



ADC - A11

Supply chain innovation on AWS: Handling Brexit- related complexity at scale

Kieran Kelly

CTO



James Duke

Digital Lead



1

**THE
QUESTION**



AGENDA

1

**THE
QUESTION**

2

**THE
PROBLEM**



AGENDA

1

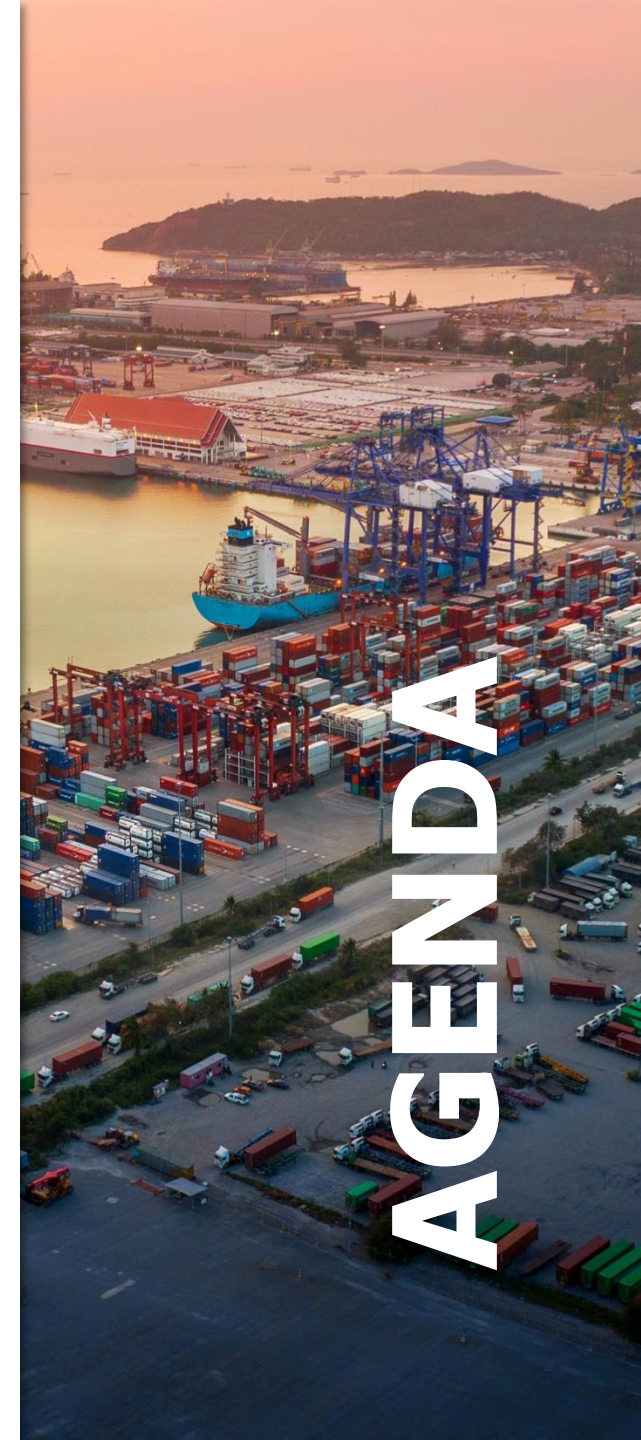
**THE
QUESTION**

2

**THE
PROBLEM**

3

**THE
SOLUTION**



1

**THE
QUESTION**

2

**THE
PROBLEM**

3

**THE
SOLUTION**

4

AWS

1

**THE
QUESTION**

2

**THE
PROBLEM**

3

**THE
SOLUTION**

4

AWS



What is Innovation?



“Innovation is answering the questions the future is asking”

1 The Problem

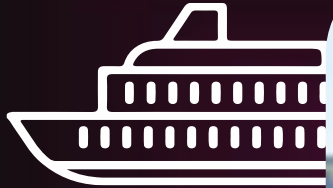


The Story



The First Truck





The First Boat



The First Day

1

JANUARY



The impact of Brexit

January 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31





The First Stopped



The im

January

Monday	Tuesday	Wednesday
4	5	
11	12	
18	19	
25	26	



An aerial photograph showing a multi-lane highway cutting through a vast, dense forest. A long, single-file line of semi-trailers is stuck in traffic on the highway, stretching far into the distance. The surrounding landscape is a mix of green and brown trees, suggesting a rural or wooded area. The sky is overcast and grey. A white rectangular box is overlaid on the center of the image, containing text.

The impact of Brexit and the movement of goods from GB-NI resulted in Delays at ports, export/import imbalance, empty shelves, supply chain inefficiencies



**We started with the end
in mind.**

→ What does success look like?



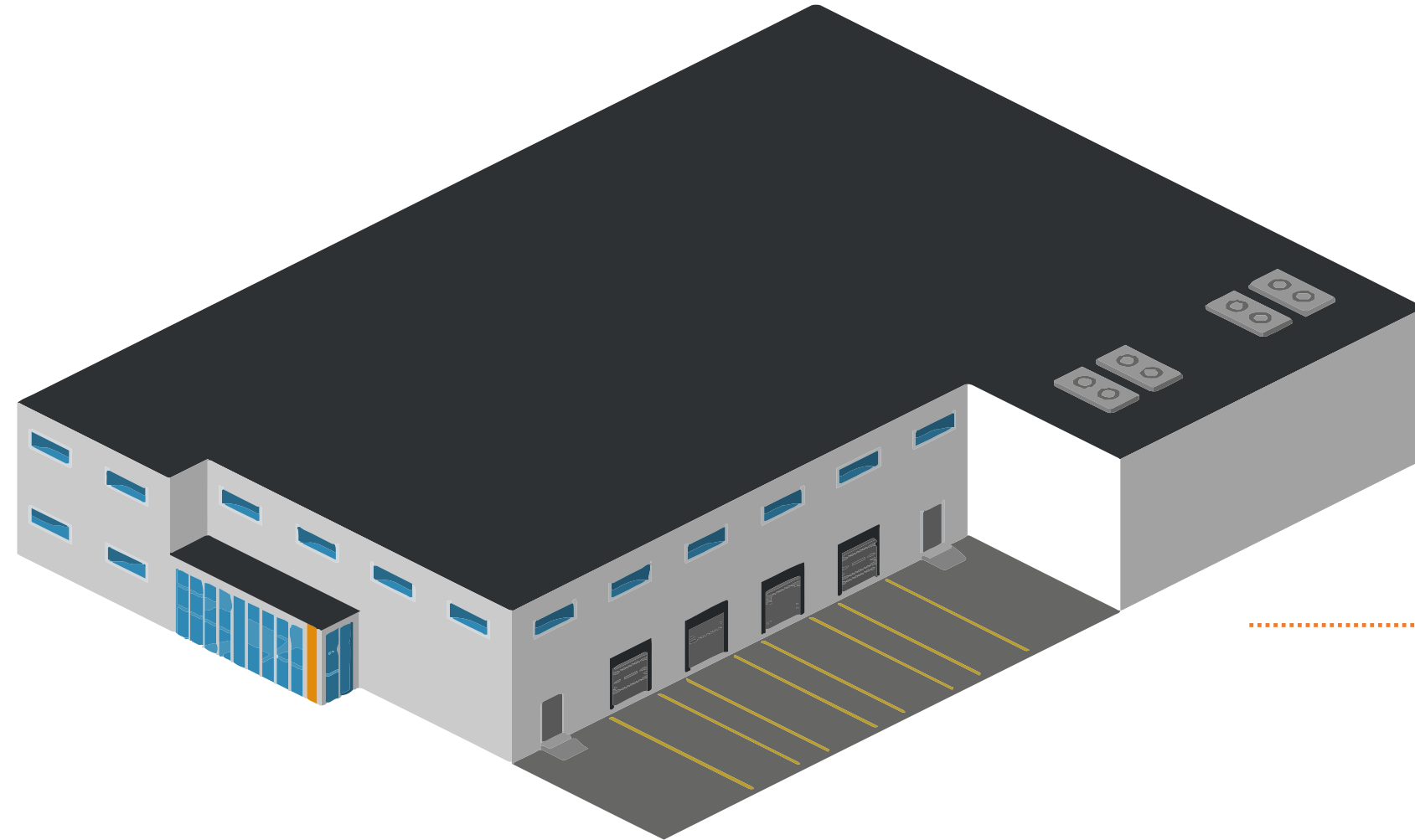


Working Backwards

THE AWS METHOD

Our Turn-Key Customs Solution

COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION



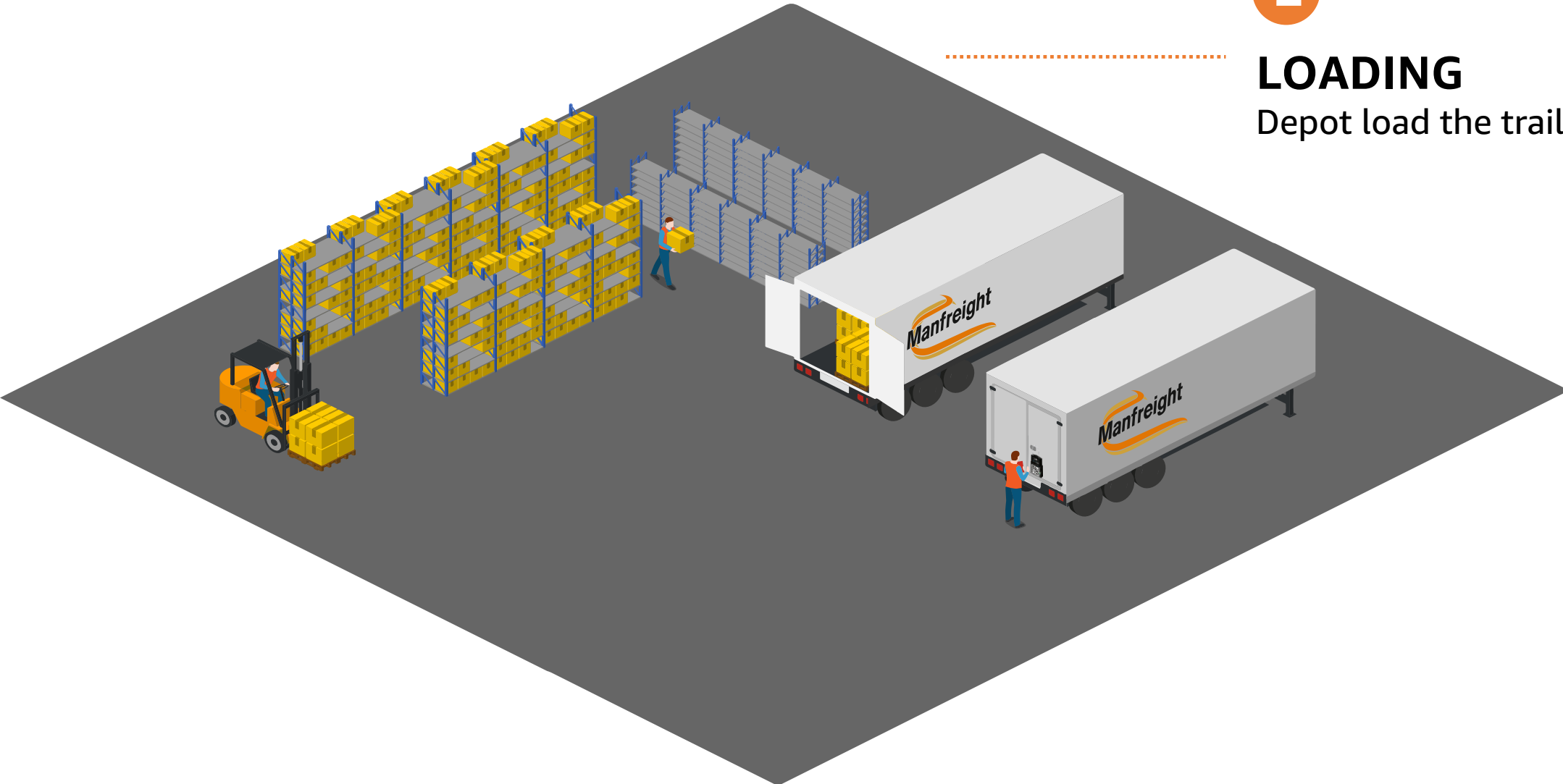
1

ARRIVAL AT DEPOT

Manfreight arrive at
Customer Collection Point

Our Turn-Key Customs Solution

COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION



2

LOADING

Depot load the trailer



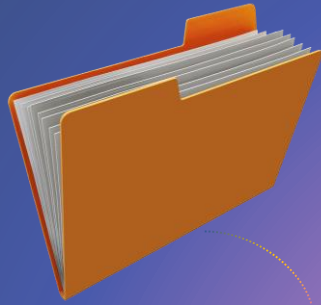
3

SMART SEAL

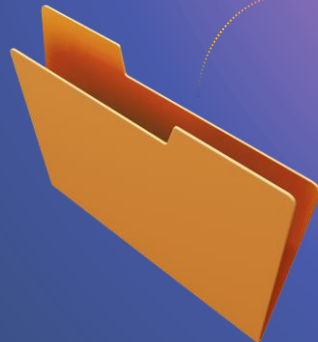
The Smart Seal is applied by authorised Depot staff

Our Turn-Key Customs Solution
COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION

Customs Documentation

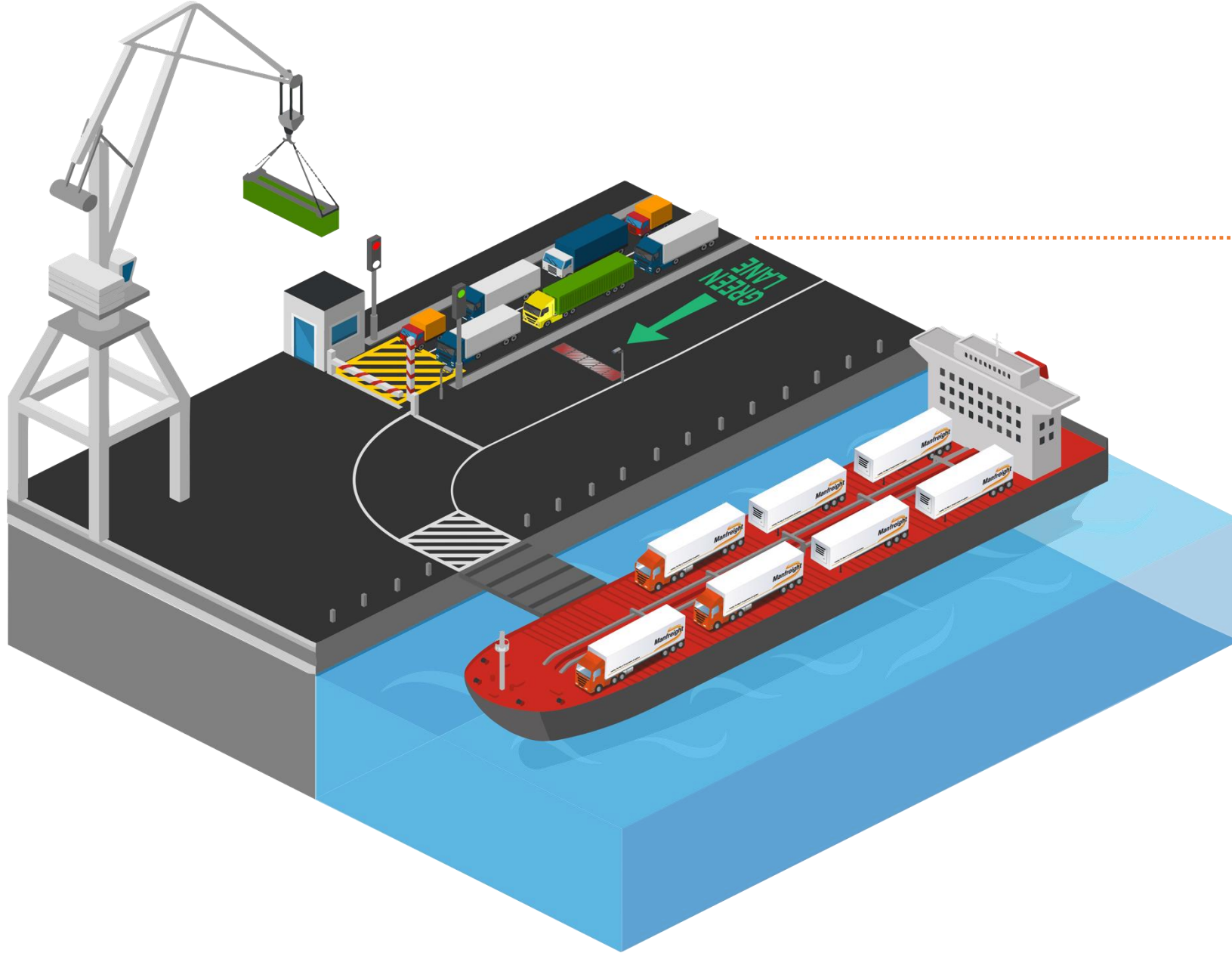


Completed Declarations



Our Turn-Key Customs Solution

COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION



5

PORT OF EXIT

Manfreight is pre-cleared to enter the vessel via green lane reducing delays and maximizing efficiency for supplier

Our Turn-Key Customs Solution

COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION



6

SAILING
Vessel Sails

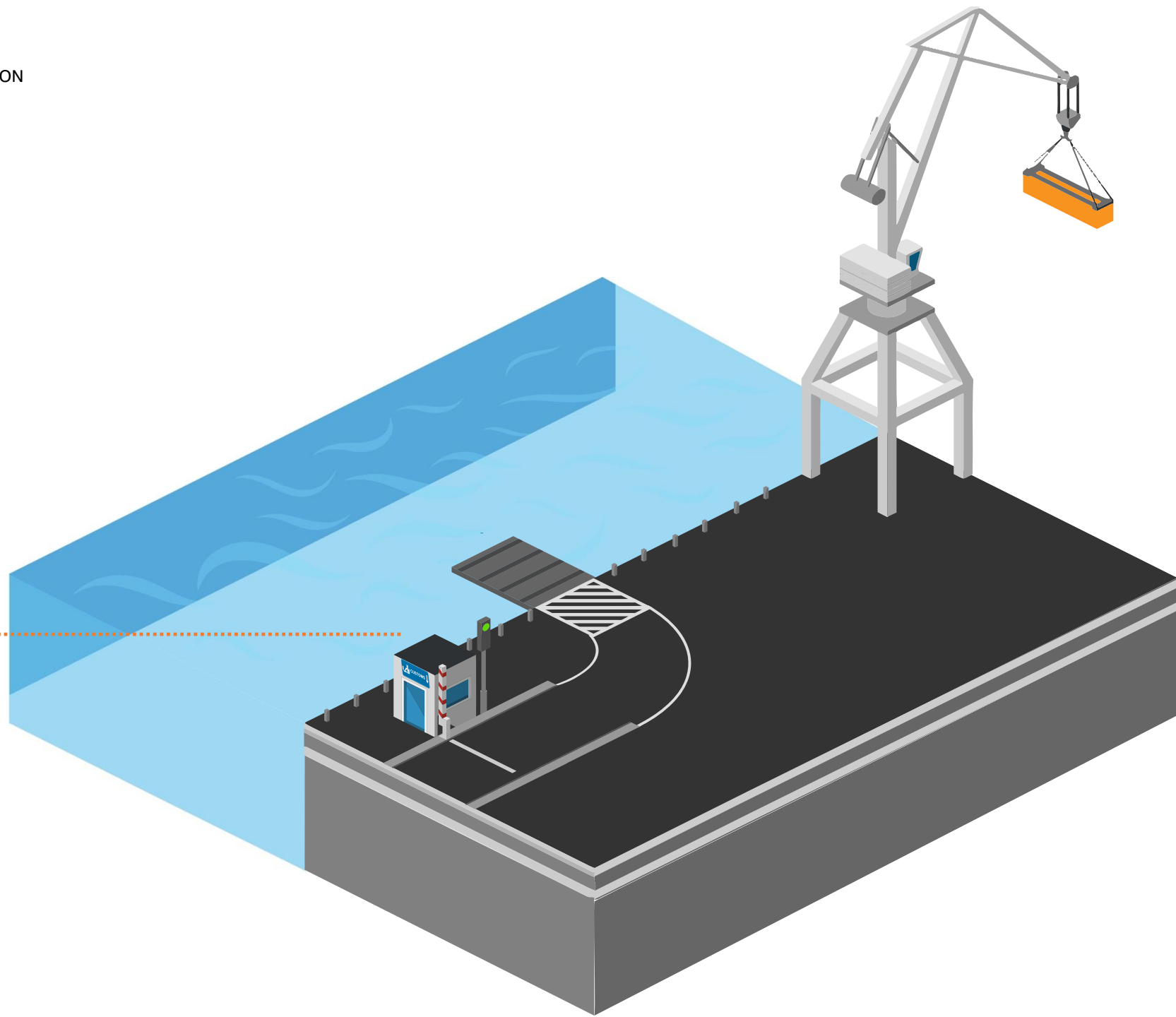
Our Turn-Key Customs Solution

COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION

7

PORT OF ENTRY

Port Authorities are pre-notified during transit and Manfreight leave the port without need for check as the load is trusted



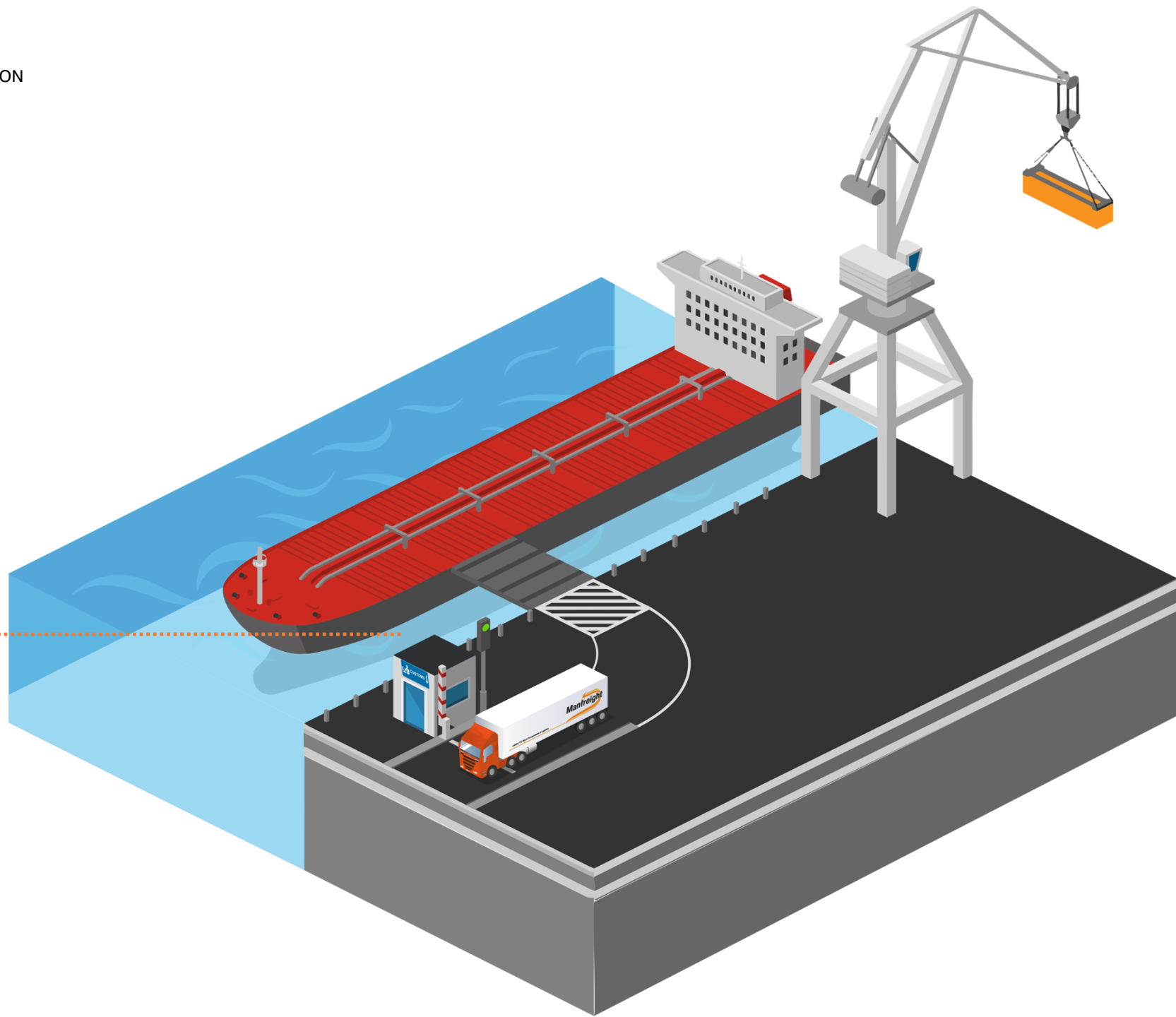
Our Turn-Key Customs Solution

COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION

7

PORT OF ENTRY

Port Authorities are pre-notified during transit and Manfreight leave the port without need for check as the load is trusted



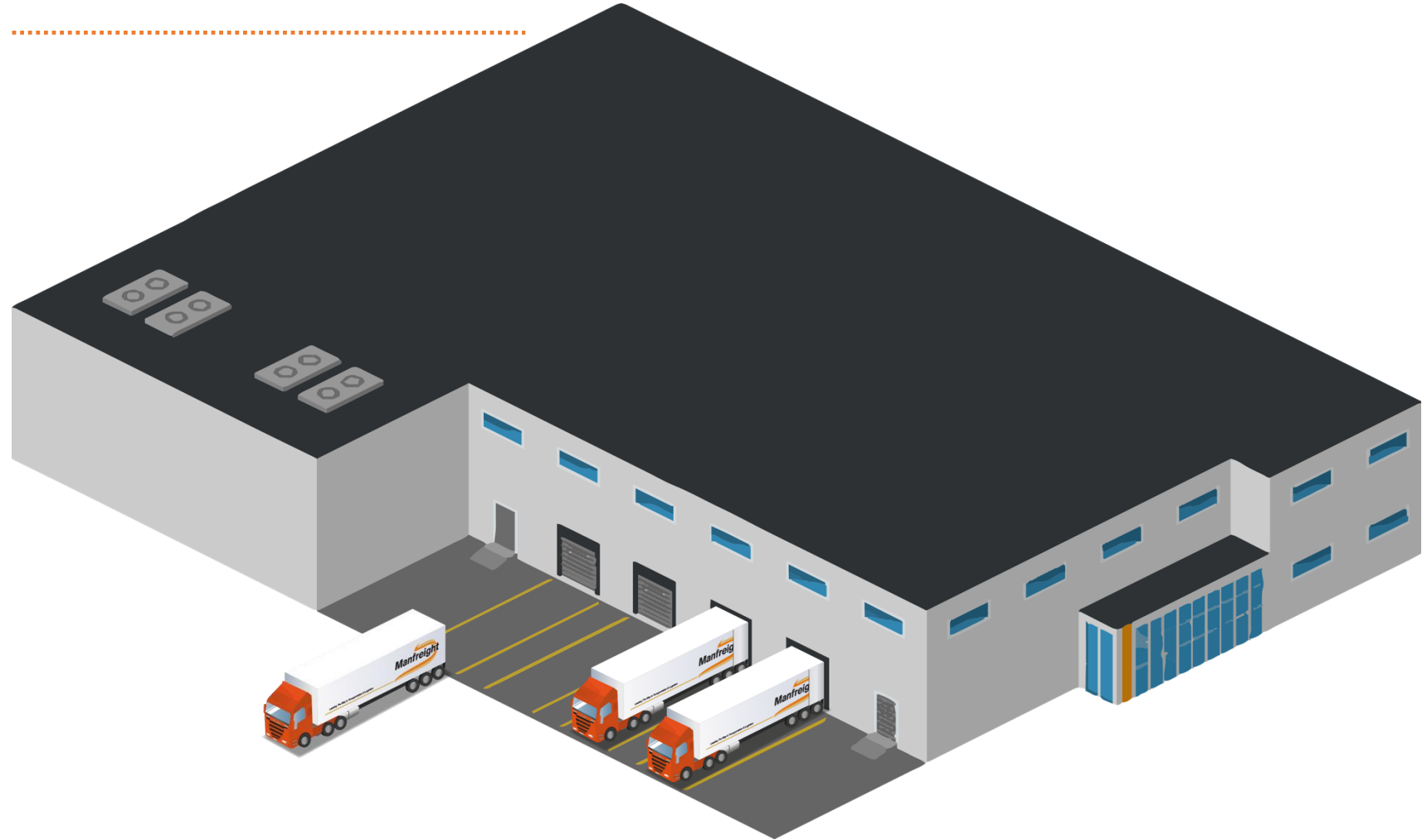
Our Turn-Key Customs Solution

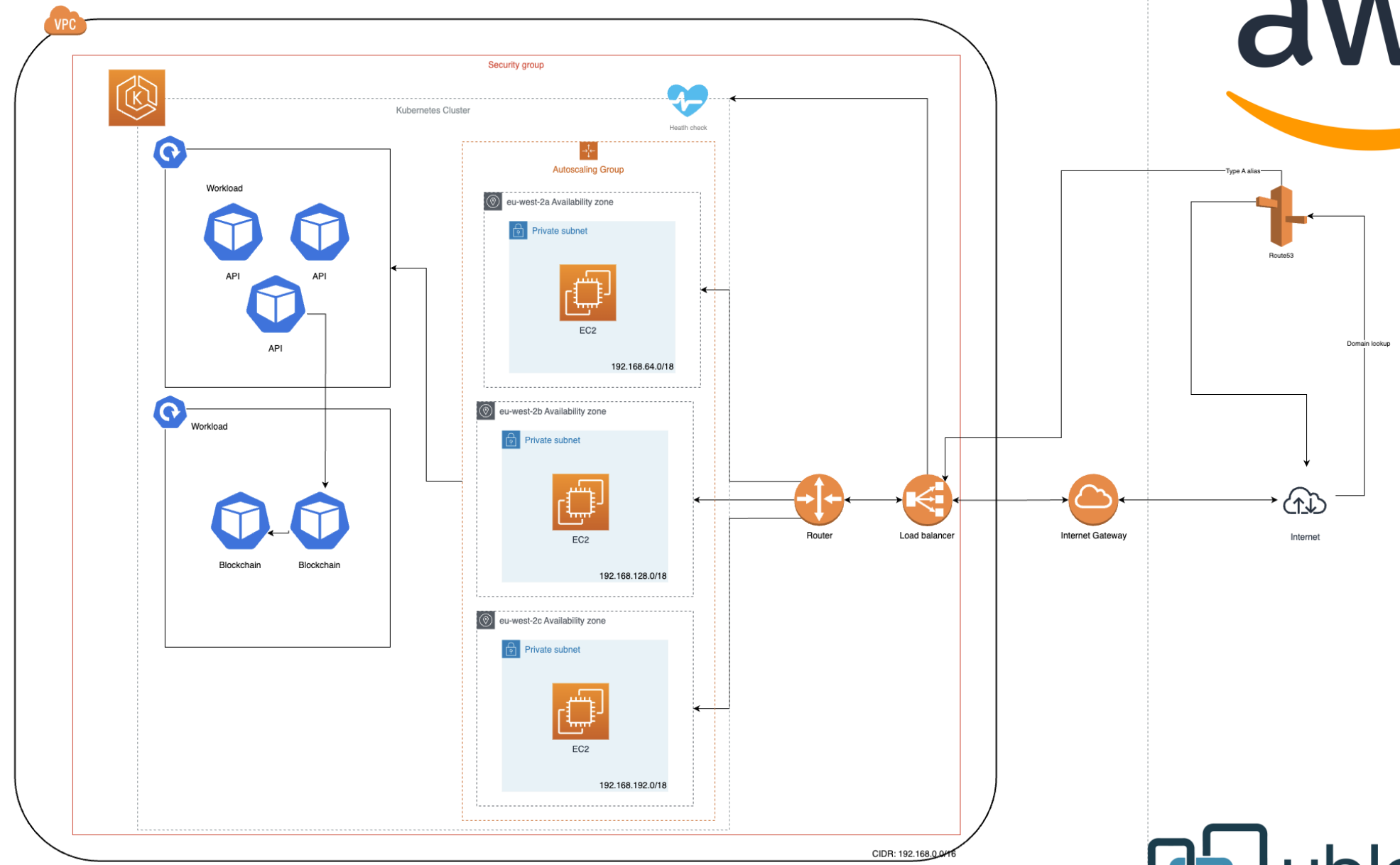
COMPLETE SUPPLY CHAIN VISIBILITY THROUGH INNOVATION & DIGITISATION

8

DELIVERY

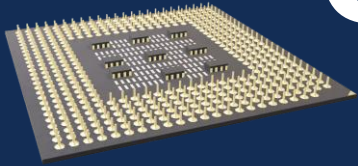
Load is delivered and journey is marked as completed on Secure Freight Platform and all events recorded on the Blockchain





Culture of Innovation

MANFREIGHT | TECHNOLOGY



Digitising the supply chain



We are dedicated to digitising the supply-chain. We want to work with like-minded partners who share our vision for a connected future.

Cloud Technology



At Manfreight, we offer real-time access to critical intelligence & operations information through cloud services - enabling new levels of responsiveness & flexibility.

Blockchain Integration



Through our partnership with digital provenance experts, ubloquity, we are harnessing blockchain to create transparency in the supply chain.

Intelligent Storage and Distribution



Data is one of the most valuable resources when running a successful business. Our intelligent storage solutions are already transforming the supply chain.



Size & Scale

WHERE WE ARE TODAY



→ Turnover



21|22 £43M

22|23 £55.5M

£65M TURNOVER
23|24

Manfreight turnover more than £65 m per year.



Size & Scale

WHERE WE ARE TODAY

→ People



500+ STAFF

Manfreight has grown to have over 500 staff across the UK & Ireland.



430+ IN HOUSE DRIVERS



80+ OFFICE STAFF

The Manfreight Driving Team are all direct employees & trained in house.



Size & Scale

WHERE WE ARE TODAY

→ Fleet



780+ VEHICLES

Manfreight own and operate more than 780 state-of-the-art vehicles.



280+ TRUCKS



500+ TRAILERS



Size & Scale

WHERE WE ARE TODAY

→ Shipping

 **50K MOVEMENTS**

Manfreight are the largest shipper on the Irish Sea through our shipping partner, Stena Line.



Size & Scale

WHERE WE ARE TODAY

→ Investment



£22M INVESTMENT

This year, Manfreight have invested £22m to service the customer base as well as launch Project Ark.



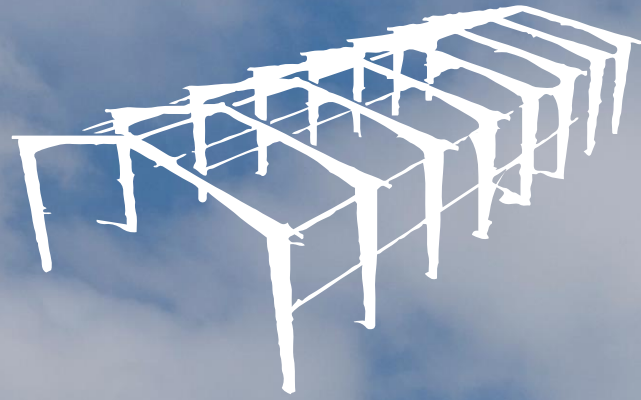
Size & Scale

WHERE WE ARE TODAY



INTELLIGENT STORAGE & DISTRIBUTION

Project Ark







ubloquity



DRIVE
OR BE
DRIVEN