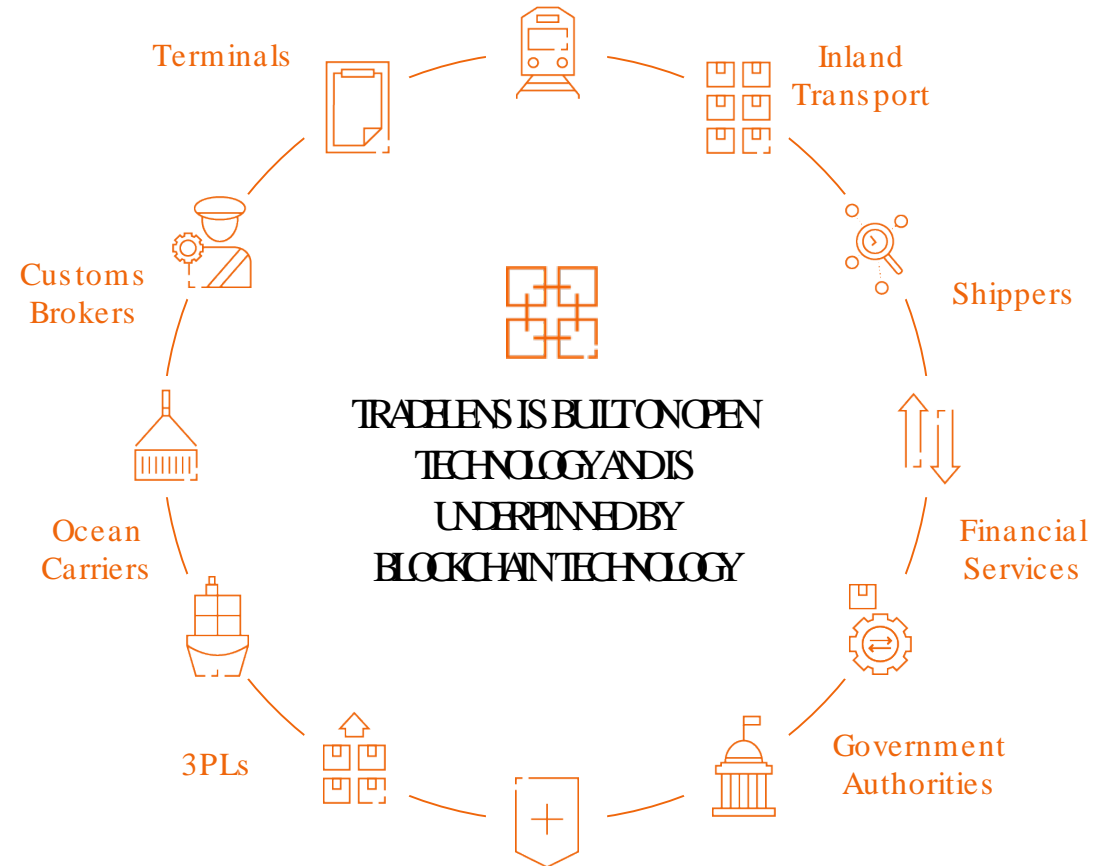
- + Data trapped in organizational silos
- + Manual, time-consuming, paper-based processes
- + Processes often subject to fraud and error
- + High costs and poor customer service



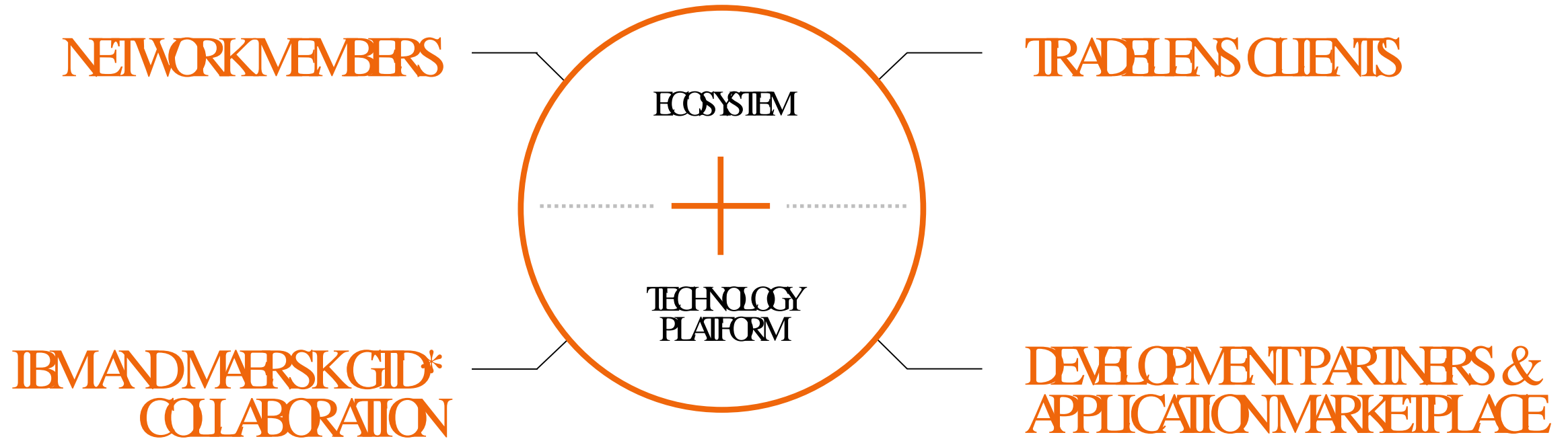
THE FUTURE

DIGITIZE THE GLOBAL SUPPLY CHAIN WITH TRADE LENS

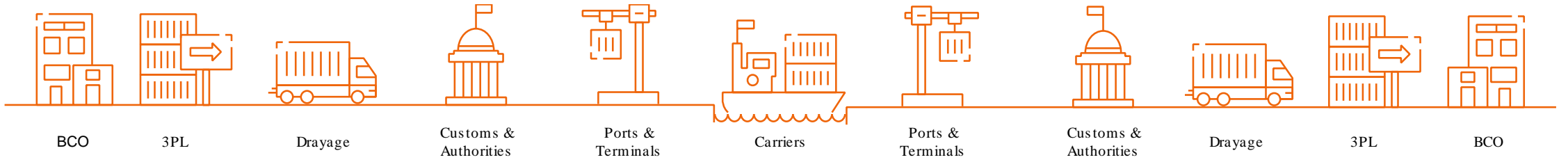
- + Connect the ecosystem
- + Drive true information sharing
- + Foster collaboration and trust
- + Spur innovation



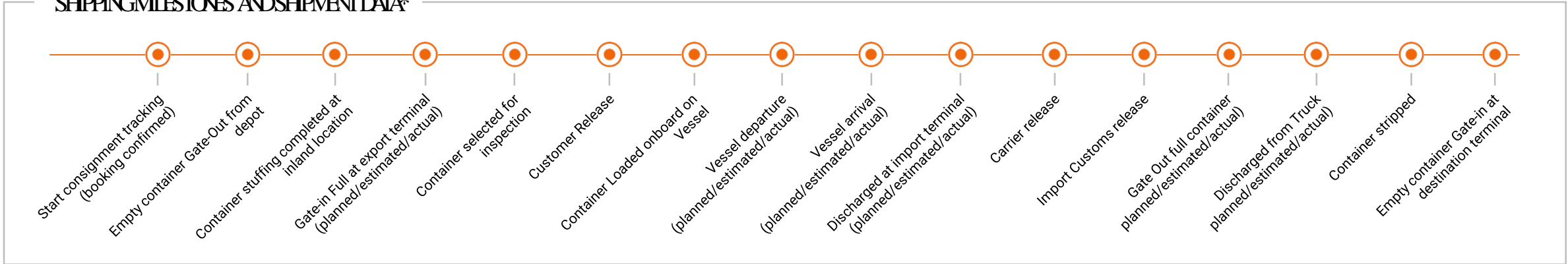
THE TRADELENS COLLABORATION



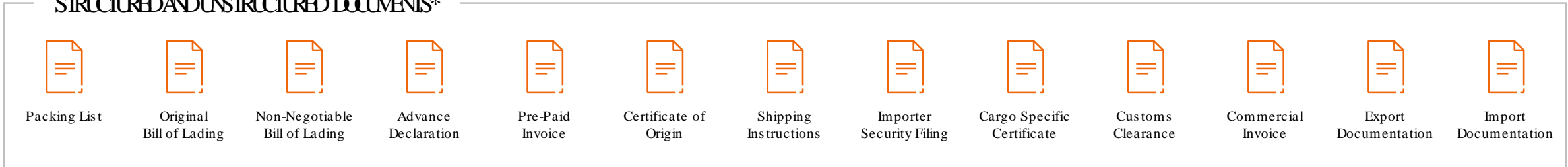
* Maersk GTD is the subsidiary of A. P. Moller Maersk responsible for TradeLens



SHIPPING MILESTONES AND SHIPMENT DATA*



STRUCTURED AND UNSTRUCTURED DOCUMENTS*



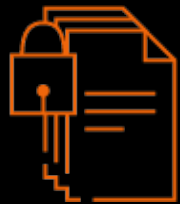
TRADE LENS BLOCKCHAIN BUSINESS NETWORK



* Note: representative sample only of the data on the platform

BLOCKCHAIN

TradeLens uses the permissioned IBM Blockchain Platform to guarantee immutability and provenance of shipping documents and support inter-organisational workflows



TAMPERPROOF

RECORDING AND NON-REPUDIATION



VERIFIABILITY

OF DATA



PROVENANCE

AND AUDITABILITY



PRIVACY

OF DATA

LET'S SEE AN
EXAMPLE

ibm.biz/Bdzkjwt

THANK YOU

Visit www.tradelens.com

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