Telstra and IBM

MLA Experiment 4 - Final Showcase

29/03/2022



Telstra & IBM - AgriFood Data Exchange

Telstra and IBM are making a strategic investment to integrate their respective capabilities to allow operational, transactional and analytical data to be readily combined and generate valuable insights for the AgriFood Data Exchange. The two main capability sets are: Telstra's Telstra Data Hub (TDH) and IBM's Blockchain Transparent Supply platform (BTS).

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Telstra Data Hub

- · Co-invested with Microsoft globally to develop a modern, highly reusable, cloud-based data sharing platform
- Mission statement of the TDH is to make data sharing as simple as making a phone call
- TDH has been applied in ecosystems including weather data, rural and regional water management, and health research data

IBM Blockchain Transparent Supply

- · Reusable supply chain data services platform, built on permissioned blockchain technology
- Allows organisations and supply chain ecosystems to create operational transactional data-sharing ecosystems
- Enables fine-grained goods-specific transparency across multiple supply chain partners

One solution (MLA RFI)



- Complementary capabilities
- Single architecture

A key design principle shared by both IBM and Telstra is to provide *highly flexible mechanisms to securely share data*, that is *standardised for consistency and* interoperability, supported by controls to ensure data owners have strong and fine-grained control over who can use their data and for what purposes.

The reusable data sets can then be leveraged by solutions providers ranging from start-ups to global system integrators, to shorten development cycles and innovate faster.

Over 12 weeks, we've conducted in-depth research and discovery across the Western Rock Lobster supply chain





Proposition feedback sessions





And have created 5 personas based on the key stakeholders and participants we had access to



John Fisher

John is a generational Rock Lobster Fisher in WA. He loves what he does but wishes there was a way to reduce all the operational overheads and the delays in planning his catchments



Lilly Processor

Global leaders in rock lobster processing & exports. 100% owned by fishers & license holders



Sussie WRLC

Industry body representing fishers. Strives to ensure the catching sector of this valuable industry remains a viable, effective and responsible member of the fishing community



Ben WA DPIRD

The regulator who works to develop and protect Western Australia's agriculture and food sector and aquatic resources, and build vibrant regions with strong economies



Jones Compliance Officer

Responsible for running inspections and completing relevant report works for

DPIRD





We mapped the supply chain for Western Rock Lobster across multiple dimensions





... and synthesised what we learned into one cohesive document



Add link to a PDF that is on a public link (i.e., no need to log in to view)

Improve the user experience of electronic logging for fishers

Processor has access to pre-landing information near real-time to support operations and logistics planning.

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Drevide Toker grading information by zone and industry bench mark

Submit electronically or permissioned data sharing to eliminate duplication of submissions

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Visibility of processor going rate to assist Fishers with determining BOB safes vs Processor split

FRICTIONS

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						Traceability can provide insights about distribution inclucing how much is being shipped domestic vs internationally			

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Supply Chain Data Exchange Powered by

We then leveraged our holistic **Supply Chain Data Exchange** solution to address key frictions and capitalise on identified opportunities...







Supply Chain Data Exchange



The first focus was to build out data management services to ingest, cleanse and standardize the data to enable interoperability between supply chain participants



	Egress APIs
nt.)	Management & Collaboration
\pps s	Knowledge Mgmt. Services
	Governance Frameworks
)ata sforms	Notification Services
)ata enance	Usage, Rating & Billing
hain	Analytics Environment

exchanges and systems



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Data sources provided by experiment participants were ingested into the data layer of the platform







Triggering the transformation of disconnected, complex data sets into connected exchangeable data sets (XDS) that adhere to EPCIS GS1 global standards



Data becomes standardised for consistency and interoperability across stakeholders and industries, supported by controls to ensure data owners have strong and fine-grained control over who can use their data and for what purposes.



Supply Chain Data Exchange



With the data ingestion and transformation complete, we had the foundations in place to focus on the application layer



Carter Trusted Partner Network Data

Including a rich, open

ecosystem of solution

exchanges and systems

Welcome

Help

Please log in to get started on the Supply Chain Data Exchange.



De-centralized data storage & permissioned data sharing

Demo 1



Tell us more about you

Please select the type of user you are below then click Continue to finish logging in.







WA DPIRD

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Supply Chain			
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John Fisher A

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Supply Chain My Data Activity Producer Quota Accounting Data Sets Documents Insights **Ingress Statistics** Trace Shared with **all** accounts Users Fisher Trip Records

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Select accounts You are about to grant access to these accounts for the current data set O Processor A Processor B 🔵 Sam Fisher 🔗 WA DPIRD O WRLC O Select all Cancel Save

Fisher Regulatory

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John Fisher A



Trace

Users

Supply Chain My Data Activity Producer Quota Accounting Data Sets Documents Insights Ingress Statistics Shared with **all** accounts Fisher Trip Records Shared with **1** accounts



Your data will only be shared with the accounts selected in the next stage



Trace

Users

Supply Chain My Data Activity Producer Quota Accounting Data Sets Documents Insights Ingress Statistics Shared with **all** accounts Fisher Trip Records Shared with **1** accounts



John Fisher 🗙 🛛 Processor A 🗙









John Fisher A











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Supply Chain Data Exchange
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users









		Trip	Details			Proc	essor	Back of	Boat		Cost	ts
	CDR	Date	Boat	Location	Weight	Weight	Revenue	Weight	Revenue	Bait Used	Bait Cost	Fuel Used
~	2780169Z	05/07/2021	299	ISLAND JETTY	4,143.6 kg	2,900.5 kg	\$88 <mark>,</mark> 553.59	1,243.1 kg	\$31,879.29	219	\$26,566.08	181
~	2749724Z	17/07/2021	299	ISLAND JETTY	1,2 <mark>11.</mark> 9 kg	848.4 kg	\$25,900.30	363.6 kg	\$9,324.11	148	\$7,770.09	118



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		Triț	Details			Proc	essor	Back of	Boat		Cos	ts		
	CDR	Trij Date	Details Boat	Location	Weight	Weight	Revenue	Back of Weight	Revenue	Bait Used	Bait Cost	ts Fuel Used	Fuel Cost	Total Revenue
~	CDR 2780169Z	Trij Date 05/07/2021	Boat 299	Location ISLAND JETTY	Weight 4,143.6 kg	Proc Weight 2,900.5 kg	Revenue \$88,553.59	Weight 1,243.1 kg	Revenue \$31,879.29	Bait Used	Bait Cost \$26,566.08	Fuel Used	Fuel Cost \$53,132.16	Total Revenue \$120,432.89
*	CDR 2780169Z 2749724Z	Trij Date 05/07/2021 17/07/2021	Boat 299 299	Location ISLAND JETTY ISLAND JETTY	Weight 4,143.6 kg 1,211.9 kg	Veight 2,900.5 kg 848.4 kg	Revenue \$88,553.59 \$25,900.30	Weight 1,243.1 kg 363.6 kg	Revenue \$31,879.29 \$9,324.11	Bait Used 219 148	Bait Cost \$26,566.08 \$7,770.09	Fuel Used 181 118	Fuel Cost \$53,132.16 \$15,540.18	Total Revenue \$120,432.89 \$35,224.41
* * *	CDR 2780169Z 2749724Z 2771706Z	Trij Date 05/07/2021 17/07/2021 08/08/2021	Boat 299 299 299	Location ISLAND JETTY ISLAND JETTY ISLAND JETTY	Weight 4,143.6 kg 1,211.9 kg 433.5 kg	Proc Weight 2,900.5 kg 848.4 kg 303.4 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74	Back of Weight 1,243.1 kg 363.6 kg 130.0 kg	Boat Revenue \$31,879.29 \$9,324.11 \$3,334.95	Bait Used 219 148 127	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12	Fuel Used 181 118 88	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68
* * *	CDR 2780169Z 2749724Z 2771706Z 2766038Z	Trij Date 05/07/2021 17/07/2021 08/08/2021 15/08/2021	Details Boat 299 299 299 299 299	Location ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY	Weight 4,143.6 kg 1,211.9 kg 433.5 kg 694.2 kg	Proc Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59	Back of Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg	Boat Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81	Bait Used 219 148 127 193	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68	Fuel Used 181 118 88 104	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40
* * * *	CDR 27801692 27497242 27717062 27660382 27111282	Trij Date 05/07/2021 17/07/2021 08/08/2021 15/08/2021 04/09/2021	Details Boat 299 299 299 299 299 299	Location ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY	Weight 4,143.6 kg 1,211.9 kg 433.5 kg 694.2 kg 700.0 kg	Proc Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg 490.0 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59 \$14,959.77	Back of Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg 210.0 kg	Boat Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81 \$5,385.52	Bait Used 219 148 127 193 265	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68 \$4,487.93	ts Fuel Used 181 118 88 104 180	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35 \$8,975.86	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40 \$20,345.28
 * 	CDR 2780169Z 2749724Z 2771706Z 2766038Z 2711128Z	Trij Date 05/07/2021 17/07/2021 08/08/2021 15/08/2021 04/09/2021 05/09/2021	Details Boat 299 299 299 299 299 299 299	Location ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY	Weight 4,143.6 kg 1,211.9 kg 433.5 kg 694.2 kg 700.0 kg 842.2 kg	Proc Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg 490.0 kg 589.5 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59 \$14,959.77 \$17,998.95	Back of Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg 210.0 kg 252.7 kg	Boat Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81 \$5,385.52 \$6,479.62	Bait Used 219 148 127 193 265 85	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68 \$4,487.93 \$5,399.68	Fuel Used 181 118 88 104 180 123	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35 \$8,975.86 \$10,799.37	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40 \$20,345.28 \$24,478.57
 <	CDR 2780169Z 2749724Z 2771706Z 2766038Z 2711128Z 2793222Z 2769982Z	Trij Date 05/07/2021 17/07/2021 08/08/2021 15/08/2021 04/09/2021 05/09/2021 09/09/2021	Details Boat 299 299 299 299 299 299 299 299	Location ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY ISLAND JETTY	Weight 4,143.6 kg 1,211.9 kg 433.5 kg 694.2 kg 700.0 kg 842.2 kg 335.1 kg	Proc Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg 490.0 kg 589.5 kg 234.6 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59 \$14,959.77 \$17,998.95 \$7,162.33	Back of Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg 210.0 kg 252.7 kg 100.5 kg	Boat Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81 \$5,385.52 \$6,479.62 \$2,578.44	Bait Used 219 148 127 193 265 85 243	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68 \$4,487.93 \$5,399.68 \$2,148.70	ts Fuel Used 181 118 88 104 180 123 162	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35 \$8,975.86 \$10,799.37 \$4,297.40	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40 \$20,345.28 \$24,478.57 \$9,740.76



Catch Records

		Trip	Details			Proc	cessor	Back o	f Boat		Cos	ts
	CDR	Date	Boat	Location	Weight	Weight	Revenue	Weight	Revenue	Bait Used	Bait Cost	Fuel Used
^	2780169Z	05/07/2021	299	ISLAND JETTY	4,143.6 kg	2,900.5 kg	\$88,553.59	1,243.1 kg	\$31,879.29	219	\$26,566.08	181
Grad	ing	W	eight (kg)		Grade Price (\$/k	g)	Total Payment (\$)				
Prem	iium A		493.1		32.0	0	15,778.9	6				
Prem	ium B		841.2		30.0	00	25,234.7	3				
Prem	nium <mark>C</mark>		696.1		29.0	00	20,187.7	В				
Prem	ium D		319.1		29.0	00	9,252.7	3				
Prem	ium <mark>E</mark>		261.0		29.0	00	7,570.4	2				
Prem	ium F		203.0		34.0	00	6,903.2	9				
Prem	iium <mark>G</mark>		87.0		35.0	00	3,045.5	7				
Seco	nd Grade		29 . 0		20.0	00	580.1	1				
			4,143.6	A	verage Price \$21.3	0	\$88,553.5	9				

	John Fisher	•
Fuel Cost	Total Revenue	
\$53,132.16	\$120,432.89	
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Users

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aton Neco	us												
Proc	essor	Back of	Boat		Cost	ts			Totals (\$)			Totals (\$/kg)	
Weight	Revenue	Weight	Revenue	Bait Used	Bait Cost	Fuel Used	Fuel Cost	Total Revenue	Total Costs	Profit	Revenue per kg	Cost per kg	Profit per kg
Weight 2,900.5 kg	Revenue \$88,553.59	Weight 1,243.1 kg	Revenue \$31,879.29	Bait Used 219	Bait Cost \$26,566.08	Fuel Used	Fuel Cost \$53,132.16	Total Revenue \$120,432.89	Total Costs \$79,698.24	Profit \$40,734.65	Revenue per kg \$31.83	Cost per kg \$13.16	Profit per kg \$18.67
Weight 2,900.5 kg 848.4 kg	Revenue \$88,553.59 \$25,900.30	Weight 1,243.1 kg 363.6 kg	Revenue \$31,879.29 \$9,324.11	Bait Used 219 148	Bait Cost \$26,566.08 \$7,770.09	Fuel Used 181 118	Fuel Cost \$53,132.16 \$15,540.18	Total Revenue \$120,432.89 \$35,224.41	Total Costs \$79,698.24 \$23,310.27	Profit \$40,734.65 \$11,914.14	Revenue per kg \$31.83 \$31.08	Cost per kg \$13.16 \$10.09	Profit per kg \$18.67 \$21.00
Weight 2,900.5 kg 848.4 kg 303.4 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74	Weight 1,243.1 kg 363.6 kg 130.0 kg	Revenue \$31,879.29 \$9,324.11 \$3,334.95	Bait Used 219 148 127	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12	Fuel Used 181 118 88	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68	Total Costs \$79,698.24 \$23,310.27 \$8,337.36	Profit \$40,734.65 \$11,914.14 \$4,261.32	Revenue per kg \$31.83 \$31.08 \$30.29	Cost per kg \$13.16 \$10.09 \$10.21	Profit per kg \$18.67 \$21.00 \$20.08
Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59	Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg	Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81	Bait Used 219 148 127 193	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68	Fuel Used 181 118 88 104	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40	Total Costs \$79,698.24 \$23,310.27 \$8,337.36 \$13,352.03	Profit \$40,734.65 \$11,914.14 \$4,261.32 \$6,824.37	Revenue per kg \$31.83 \$31.08 \$30.29 \$28.89	Cost per kg \$13.16 \$10.09 \$10.21 \$14.88	Profit per kg \$18.67 \$21.00 \$20.08 \$14.00
Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg 490.0 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59 \$14,959.77	Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg 210.0 kg	Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81 \$5,385.52	Bait Used 219 148 127 193 265	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68 \$4,487.93	Fuel Used 181 118 88 104 180	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35 \$8,975.86	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40 \$20,345.28	Total Costs \$79,698.24 \$23,310.27 \$8,337.36 \$13,352.03 \$13,463.79	Profit \$40,734.65 \$11,914.14 \$4,261.32 \$6,824.37 \$6,881.49	Revenue per kg \$31.83 \$31.08 \$30.29 \$28.89 \$29.17	Cost per kg \$13.16 \$10.09 \$10.21 \$14.88 \$12.06	Profit per kg \$18.67 \$21.00 \$20.08 \$14.00 \$17.12
Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg 490.0 kg 589.5 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59 \$14,959.77 \$17,998.95	Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg 210.0 kg 252.7 kg	Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81 \$5,385.52 \$6,479.62	Bait Used 219 148 127 193 265 85	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68 \$4,487.93 \$5,399.68	Fuel Used 181 118 88 104 180 123	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35 \$8,975.86 \$10,799.37	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40 \$20,345.28 \$22,4478.57	Total Costs \$79,698.24 \$23,310.27 \$8,337.36 \$13,352.03 \$13,463.79 \$16,199.05	Profit \$40,734.65 \$11,914.14 \$4,261.32 \$6,824.37 \$6,881.49 \$8,279.52	Revenue per kg \$31.83 \$31.08 \$30.29 \$28.89 \$29.17 \$30.09	Cost per kg \$13.16 \$10.09 \$10.21 \$14.88 \$12.06 \$12.65	Profit per kg \$18.67 \$21.00 \$20.08 \$14.00 \$17.12 \$17.44
Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg 490.0 kg 589.5 kg 234.6 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59 \$14,959.77 \$17,998.95 \$7,162.33	Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg 210.0 kg 252.7 kg 100.5 kg	Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81 \$5,385.52 \$6,479.62 \$2,578.44	Bait Used 219 148 127 193 265 85 243	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68 \$4,487.93 \$5,399.68 \$2,148.70	Fuel Used 181 118 88 104 180 123 162	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35 \$8,975.86 \$10,799.37 \$4,297.40	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40 \$20,345.28 \$24,478.57 \$9,740.76	Total Costs \$79,698.24 \$23,310.27 \$8,337.36 \$13,352.03 \$13,463.79 \$16,199.05 \$6,446.09	Profit \$40,734.65 \$11,914.14 \$4,261.32 \$6,824.37 \$6,881.49 \$8,279.52 \$3,294.67	Revenue per kg \$31.83 \$31.08 \$30.29 \$28.89 \$29.17 \$30.09 \$31.40	Cost per kg \$13.16 \$10.09 \$10.21 \$14.88 \$12.06 \$12.65 \$12.09	Profit per kg \$18.67 \$21.00 \$20.08 \$14.00 \$17.12 \$17.44 \$19.31
Weight 2,900.5 kg 848.4 kg 303.4 kg 485.9 kg 490.0 kg 589.5 kg 234.6 kg 1,818.9 kg	Revenue \$88,553.59 \$25,900.30 \$9,263.74 \$14,835.59 \$14,959.77 \$17,998.95 \$7,162.33 \$55,532.19	Weight 1,243.1 kg 363.6 kg 130.0 kg 208.3 kg 210.0 kg 252.7 kg 100.5 kg 779.5 kg	Revenue \$31,879.29 \$9,324.11 \$3,334.95 \$5,340.81 \$5,385.52 \$6,479.62 \$2,578.44 \$19,991.59	Bait Used 219 148 127 193 265 85 243 217	Bait Cost \$26,566.08 \$7,770.09 \$2,779.12 \$4,450.68 \$4,487.93 \$5,399.68 \$2,148.70 \$16,659.66	Fuel Used 181 118 88 104 180 123 162 209	Fuel Cost \$53,132.16 \$15,540.18 \$5,558.24 \$8,901.35 \$8,975.86 \$10,799.37 \$4,297.40 \$33,319.31	Total Revenue \$120,432.89 \$35,224.41 \$12,598.68 \$20,176.40 \$20,345.28 \$24,478.57 \$9,740.76 \$75,523.78	Total Costs \$79,698.24 \$23,310.27 \$8,337.36 \$13,352.03 \$13,463.79 \$16,199.05 \$6,446.09 \$49,978.97	Profit \$40,734.65 \$11,914.14 \$4,261.32 \$6,824.37 \$6,881.49 \$8,279.52 \$3,294.67 \$25,544.81	Revenue per kg \$31.83 \$31.08 \$31.08 \$30.29 \$28.89 \$29.17 \$30.09 \$31.40 \$29.09	Cost per kg \$13.16 \$10.09 \$10.21 \$14.88 \$12.06 \$12.65 \$12.09 \$13.40	Profit per kg \$18.67 \$21.00 \$20.08 \$14.00 \$17.12 \$17.44 \$19.31 \$15.69





	Usage (2021/22)				
upply Chain					
ctivity	MFL	Allocated (kg)	Used (kg)	Balance (kg)	↓ Used (%)
ogistics Planning	223	40,138	40,338	-200	100.50%
uota Accounting	271	7,863	7,234	629	92.00%
Documents	161	19,161	16,096	3,065	84.00%
	166	632	442	190	69.98%
nsights	104	35,456	24,651	10,805	69.53%
race	282	1,385	955	430	68.99%
Users	227	40,414	27,761	12,653	<mark>68.69</mark> %
	204	3,243	2,221	1,022	68.49%
	257	34,534	23,346	11,188	67.60%
	120	23,663	15,902	7,761	67.20%
	141	3,708	2,483	1,225	66.96%
	206	122,595	81,873	40,722	66.78%
	137	6,185	4,109	2,076	66.43%
	276	1,723	1,141	582	66.22%
	304	11,223	7,370	3,853	65.67%
	218	5,047	3,291	1,756	65.21%
	203	86,821	56,484	30,337	<mark>6</mark> 5.06%
	183	32,359	20,831	11,528	64.37%
	296	2,980	1,916	1,064	64.31%
	306	9,785	6,275	3,510	64.13%
	198	25,306	16,178	9,128	63.93%
	222	13,699	8,751	4,948	63.88%
	190	12,104	7,714	4,390	63.73%
	279	3,554	2,257	1,297	63.52%



John Fishe

Now to enter my pre-fishing information digitally for my DPIRD compliance so that I can head out with my crew and catch some lobsters!







John Fisher

It's nice that I don't have to worry about my Processor calling me to find out where and when I am landing, as they now also see the pre-fishing information I've submitted digitally!







I'll need to do my pre-landing nomination to DPIRD... and I can share this with my Processor as well so that they have more detailed and updated information for their logistics planning

TT






And I can add bait order too for my Processor to get ready for me when I land

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APP

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I like this 'airport arrivals' type board to show me the latest updates on boat arrivals, containers and bait orders by landing









Supply Chain Data Exchange	IBM
Supply Chain	
Activity	
Logistics Planning	
Quota Accounting	
Documents	
Insights	
lleore	
Users	









Supply Chain Data Exchange

Supply Chain

Activity

Logistics Planning

Quota Accounting

Documents

Insights

Trace

Users

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Get started

1. Select landing area(s) Landing area(s) 09 - Geraldton 20 - Port Denison Marina

2. Select date

GENERATE RESULTS

|--|

Time	MFL	Boat	Landing Area	Containers
7:10 am	WCLL886	LFB177	09 - Geraldton	4
10:10 am	WCLL535	LFB253	20 - Port Denison Marina	20
10:40 am	WCLL434	LFB855	20 - Port Denison Marina	12
11:00 am	WCLL569	LFB364	09 - Geraldton	16
11:09 am	WCLL304	LFB821	09 - Geraldton	14
11:15 am	WCLL956	LFB592	09 - Geraldton	16
11:48 am	WCLL913	LFB685	20 - Port Denison Marina	20
11:50 am	WCLL772	LFB374	09 - Geraldton	41
12:00 pm	WCLL386	LFB854	20 - Port Denison Marina	21
12:00 pm	WCLL784	LFB549	09 - Geraldton	16
12:00 pm	WCLL210	LFB158	09 - Geraldton	15
12:15 pm	WCLL177	LFB217	09 - Geraldton	20
12:30 pm	WCLL870	LFB441	20 - Port Denison Marina	84
1:00 pm	WCLL181	LFB798	20 - Port Denison Marina	93
1:03 pm	WCLL379	LFB131	09 - Geraldton	17
1:09 pm	WCLL749	LFB807	09 - Geraldton	23
1:10 pm	WCLL786	LFB186	09 - Geraldton	25
1:18 pm	WCLL627	LFB452	20 - Port Denison Marina	31
1:24 pm	WCLL106	LFB332	09 - Geraldton	30
1:30 pm	WCLL281	LFB899	20 - Port Denison Marina	18
1:45 pm	WCLL706	LFB292	09 - Geraldton	79

20 - Port Denison Marina

09 - Geraldton

2:20 pm WCLL299

WCLL195

LFB202

LFB973

2:01 pm



Lilly Processor

Bait Order

312	
205	
177	
85	
60	
55	
349	
104	
318	
82	
359	
185	
149	
72	
101	
118	
287	
211	
192	
299	
225	
120	
2.94	



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iply Chain	3:30 pm WCLI	1989 LFB335	20 - Port D	enison Marina	50 Rows per page: 50 = 1-25 o	120	
ivity					Kowaper page	20	
gistics Planning							
ota Accounting	09 - Geraldton						
cuments	Landings	MFLs	Boats	Containers			
are	14	14	14	321			
ers							
	20 - Port Denison Ma	arina					
	Landings	MFLs	Boats	Containers			
	11	11	11	480			
	Grand Total						
	Landings	MFLs	Boats	Containers			
	25	25	25	801			
							~

Supply Chain Data Exchange

Supply Chain Activity Logistics Planning Quota Accounting

Documents

Insights

Trace

Users

i i

Get started 1. Select landing area(s) Landing area(s) 09 - Geraldton 20 - Port Denison Marina

2. Select date

GENERATE RESULTS

▲ Changes to landings

1:24 pm LFB332: Landing area changed from Port Denison Marina to Geraldton 1:45 pm LFB292: Landing area changed from Port Denison Marina to Geraldton

Results

Time	MFL	Boat	Landing Area	Containers
7:10 am	WCLL886	LFB177	09 - Geraldton	4
10:10 am	WCLL535	LFB253	20 - Port Denison Marina	20
10:40 am	WCLL434	LFB855	20 - Port Denison Marina	12
11:00 am	WCLL569	LFB364	09 - Geraldton	16
11:09 am	WCLL304	LFB821	09 - Geraldton	14
11:15 am	WCLL956	LFB592	09 - Geraldton	16
11:48 am	WCLL913	LFB685	20 - Port Denison Marina	20
11:50 am	WCLL772	LFB374	09 - Geraldton	41
12:00 pm	WCLL386	LFB854	20 - Port Denison Marina	21
12:00 pm	WCLL784	LFB549	09 - Geraldton	16
12:00 pm	WCLL210	LFB158	09 - Geraldton	15
12:15 pm	WCLL177	LFB217	09 - Geraldton	20
12:30 pm	WCLL870	LFB441	20 - Port Denison Marina	84
1:00 pm	WCLL181	LFB798	20 - Port Denison Marina	63
1:03 pm	WCLL379	LFB131	09 - Geraldton	17
1:09 pm	WCLL749	LFB807	09 - Geraldton	23
1:10 pm	WCLL786	LFB186	09 - Geraldton	25
1:18 pm	WCLL627	LFB452	20 - Port Denison Marina	31
1:24 pm	WCLL106	LFB332	▲ 20 Port Denison Marina 09 - Geraldton	30
1:30 pm	WCLL281	LFB899	20 - Port Denison Marina	18
1:45 pm	WCLL706	LFB292	▲ 20 Port Denison Marina 09 - Geraldton	79
2:01 pm	WCLL195	LFB202	20 - Port Denison Marina	33
2:20 pm	WCLL299	LFB973	09 - Geraldton	5



Lilly Processor

Bait Order

99	
83	
394	
184	
60	
225	
397	
268	
219	
177	
99	
50	
359	
301	
141	
55	
214	
85	
160	
252	N
336	4
319	
351	









































John Fisher:

YA

AAAA

AMA

I receive confirmation of my catch value from the Processor automatically – updating my quota balance estimate and letting me know I will be paid soon.







paperwork for us to fill out for DPIRD compliance

... and have a lot less













Purchase

Great looking Western Rock Lobsters. But I'm curious to know where the lobsters were fished and the journey they took to get here? Do you have this information at all?



rocessor

Certainly do!

Because we have given you permissions in the Supply Chain Data Exchange, you can trace its end-to-end journey, and see associated documentation and certifications stored immutably and securely in the blockchain.

ET



Supply Chain Data Exchange	Trace		Q What are you looking for today?			
Supply Chain	Hi Lilly (Processor A).					
Activity	Welcome to Trace, please choose the product to t	race using one of the options below	Clear			
Logistics Planning	Product Identification Number	Product Name	Purchase Order			
Quota Accounting						
Documents	Please enter a product identification number	Please enter a product identification number	Please enter a product identification number			
Insights	Enter product ID Find	Q Enter product name	Enter PO number Find			
Trace Users	 Accepted product identifiers. 14 digit GS-1 Global Trade Item Number (GTIN) 12 digit Universal Product Code (UPC) 8 digit Universal Product Code (UPC) IBM Food Trust™ assigned product ID. If you can't remember 	Start typing to narrow down as you type	If you do not have a PO number, use a date range to search for POS by expected delivery dates.			
	the whole number, just type ".12345" for example		mm/dd/yyyy 🛱 mm/dd/yyyy 🛱			
			Find purchase orders			

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opty Chain	Western rock lobster (6800723221440.ZLGQ)	
ivity	Find a lot, pallet, or container by date range or EPC ID	
jistics Planning	Select date range for: Packaging ID	
ota Accounting	Any activity Lot # Serial # LPN #	SSCC #
cuments	Start Date End Date Lot # mm/dd/yyyy mm/dd/yyyy mm/dd/yyyg	ind
ights		
ce		
ers		





	Supply Chain Data Exchange	Trace		Q What are you looking for today?
	Supply Chain	Western rock lobster (6800723221440.ZLGQ)		
	Activity	Find a lot, pallet, or container by date range or EPC ID		Cle
	Logistics Planning	Select date range for: Packaging ID		
	Quota Accounting	Any activity \checkmark Lot #	Serial # LPN # SSCC #	
	Documents	Start Date End Date Lot # 01/01/2018 27/02/2022 1 1	Find	
	Insights	Find Clear		
	Trace	<u></u>		
	Users			
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Trace



Supply Chain	Western rock lobster (6800723221440.ZLGQ) Date range: 01/01/2018	- 27/02/2022 Any activity				
Activity	Find a lot, pallet, or container by date ran	ige or EPC ID				
Logistics Planning	Select date range for:	14-			1	0
Queta Accounting	Any activity	14 Records / Cont	ainer Tags		▲ Pallets	U s
Quota Accounting		CDR number	Expiration Date	Production Date	Pallet numbers found	Q
Documents	Start Date End Date	27930262	22/01/2022	13/12/2021	LPN: 6068	
	01/01/2018 🖬 27/02/2022 🖬	2789810Z				
Insights		□ 2789811Z				
	Find	 2789829Z				
Trace	Desclusts found	2789830Z				
lleore	Lots, pallets and/or serial numbers were found for the specified	2789836Z				
users	product and date range.	2759Z	22/01/2023	04/01/2023		
		□ 2719Z				
		2731Z				
		2708Z	22/01/2023	04/01/2023		
		2789789Z				
		2789789Z				
		2789789Z				
		2789789Z				
		2789789Z				
		□ 2789789Z				
		2789789Z				







Data Exchange 🛛 🚺 IBM	Trace					vi what are you looking for
Supply Chain	Western rock	lobster (6800723221440.ZLGQ)	Date range: 01/01/2018 - 27/02/2022	Any activity CDRs: 2793028Z		
Activity			Start 13 December 2021			End 22 January 2022
Quota Accounting	Supply ch	ain view Product view				
Documents						
Insights		^{Block}	Vessel 1	Port 1	Processing Facility 4	Distributor 4
Trace		John Fisher A	John Fisher A	John Fisher A	Processor A	Processor A
Users		Western rock lobster 1 Block	Western rock lobster 1 Vessel	Western rock lobster 1 Port	W Lobster C 1 Processing Facility	W Lobster Grade C 1 Distributor
		Block 285143	Boat LFB177	Geraldton	Processor A Lobster Facility	Carton Lot 33301
					W Lobster B 1 Processing Facility	W Lobster Grade B 1 Distributor
					Processor A Lobster Facility	Carton Lot 33302
					W Lobster A 1 Processing Facility	W Lobster Grade A 1 Distributor
					Processor A Lobster Facility	Carton Lot 33303
					W Lobster AA 1 Processing Facility	W Lobster Grade AA 1 Distributor
-					Processor A Lobster Facility	Carton Lot 33304





Course la Obrain		Facility information: pro	oduct activity and doc	uments			
Activity	Western roc	Product Western rock lobster	Facility name Block 285143		Facility type Fisher	Location Port Denison, WA, Australia	Facility owner John Fisher A
Logistics Planning		All activities Shipping	Other documents				
Quota Accounting	Supply ch						
Documents		Product certificates and documents Product Western rock lobster					
Insights		Lot: 2793028Z	John Fishing Licence Generic Licence	Processor Return Form Generic Document	🖹 Sam Gene	ple Delivery Docket ric Document	
Trace			Nuv				
Users							

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Lobster Grade A Purchaser			

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Lobster Grade A Purchaser		
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Cappy State	Western roci	ocessor Return	Last updated 18/02/2022, 16:30	ar Trace
Activity	Jol	rm n Fisher A		
Logistics Planning		File Download 💆 🛷 Associated elements		
Quota Accounting	Supply ch	Department of Primary Industries and Regional Development Receiver's Consignment № 0248889 Western rock lobster 27930282		
Documents		West Coast Rock Lobster Registered Receiver Consignment Form Use a black or blue pen - print leably, Correction fluid or tape must not be used on this form.		ırchaser
Insights		PART A. Receiver and fisher's details - complete immediately on receiving consignment Registered Registered Receiver Nr. Pegistered Receiver Nr. Properties		L
Trace		MFL No: Pathar's COR Form No: Title OR Consignment No (Path Eyo): 27930282 Processor Return Form		urchaser
Users		PART B Consignment details (transport) – complete immediately on weighing consignment To be completed where the receiver is transporting lobater to the Registered Reserver's premises. Containers escured end tage affaec?		Lobster Grade A
		Grose Consignment Weight 5436 kg Time Weighed: U.D. 49 Im Imm Jords Den 1 declare that the information 1 have given in Part B of this Consignment form is true and correct:		food Retailer
		Person receiving the contegriment on partial of the recovery (print bit name): If ASEM (AFEWELL) Signature: Karlow Date: 29/11/21 PART C Consignment details (Receiver's premises) –		
		complete Immediately on weighing consignment Containers secured and tags affase?		
		Total Weight of Containens: 848 kg Interference Net Consignment Weight: 4556 kg Determined by grading trick if truel;		
		I declare that the information given on behalf of the receiver in Part C of this consignment item is true and correct: Print full regime: Bigmature: Defe: Defe: Def		
		NOTE: This form must be completed in accordance with the West Coast Rock Lobster Managed Flahery Management Plan and instructions laund by the CEO. It is a major difference to make flating statements, or fail to complete this form. When completed the too (WHTE) form must immediately be part to Emitternet Rock Bag 40, Clatitory and PG 40, 6650. The second (YELLOW) form is to be relianed by the Rocket me Rhid (GREEN) form must remain in the book.		





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Lobster Grade A		
ood Retailer		





Supply Chain Present by Data Exchange	Trace				Q What are you looking for today?	Lilly Processor A
Supply Chain	Western rock lobster (6800723221440.ZLGQ) Date	range: 01/01/2018 - 27/02/2022 Any a	activity CDRs: 2793028Z			Clear
Activity		Start 13 December 2021			End 22 January 2022	Clear
Logistics Planning						Feb
Quota Accounting	Supply chain view Product view					
Documents						
Insights	Block 1	Vessel 1	Port 1	Processing Facility	Distributor 4	Purchaser 1
Trace						
Users	John Fisher A Western rock lobster 1 Block	John Fisher A Western rock lobster 1 Vessel	John Fisher A Western rock lobster 1 Port	Processor A W Lobster C 1 Processing Facility	Processor A W Lobster Grade C 1 Distributor	Purchaser W Lobster Grade A 1 Purchaser
	Block 285143	Boat LFB177	Geraldton	Processor A Lobster Facility	Carton Lot 33301	Seafood Retailer
				W Lobster B 1 Processing Facility	W Lobster Grade B 1 Distributor	
			k	Processor A Lobster Facility	Carton Lot 33302	
				W Lobster A 1 Processing Facility	W Lobster Grade A 1 Distributor	
				Processor A Lobster Facility	Carton Lot 33303	
				W Lobster AA 1 Processing Facility	W Lobster Grade AA 1 Distributor	
· ·				Processor A Lobster Facility	Carton Lot 33304	


Supply Chain Data Exchange	Trace							
Supply Chain	Western roc	Facility inf	ormation:	product activity a	and documents			
Activity		Product Western rock lobster		Facility n Boat LF	ame B177	Facility type Vessel		Facility owner John Fisher A
Logistics Planning		All activities	Commis	sioning Shipping	Arriving			
Quota Accounting	Supply ch				Oty / Unit of			
Documents		Date 13/12/21	Time	Event type Commissioning	454.3 KGM	CDR / Record number Lot: 5c8056eb-d20a-42c0-b3af-	From	То
Insights						b37cab380b33-CDR-2793028Z		
Trace		13/12/21	23:01	Shipping	454.3 кдм	Lot: 5c8056eb-d20a-42c0-b3af- b37cab380b33-CDR-2793028Z	Boat LFB177	Geraldton Port
Users	1	13/12/21	23:02	Arriving	454.6 кgм	Lot: 5c8056eb-d20a-42c0-b3af- b37cab380b33-CDR-2793028Z	Boat LFB177	Geraldton Port
]								

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urchaser			
Lobster Grade A Purchaser	N		

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Supply Chain Tenered by Data Exchange	Documents							Q What are you look	king for today?
Supply Chain	Document Librar	'v							
Activity	Document category	Document type	Owning organisation	١	Facility		Expiration from	То	
Logistics Planning	All	∽ All	∽ All	~	All	~	01/01/2018	27/02/2022	
Quota Accounting	Product All	✓ All							c
Documents				k					
Insights	Owning Organisation	Document Type	Document Title			Focus		Last Update	bd
	John Fisher A	Generic Document	Processor Return For	m		Western rock lobster: 22	793028Z	18/02/2022	:
Trace	John Fisher A	John Fisher A Generic Document		Sample Delivery Docket			793028Z	18/02/2022	1
Users	John Fisher A	Generic Certificate	John Fishing Licence			Western rock lobster: 27	793028Z	18/02/2022	_
	Items per page: 10 🗸	1 – 3 of 3 items							

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Expiration Date		
		:
		:
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1∨ of1page	٩	•



Supply Chain Data Exchange	Documents			Q What are you looking for today?
Supply Chain	Document Library / Generic Document / Edit Document			
Activity	Upload document			
Logistics Planning	Document category Document type Other Generic Document			
Quota Accounting				
Desuments	E File	E Properties	@ As	ssociated elements
Documents	Add the PDF, text, or image (PNG, JPEG, or GIF) file of this document (20 MB maximum).	Title	Lo	t number
Insights		Processor Return Form	We	estern rock lobster
	Change file	Issue date (optional)		2793028Z
Trace	Processor Return Form - Scanned.pdf	dd/mm/yyyy	ස් Se	naring (optional) lect organisations to share this document with
Users		Notes (optional)	0/500	
		Additional notes about this document		

-





Edit



Supply Chain Data Exchange	Documents							Q What are y	ou looking for today?
Supply Chain	Document Library	Document Library							
Activity	Document category	Document type	Owning organisation	F	Facility		Expiration from	То	
Logistics Planning	All	~ All	~ All	~	All	~	01/01/2018	27/02/2022	
Quota Accounting	Product	∠ot All							
Documents									
Insights	Owning Organisation	Document Type	Document Title		F	Focus		Last U	pdated
_	John Fisher A	Generic Document	Processor Return Form		١	Western rock lobster: 27	93028Z	18/02/	2022
Trace	John Fisher A Generic Document		Sample Delivery Docket	Sample Delivery Docket			Western rock lobster: 2793028Z		
Users	John Fisher	Generic Certificate	John Fishing Licence		١	Western rock lobster: 27	93028Z	18/02/	2022
	Items per page: 10 🗸	1 – 3 of 3 items							

-



Expiration Date		
		:
		:
		:
1∨ of1page	•	•



Purchase

Thank you! This gives me great confidence in your product.

I can see everything about these genuine western rock lobsters from catch to me.



Truck: Now that we have data access, we could also provide temperature and other transport information to enable traceability quality control.

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MARKET







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There are many more opportunities for what a Supply Chain Data Exchange could provide captured in our 'Future State Map'

	T ii i i - u			• • • • • • •			
STAGES	Inputs	· · · ·	Production (Fisl	ning)		Logistics (Transport)	Processing
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Distribution





Some of which have already been validated as highly desirable by the supply chain participants involved in this experiment





Learning to calculate the required number and size of trucks, and transport routes, as well as predicted bait order or other supply order requirements.



Individual Product Image Scanning



Image scanning of carapace identifies an individual lobster that can then be tracked and traced along supply chain. Data can also be used for fishery management and stock level assessments.

Predicted Fishing Plans and Visualizations:



Use Al/Machine Learning on historic data to provide Fishers with predictions to maximise their profit for trips and visualise predicted fishing trip recommendations geospatially.



Efficiencies in Approvals for Export:





Automatic Approvals and Smart Contracts:











