

# TradeLens: Potentials and influences of value creation

## Team 8:

Julian Macias de La Rosa

Saskia von Neuhoff von der Ley Ortiz

Ece Lermi

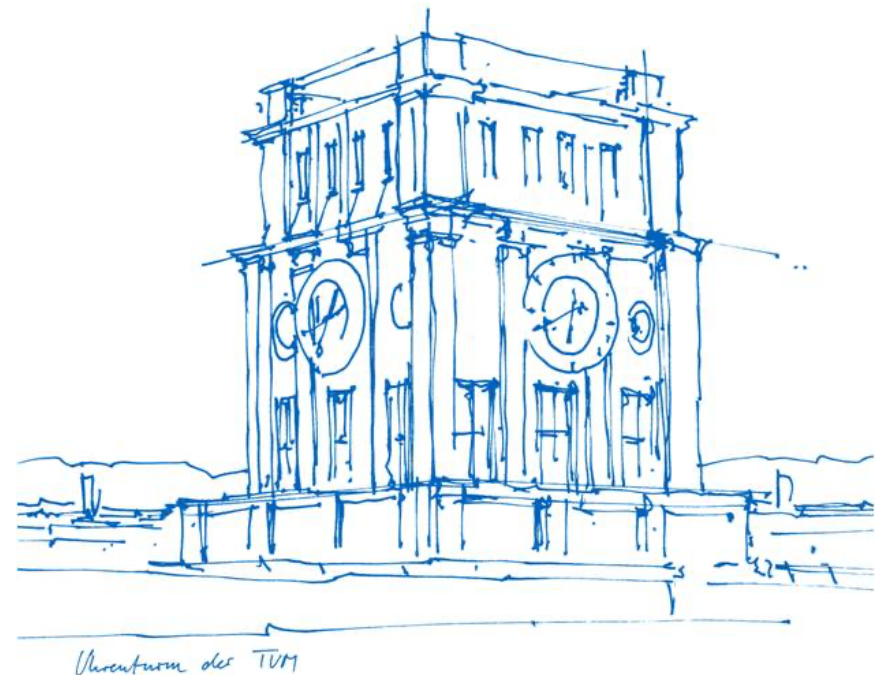
Gizem Sirmali

Felix Schrimper

Technical University of Munich

Chair of Information Systems

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# Content

## 1. The Business Value of TradeLens

1.1 TradeLens and Challenges of the Global Supply Chain

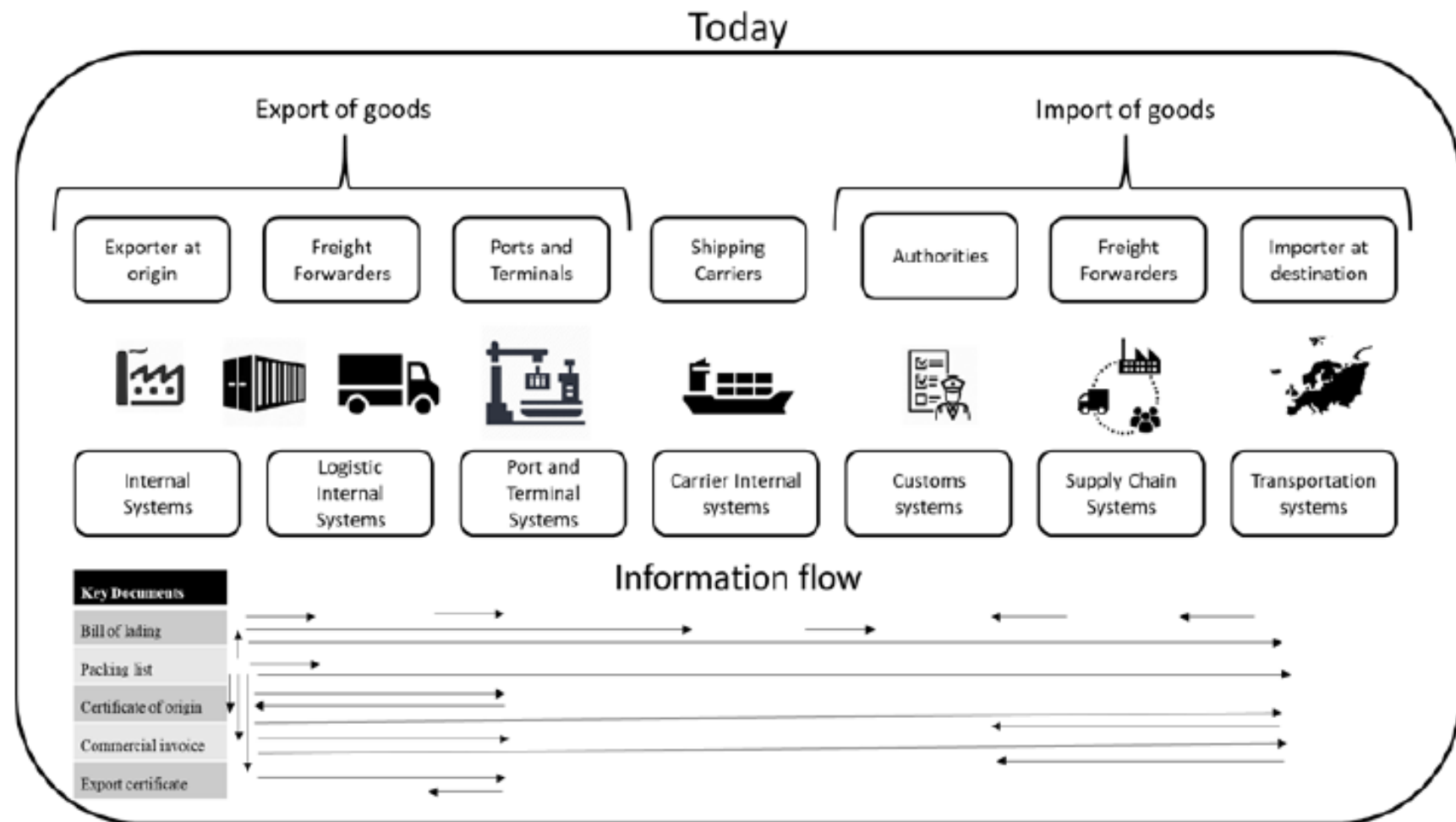
1.2 Potential Leveraged through TradeLens

1.3 Influential Factors for Value Creation

1.4 Hindering Values for Value Creation

## 2. The Value of IS in Today's Business Environment

**Figure 4: Example of the Flow of Information for Container Shipping<sup>18</sup>**



**Source:** (Jensen, Hedman, & Henningsson, 2019)

## 1.1. TradeLens and Global Supply Challenges

# Problem Statement: Global Supply Challenges

### Challenges:

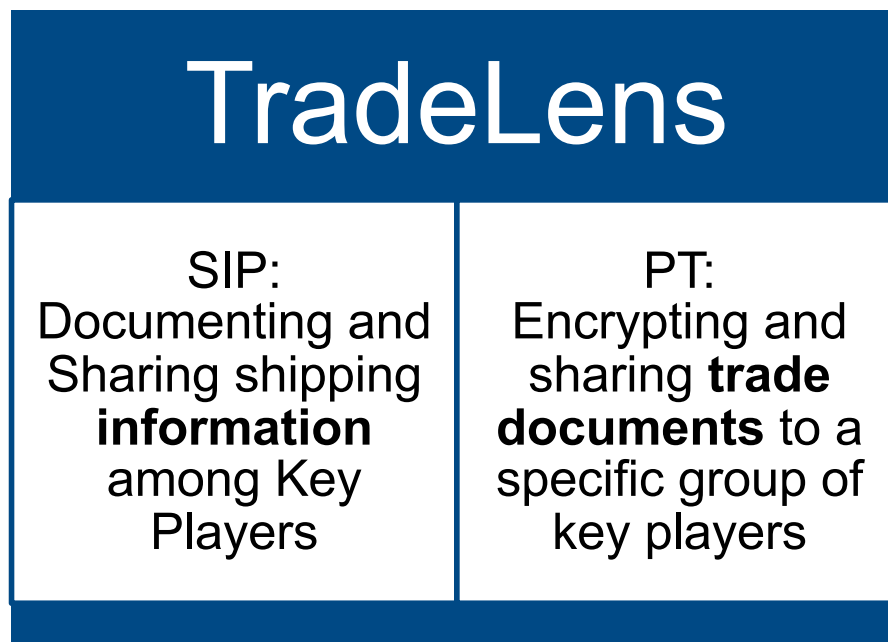
- **Annual Administrative Costs**
- **Unpredictable Arrival Time of Goods (Bad tracking)**
- **Comprehensive Monitoring Schemes Due to Security Concerns**

### Causes:

- (1) Each organization in the chain uses its own IT system  
→ Digital information documenting the process exists for purposes of internal storage only
- (2) No existing standards for documentation
- (3) Wide amount of (key) documents need to be updated by multiple parties
- (4) Regulations often demand original papers with stamps and signatures

## 1.1. TradeLens and Global Supply Challenges

# Solution: TradeLens



- Open, neutral, and distributed platform for container shipping, underpinned by **blockchain technology** connecting the entire supply chain ecosystem.

## 1.2 Potentials Leveraged Through TradeLens

Organizational Benefit	Potential(s)
Digitizing information of key events during shipping (container departures and shipping lists)	Simplifying Automate
Making available digital information of key events during shipping	Geographical Precise Transform
Permissioned document and information sharing	Informate – down, up
Secure, encrypted, authenticated, verifiable Documents	Automate Transform
Distributed platform solution for the container shipping process	Integrate Simplifying

## 1.2 Potentials Leveraged Through TradeLens

Organizational Benefit	Potential(s)
Authentication and access control through the blockchain network	Information – up Automate Transform
Reducing non-tariff barriers to trade while making regulatory compliance efficient	Simplifying
Interoperability through promotion and adoption of industry standards	Integrate
Digitalized shipping process	Automate Integrate Transform
Smart contracts	Geographical Automate Simplifying Information – down, up

## 1.3. Influential Factors for Value Creation

Thinking differently about strategy (Consider Blockchain technology in strategic plans)

Shift in Focus: Concentrating on the vision instead of ROI

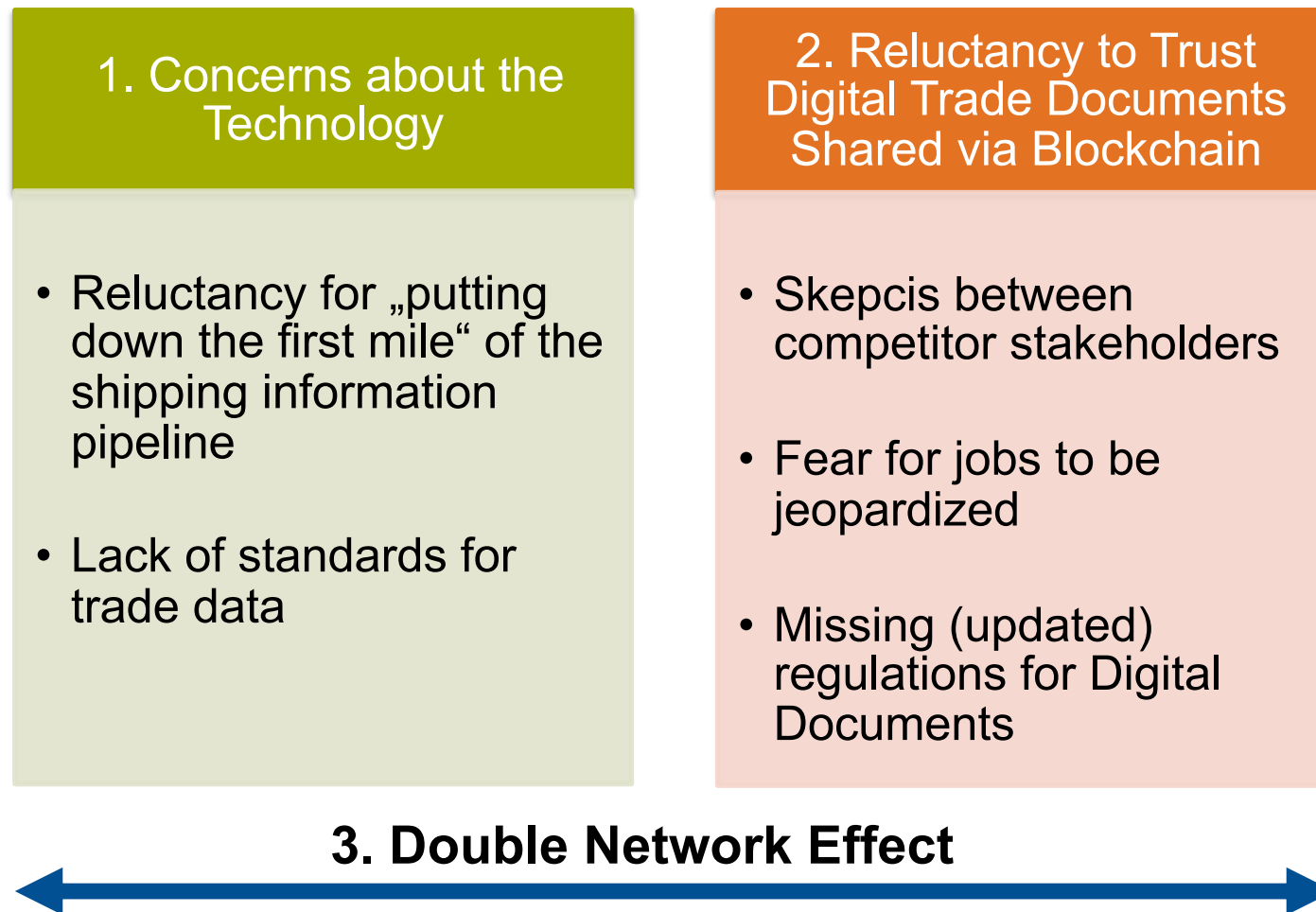
Building a trust foundation among participants

Building trust towards new technologies (Blockchain)

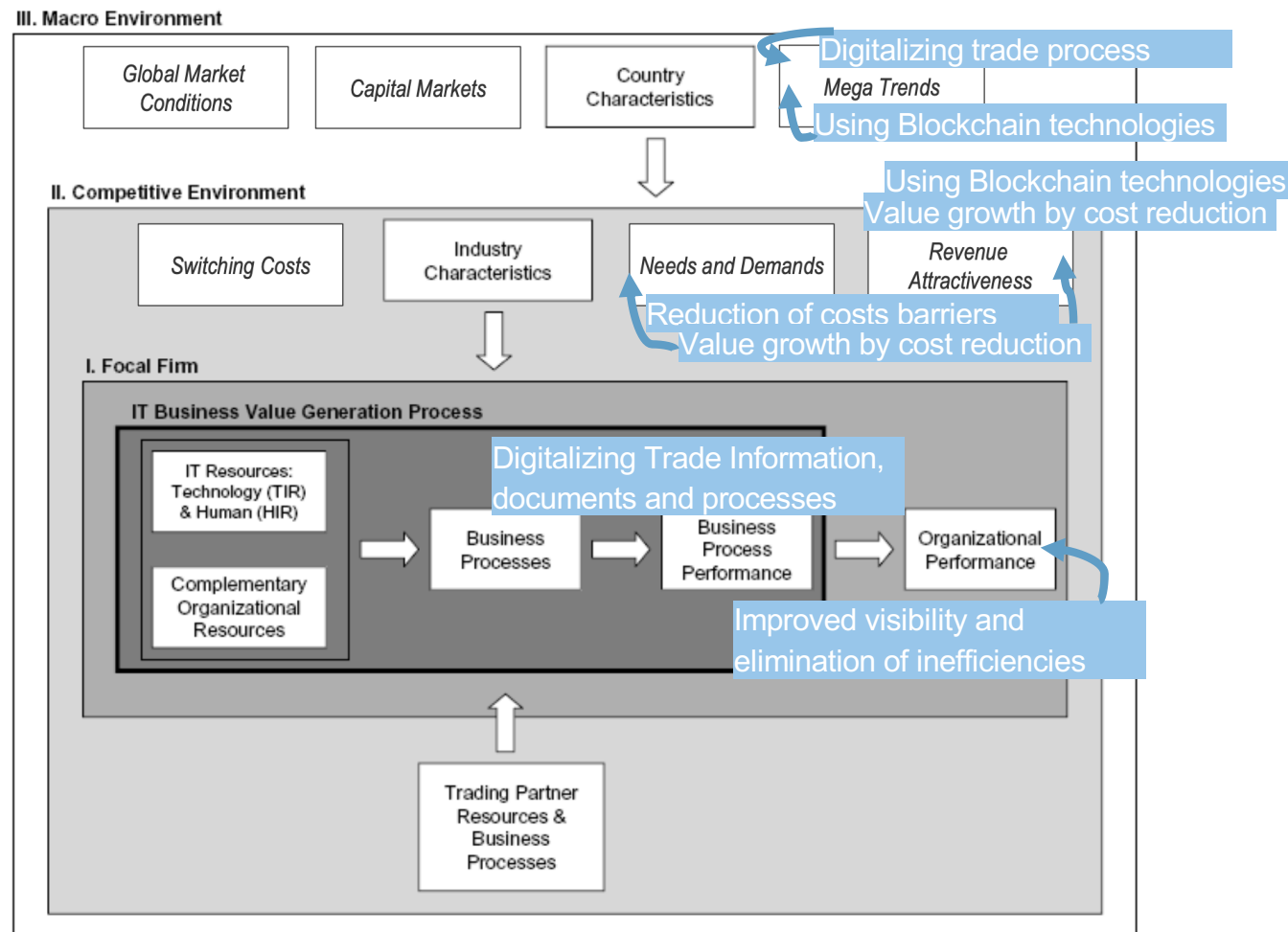
Fitting (evolving) the governance model as adoption expands



## 1.4 Hindering Factors of Value Creation



## 2. The Value of IS in Today's Business Environment through the TradeLens example



**Source:** Melville et al. (2004); Osterwalder, A., & Pigneur, Y. (2010)