



SHOWCASE

Aankhen Inc.

Visual Supply Chain 2.0

Where in the world is my stuff?" is a common question asked repeatedly every day by many across the world. The answers or 'versions of truth' provided in response usually cause more frustration to the person asking the question. If you bought furniture, appliances or an HDTV recently, you most probably can relate to the mystery of how supply chains work and the lack of visibility to the flow of goods. There are pockets of visibility and several blind spots across the supply chain including the most important 'last mile' delivery directly influencing customer satisfaction. With new business models requiring supply chains to support shipment of orders directly from factories in Asia to 'white glove' installation at a consumer home, end-to-end visibility will be critical. As supply chains become more global and complex the need for end-to-end visibility by everyone involved in fulfilling customer demand becomes a business necessity. This growing demand for supply chain visibility is currently ranked as one of the top key strategic initiatives for enterprises. Aankhen, Inc. addresses this time critical initiative as part of its suite of solutions to build better, faster and smarter supply chains it calls Supply Chain 2.0.

In addition to commercial interest in end-to-end supply chain visibility, homeland security imposes new requirements on the flow of goods from point of origin to final destination. With increased levels of security mandating compliance with regulations for screening cargo inbound to the US, significant investments will need to be made by enterprises in the near future. These investments will translate directly or indirectly into higher landed costs across the supply chain.

Searching for ROI

Enterprises typically struggle to justify the ROI for investing in security. Combining the need for homeland security and commercial interests of enterprises provides a compelling and rapid ROI. In a world going flat, supply chains require collaboration across rapidly increasing number of users across multiple enterprises and organizations demanding access to supply chain information. Government and customs authorities enforcing regulations such as C-TPAT (US Customs-Trade Partnership Against Terrorism) require paperless processing of cargo manifests where non-compliance could create potential delays for customs clearance. These potential delays increase supply chain uncertainty, latency, cost and loss in global trade productivity. However, smart investments in compliance can be leveraged to improve global supply chain productivity by increasing data accuracy with 'one truth' visibility eliminating decades of 'bad data' issues plaguing existing EDI and ERP systems.

Global Supply Chain Information Users

Aankhen solutions enable enterprises to leverage their investments in securing the supply chain to significantly improve their supply chain and increase the ROI. Some examples of deployments of Aankhen solutions include:

- secure chemical supply chains
- secure retail supply chains
- secure corridors ensuring integrity of pharmaceutical shipments
- ensuring quality of delivery of high-tech consumer goods

Some of the significant benefits contributing to rapid ROI include:

Global supply chain information users



- Better supply chains
 - Lower total cost of supply chain
 - Reduced inventory
 - Perfect-order-delivery
 - A better understanding of the supply chain to redesign the network
 - Reduced paperwork
- Faster supply chains
 - Reduction in lead time
 - Shorter time to market
 - Shorter time to clear customs
- Smarter supply chains
 - Intelligence to mitigate supply chain risk
 - Just-in-time manufacturing
 - Automated detection of security exceptions (unauthorized opening, door open, ...)
 - Automated detection of environmental exceptions (temperature, shock, ...)

Technology innovation

New technologies are essential to building better, faster and smarter supply chains. Visibility specifically relies on technology to deliver on the promise of replacing inventory with information. Technology also enables business process improvements and elimination of obsolete business processes. Aankhen leverages new and emerging technologies such as RFID & GPS hardware devices to automate data capture. Equipped with sensors these smart devices capture location, security and environmental exceptions as they occur anywhere in the global supply chain and transmit them for processing by Aankhen's IRIS software plat-

form. Security exceptions for example include unauthorized opening of a container and its location which can alert the appropriate authority monitoring a secure corridor. This exception can indicate a security breach or potential theft, triggering exception processing. Environmental exceptions for example include a container of HDTVs or washing machines dropped while loading or unloading a container from a ship. The shock data captured is transmitted to Aankhen's IRIS platform triggering exception processing and quality assurance processes. The estimated savings for one of the enterprises is \$150million a year. The key benefit of these technologies is in automating the asynchronous capture of data without human intervention on a global basis 24/7. By automating the capture of data the technologies provide a unique source of accurate real-time data not possible with existing EDI or ERP systems. The accuracy of the data captured enables Aankhen's software to deliver visibility and intelligence in context to users of the IRIS platform allowing them to 'see and respond' intelligently to mitigate supply chain risk.

Using Aankhen's IRIS visibility platform users can not only know where in the world their stuff is, but more importantly 'where their stuff will not be on time'!

About Aankhen Inc.

Aankhen Inc. is a Supply Chain 2.0 solutions and services provider enabling 'Shouldbe Cost[®]' based management of procurement and smart RFID & GPS based supply chain visibility to manage logistics. 

For more information visit www.aankhen.com.