



# Product Feature Proposal

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# Agenda

- 01 Introduction & Product Strategy
- 02 User Personas
- 03 User Journey & Wireframes
- 04 Release Strategy & Final Thoughts

01

# Introduction & Product Strategy

# Products Considered

- 01 Trusted Shipment Rating Dimensions**

Provide additional dimensions to the shipment rating score. Such as governance, labor, admissibility, and environment to give Importers, and Govt. agencies additional context.
- 02 Altana Trade Planner**

Tool to help Importers determine optimal routes for sourcing products. Results would frame options in addition to total landed cost. Carbon footprint, compliance risk, and other ethical/compliance factors.
- 03 Altana Global Product Library**

Dedicated product library with workflow to help classifiers assign, audit and classify products with assistance from Altana HS Code Classifier. Integrate with GTM solutions and Brokers to facilitate trade operations.
- 04 Altana Connect**

Onboarding process to help suppliers collaborate with importers and crowdsource their profiles.

# Press Release

## Altana Connect

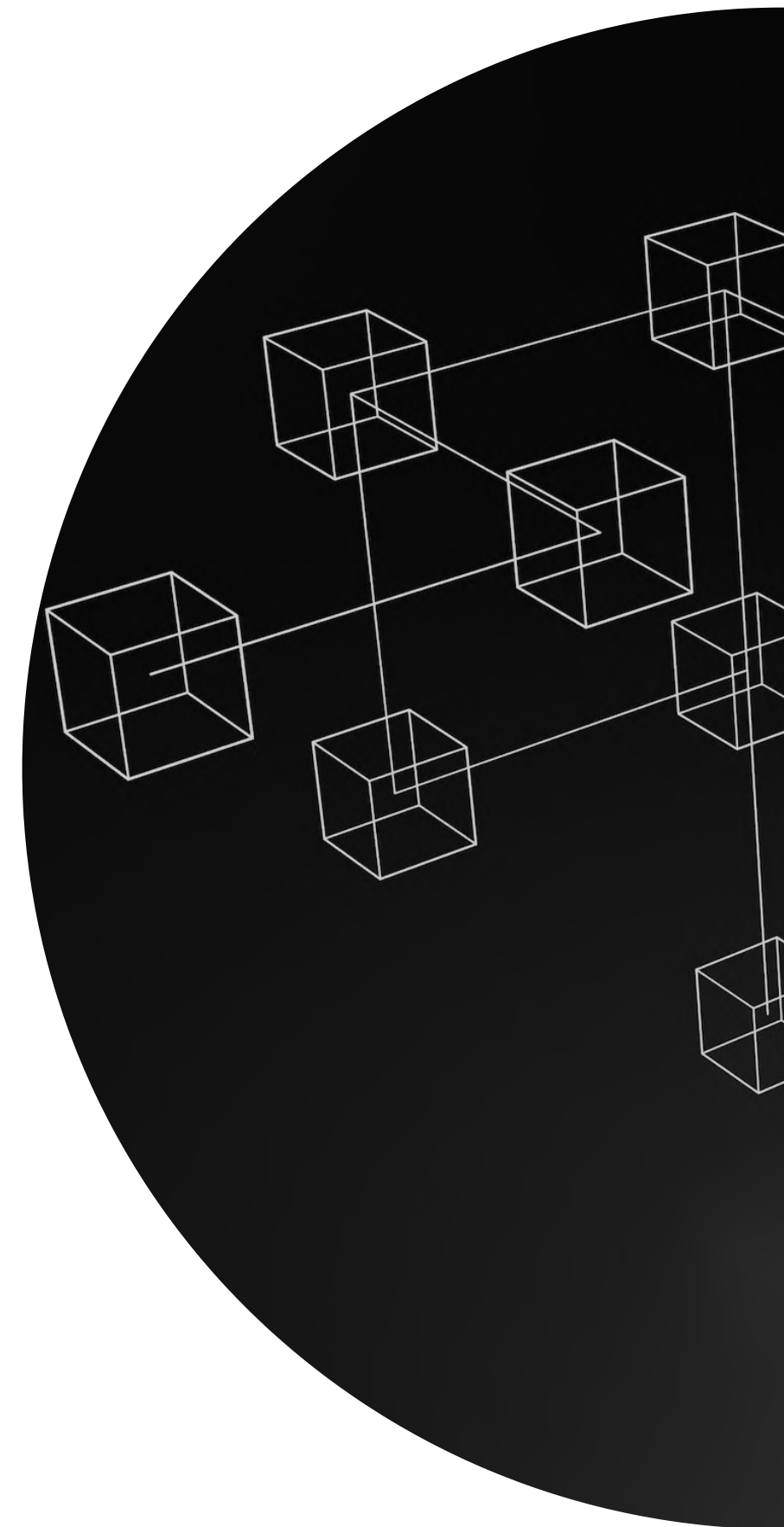
Connect gives supplier's the tools and access to manage their profile and entity data in the Altana atlas

Altana.ai a company building the single source of truth on the supply chain launched a new product called Connect which enables suppliers in the Altana network to better communicate and collaborate with their buyers and trading partners. With Connect, suppliers can update their profiles with the latest information, certifications, and regulatory documentation ensuring they remain in good standing with the latest trade compliance regulations.

By providing suppliers with a central location to manage their data, trading partners can move away from manual processes and focus on collaboration, generating more value for their business. In addition, suppliers practicing sustainable and ethical standards have the opportunity to share their practices with the larger trade community elevating positive efforts and leading to more business opportunities.

*"Our goal with Connect was to lean into the notion that the supply chain of the future will be built on a new paradigm of trusted networks backed by truth, transparency, and crowd-sourcing. With Altana Connect, suppliers are given the agency to represent their business as accurately as possible, leading to better outcomes for all participants in global trade" – Aleks PM*

Getting started is easy – if you are a supplier in the Altana network with a valid email address Altana will contact you with onboarding instructions. If you are not in the network please reach out for more details





# Why Connect?

Google Street View captured road signs, house numbers, and other data not visible from the sky, giving its maps local knowledge of no-turns, speed limits, and other street rules. Google coined this: **Ground Truth**, aiming to create the most accurate, detailed maps possible.



## Today

Supply chain networks are mapped from public and private data sources. Analyzed and enhanced by NLP and AI these sources are fundamental for building a baseline foundation of global trade but are prone to blind spots and fail to capture **Ground Truth** of the supply chain.

## What could be possible

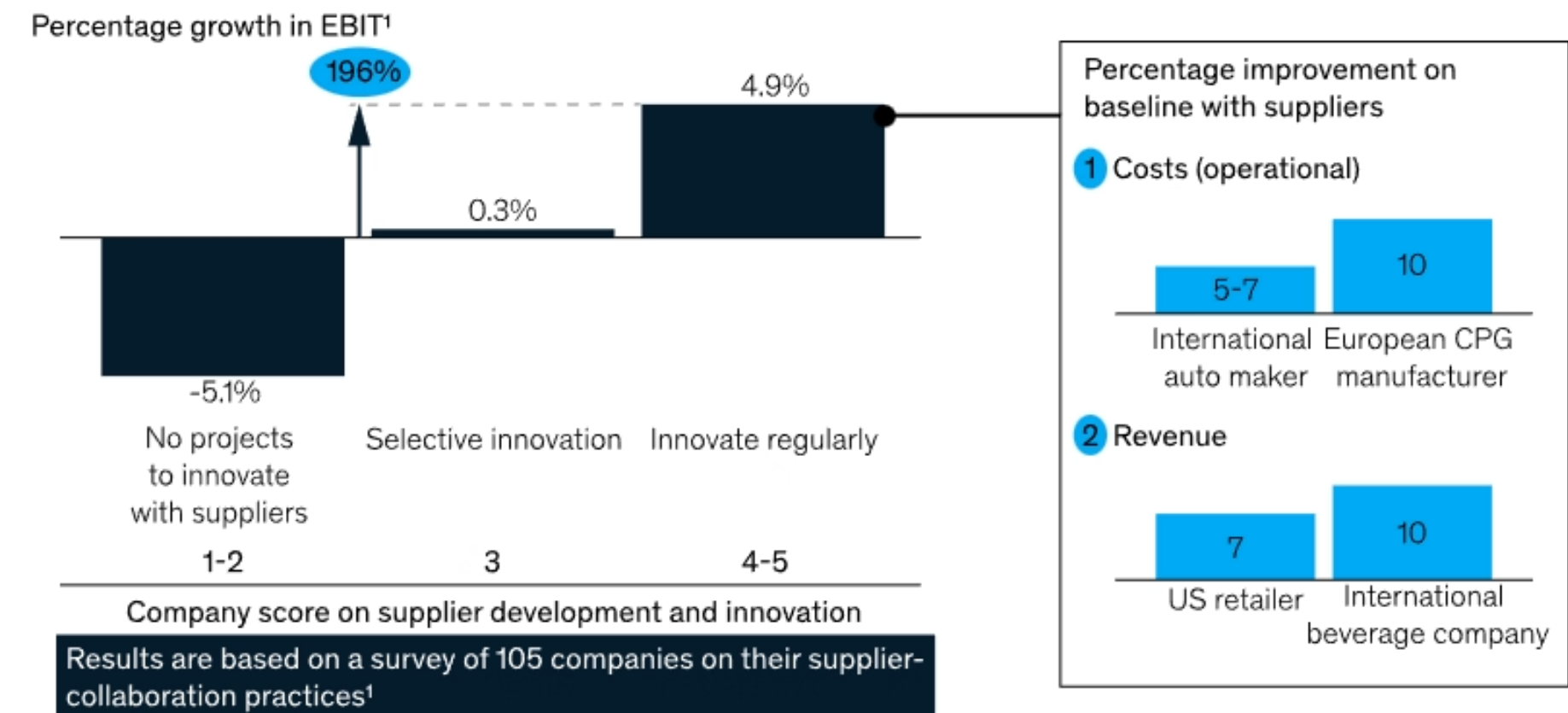
- Suppliers have the opportunity to interact and crowd source into the platform
- Altana has a **Ground Truth** input stream to spin the data flywheel, improving the data model and knowledge graph
- Introduces a new customer and persona to consider the Supplier

# Collaboration Generates Value

"Leaders in supplier development and innovation tend to beat industry trends by ~2x growth and other metrics"

## There are challenges

- Projects require significant time and management before they start generating value
- Differences in strategic vision
- Lack of Trust
- Language Barriers
- Cost-Based → Value-Based Mindset



McKinsey [\(source\)](#)

02

# User Personas



# Jack, Trade Compliance Manager at New Wave Clothing



## Summary

New Wave clothing provides low-cost, fast-fashion apparel via its e-commerce platform and retail stores in the US and Canada. The business operates on tight margins and sources products from SE Asia, China, and LATAM from hundreds of suppliers.

Since adopting Altana, Jack has been able to:

- Gain visibility beyond tier 1
- Identify which suppliers are at risk and why
- Generate reports for management & govt agencies
- Become proactive with trade compliance

## Pain Points

- Unable to request information from "low quality" suppliers
- Uses manual process to communicate and solicit information
- Unable to identify if suppliers have certifications
- Unsure of which suppliers in his network he should prioritize

## Needs & Goals

- Would like a central location to communicate, collaborate and build relationships with his suppliers.
  - Request information & chat
  - Add documents
  - Add notes

# Xinyang, Director of Foreign Trade at Yimin Clothing Trading Co



## Summary

Yimin Clothing Trading Co is a medium-sized apparel manufacturer in Guangzhou China which exports 80% of its products to the EU and NA.

Xinyang is unaware of Altana but is looking for ways to expand the business and differentiate itself from its competitors

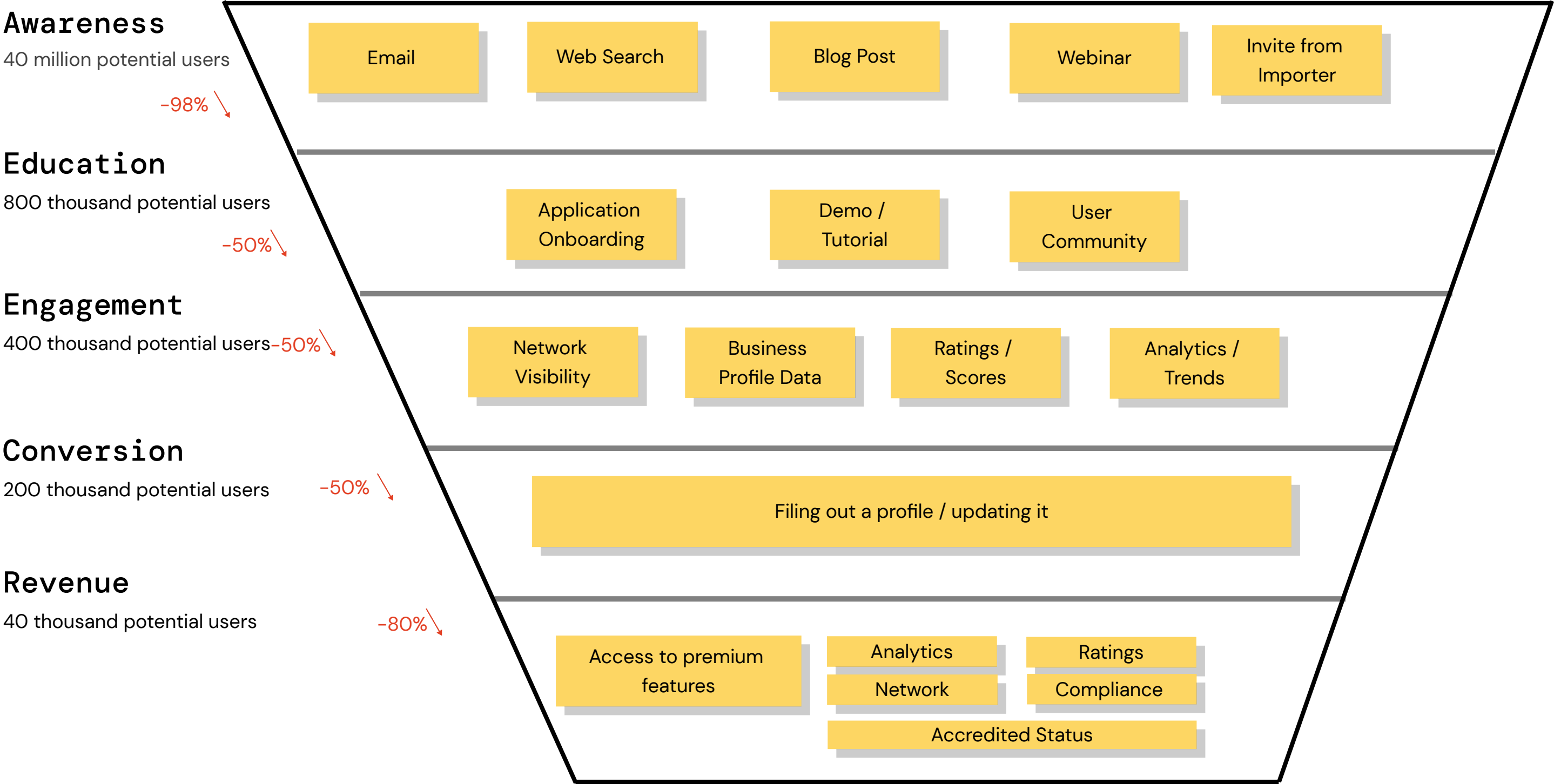
## Pain Points

- Managing requests from buyers manually
- Unsure how to find new business
- Difficulty staying up to date with the latest regulations
- Worried about exposing sensitive data / privacy concerns

## Needs & Goals

- Would like a central location to communicate, collaborate and build relationships with her customers.
  - Post profile information
  - Upload certifications
  - Become accredited "good actor" status

# Lifecycle Funnel for a Supplier



Whimsical Link

# User Journey & Wireframes

# Release Strategy & Final Thoughts

# Product Release Strategy

## Pilot Release (4 months)

- Select Suppliers can access Altana and review their profile with limitations
  - General business data
  - Address Information
  - Documentation
- Basic permission settings

## MVP Release (8 months)

- Suppliers can review the remaining data
  - Trade Lanes
  - Related Products / HS Codes
  - Compliance Data
  - Analytics
  - Network
- Advanced permission settings

## GA Release (12 months)

- Suppliers can review and edit all aspects of their profile
- Importers can post questions and send inquiries and Suppliers can respond
- Suppliers can become accredited within Altana and showcase their status
- Suppliers can opt in to premium features

### Success:

- 6-8 highly motivated suppliers working with Altana

Try Pitch

### Success:

- 1% of suppliers converted (40m-200k)
- x% increase # of profiles updated
- x% increase # of profile views

### Success:

- 2.5% of suppliers converted
- x% increase # of profiles updated
- x% increase # of profile views



# Final Thoughts – Pros/Cons/Risks/Pitfalls

Pros	Cons / Risks
Enrich the Altana Atlas Knowledge Graph	Outreach to Suppliers (400M)
Addition of the Supplier as a Persona	Verification of supplier inptus
Benefits of collaboration – increased stickiness	Permission Management
Additional opportunities to build upon Supplier Collaboration Feature Set	Outside the core business



# THANK YOU

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