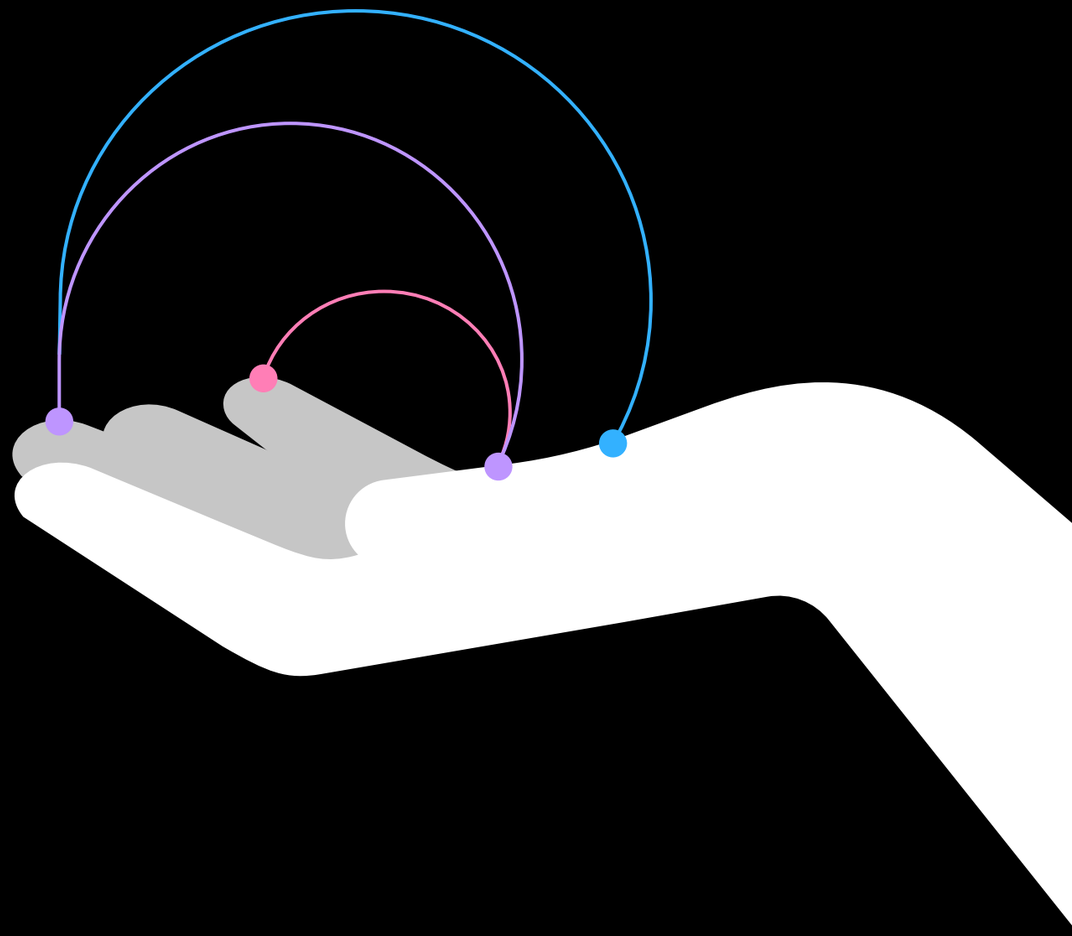
Telstra and IBM

MLA Experiment 4 - Final Showcase

29/03/2022

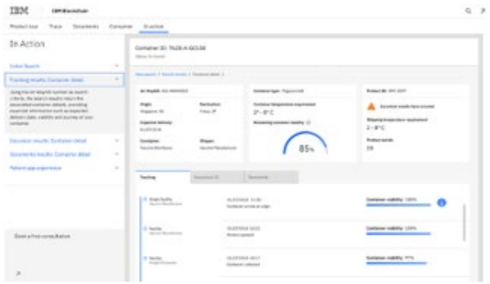


Telstra & IBM - AgriFood Data Exchange

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).

Telstra Data Hub

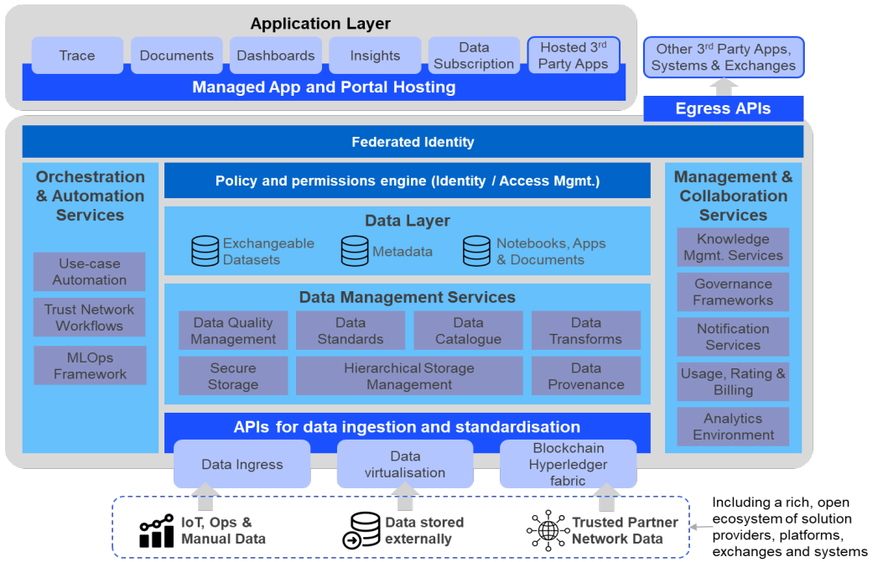
- Co-invested with Microsoft globally to develop a modern, highly reusable, cloud-based data sharing platform
- Mission statement of the TDH is to make data sharing as simple as making a phone call
- TDH has been applied in ecosystems including weather data, rural and regional water management, and health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

7

Stakeholders interviewed

8

Expert Interviews

30+

Data sets & reports reviewed

6

Proposition feedback sessions

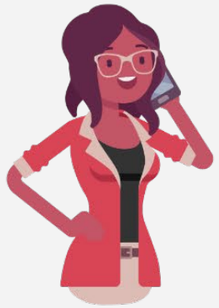
And have created 5 personas based on the key stakeholders and participants we had access to

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

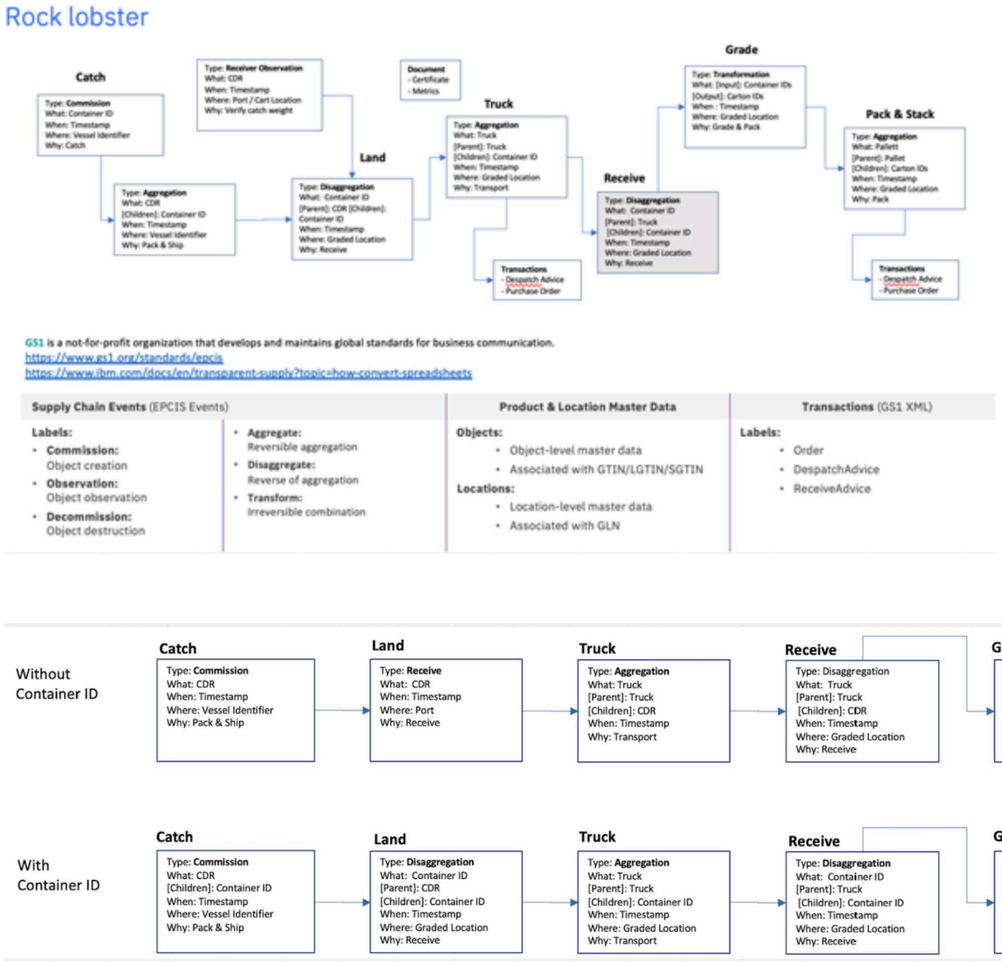
Ben
WA DPIRD

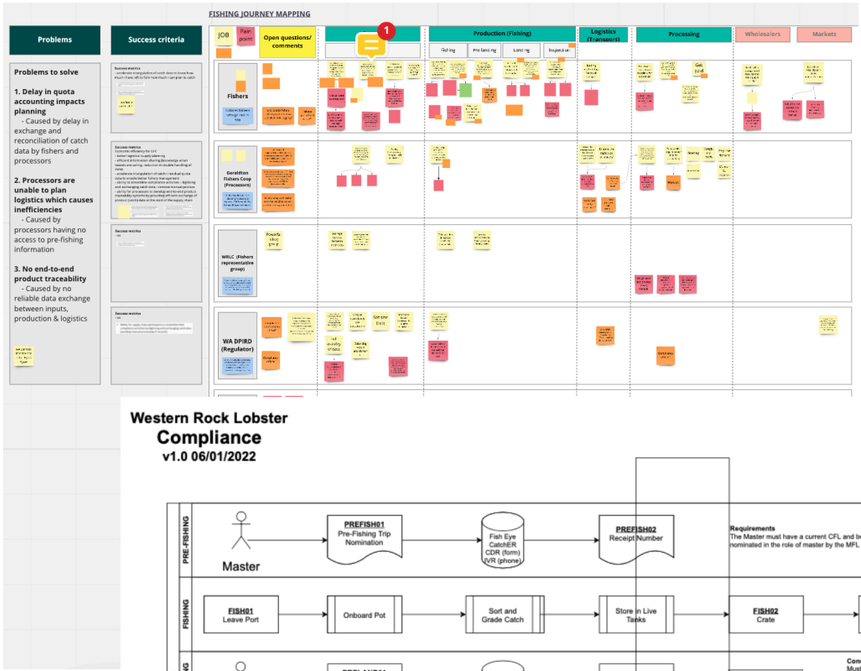
The regulator who works to develop and protect Western Australia's agriculture and food sector and aquatic resources, and build vibrant regions with strong economies

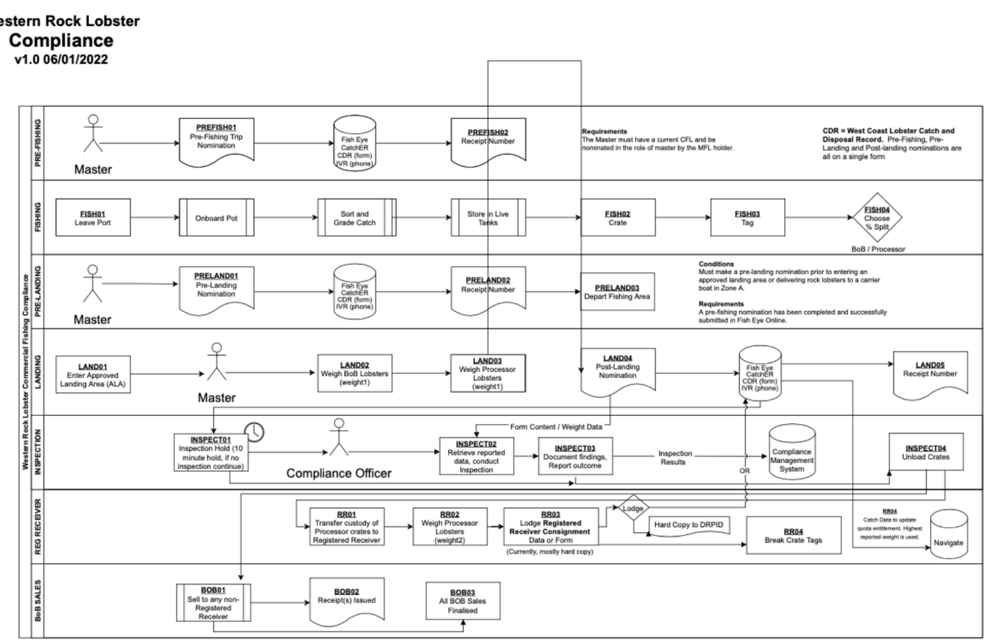
Jones
Compliance Officer

Responsible for running inspections and completing relevant report works for DPIRD

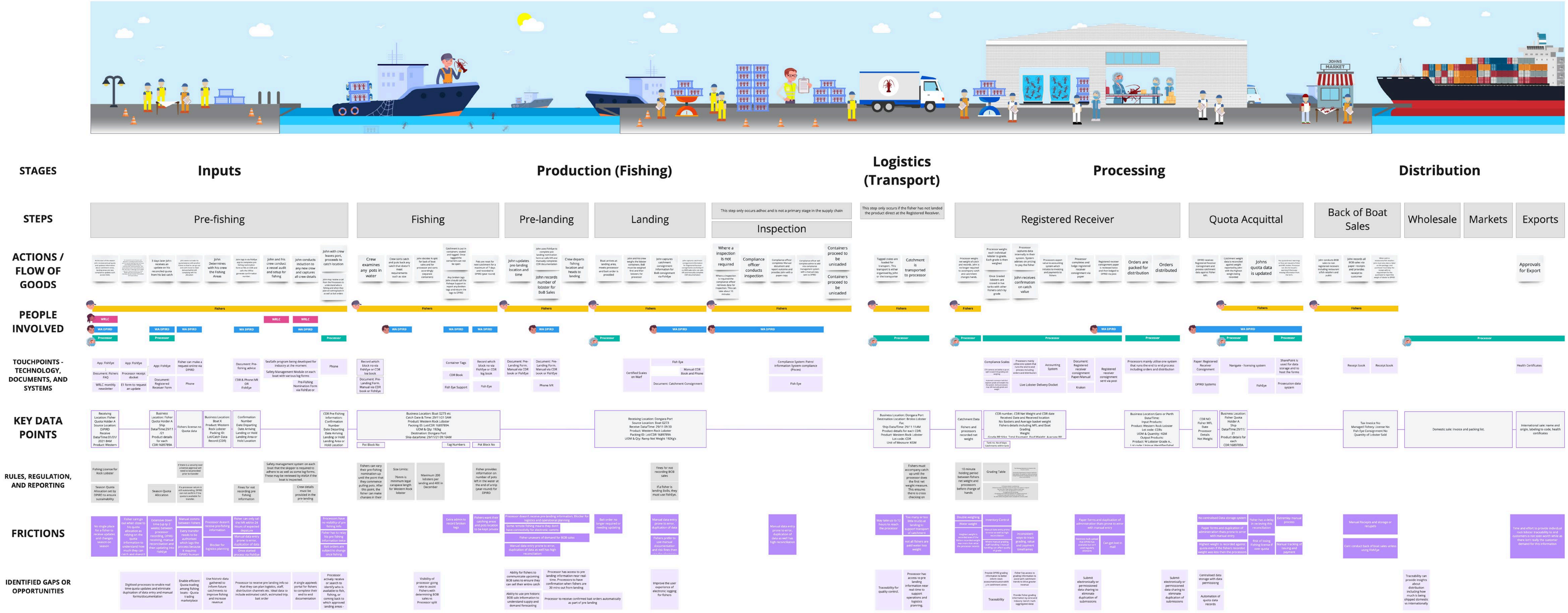
We mapped the supply chain for Western Rock Lobster across multiple dimensions







… and synthesised what we learned into one cohesive document

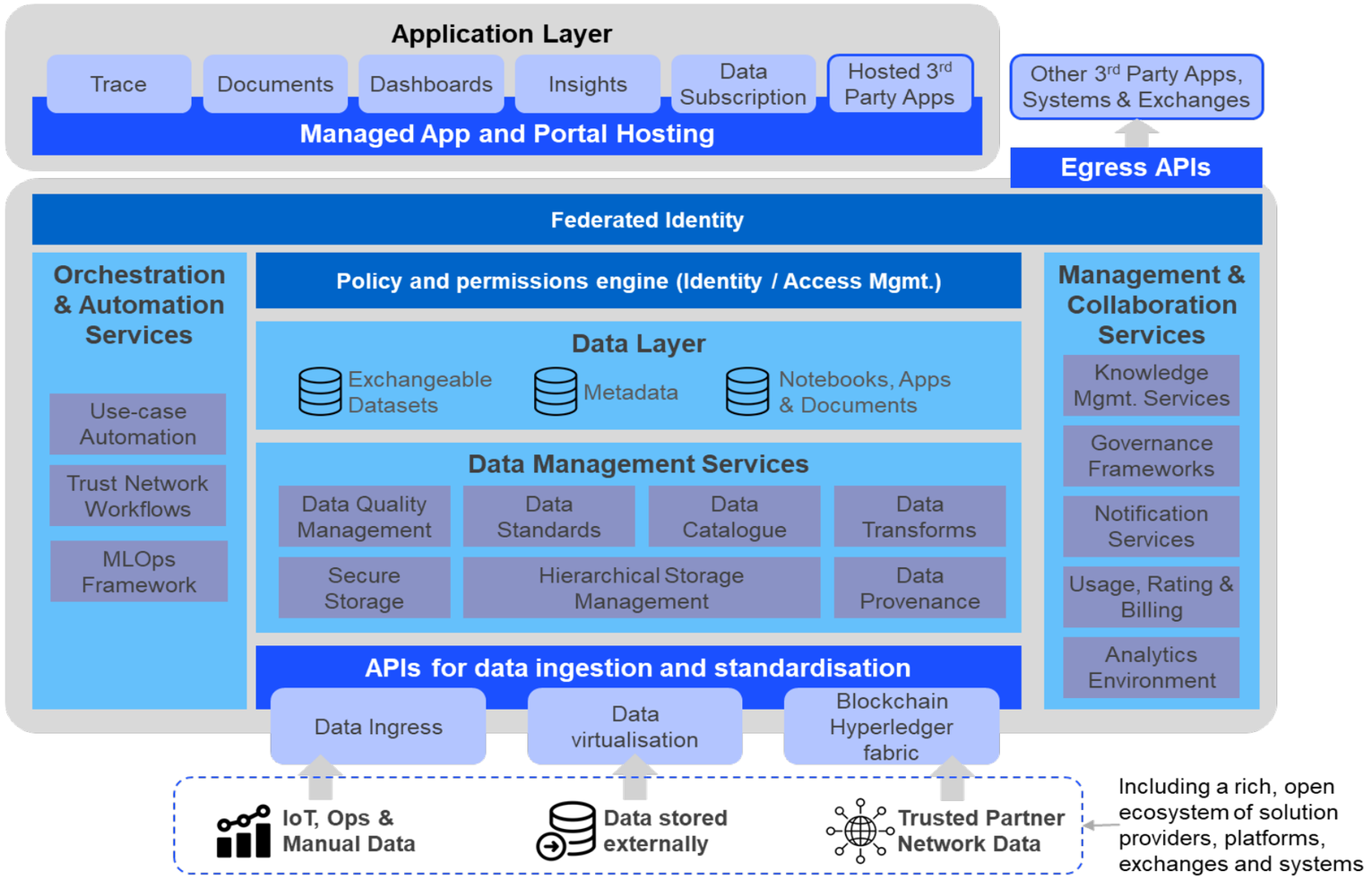


Add link to a PDF that is on a public link (i.e., no need to log in to view)

Supply Chain
Data Exchange

Powered by

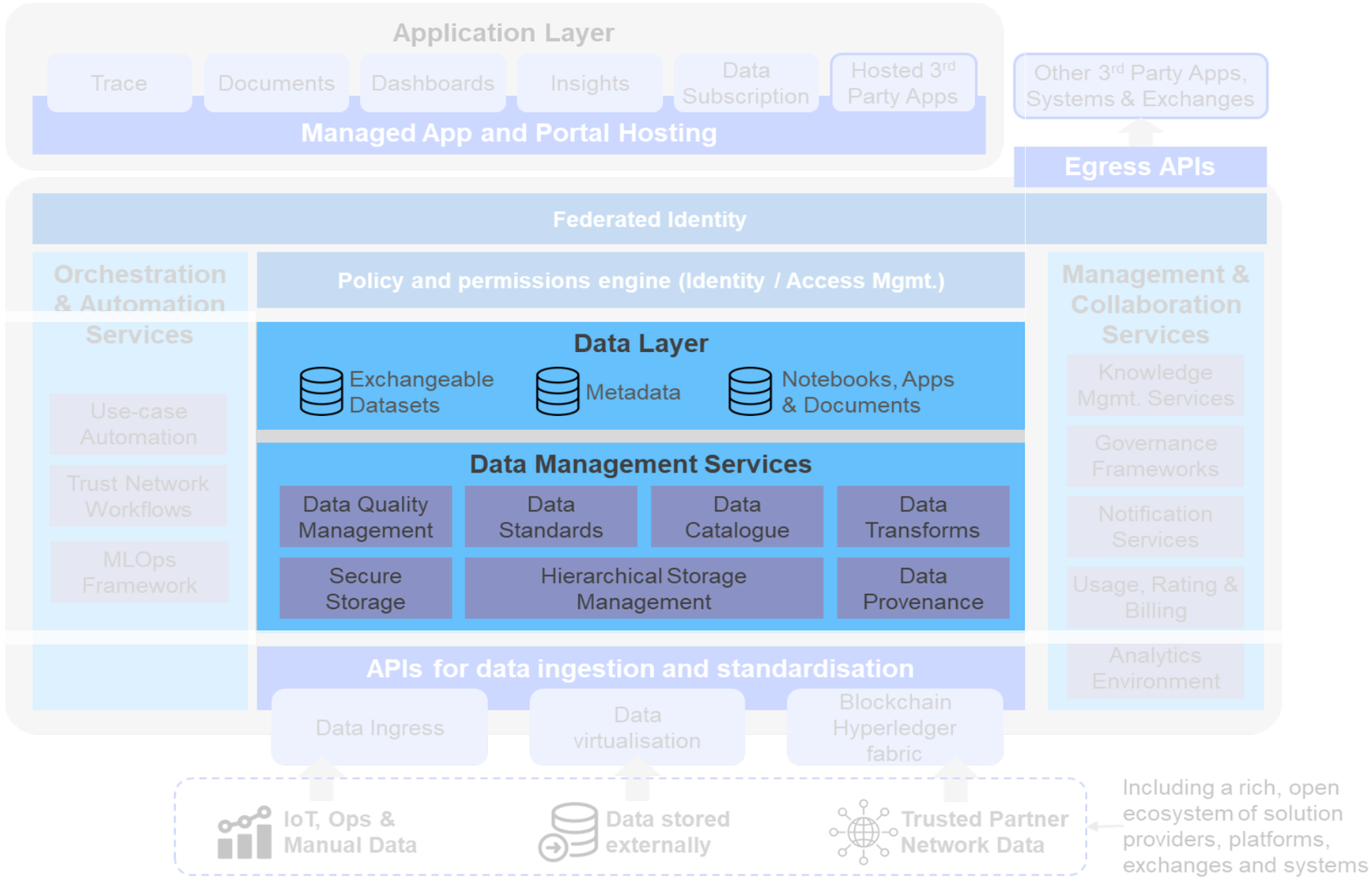
We then leveraged our holistic **Supply Chain Data Exchange** solution to address key frictions and capitalise on identified opportunities...



Supply Chain
Data Exchange

Powered by

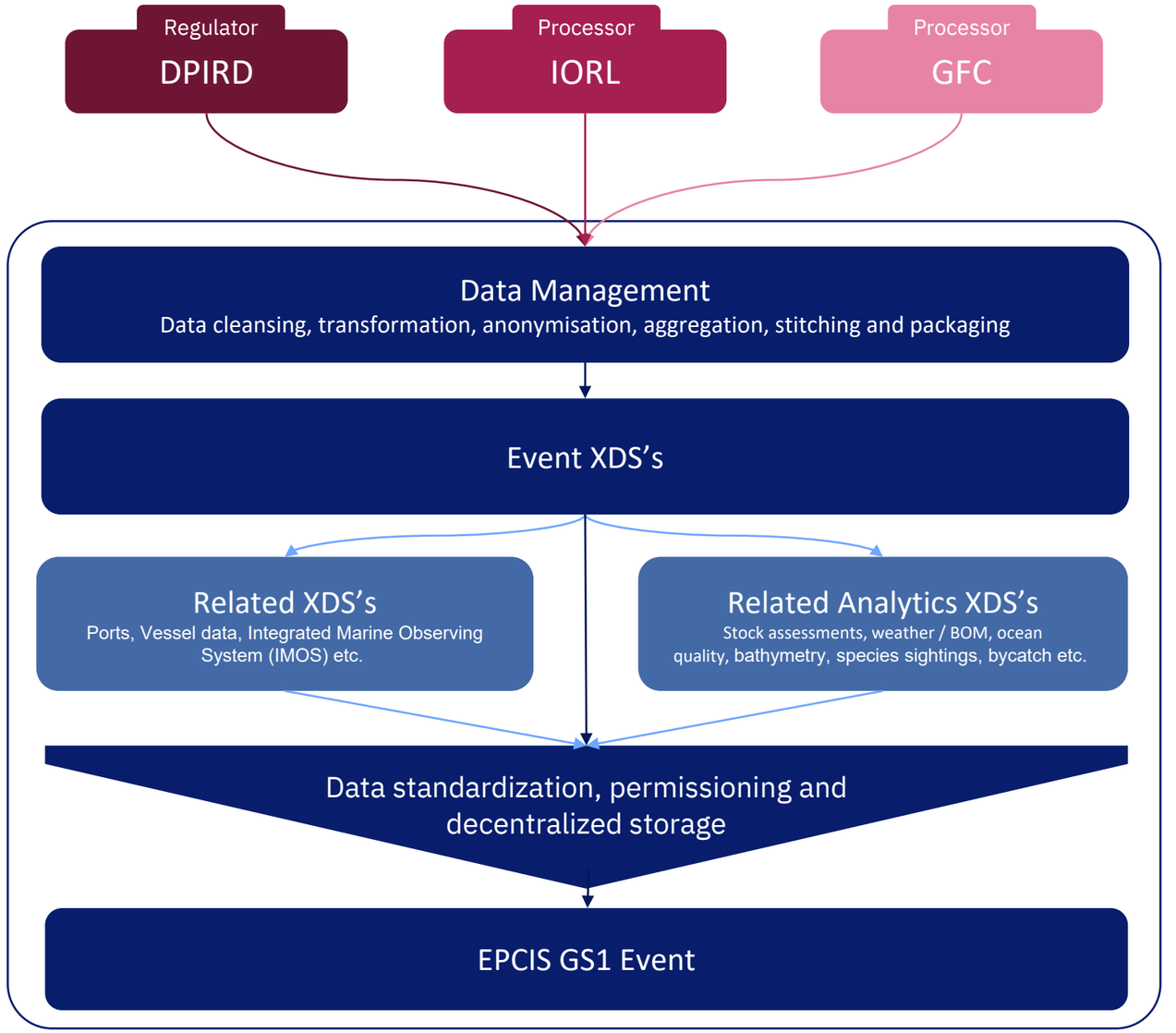
The first focus was to build out data management services to ingest, cleanse and standardize the data to enable interoperability between supply chain participants



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

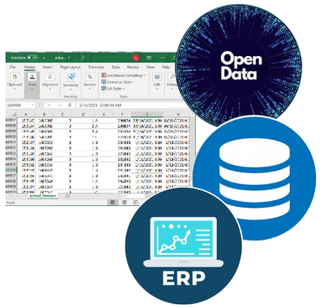
DATA SOURCES:

SUPPLY CHAIN DATA EXCHANGE PLATFORM

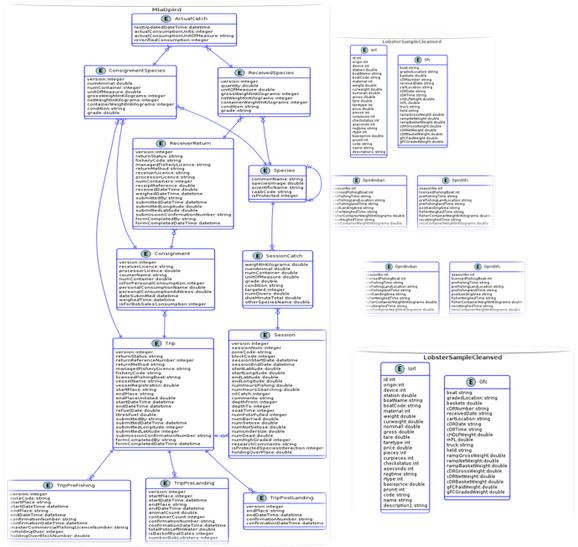


Triggering the transformation of disconnected, complex data sets into connected exchangeable data sets (XDS) that adhere to EPCIS GS1 global standards

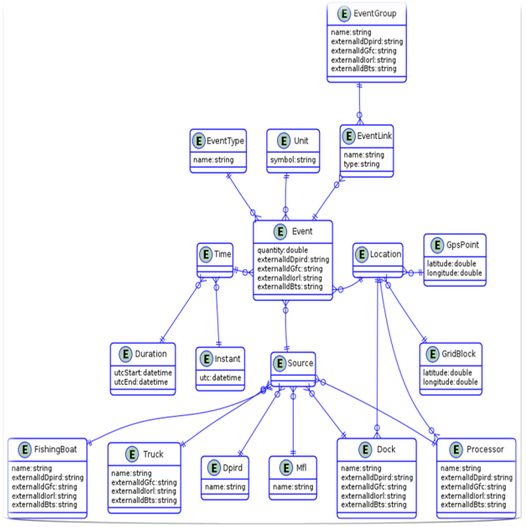
Disconnected private & public data sets from multiple sources



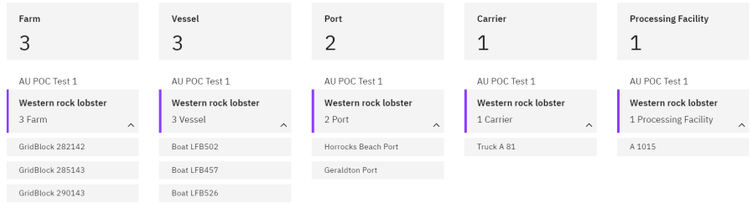
Combining multiple relational databases into relational schemas



Creating one common schema with simple XDS's



Mapping XDS's to EPCIS GS1 events

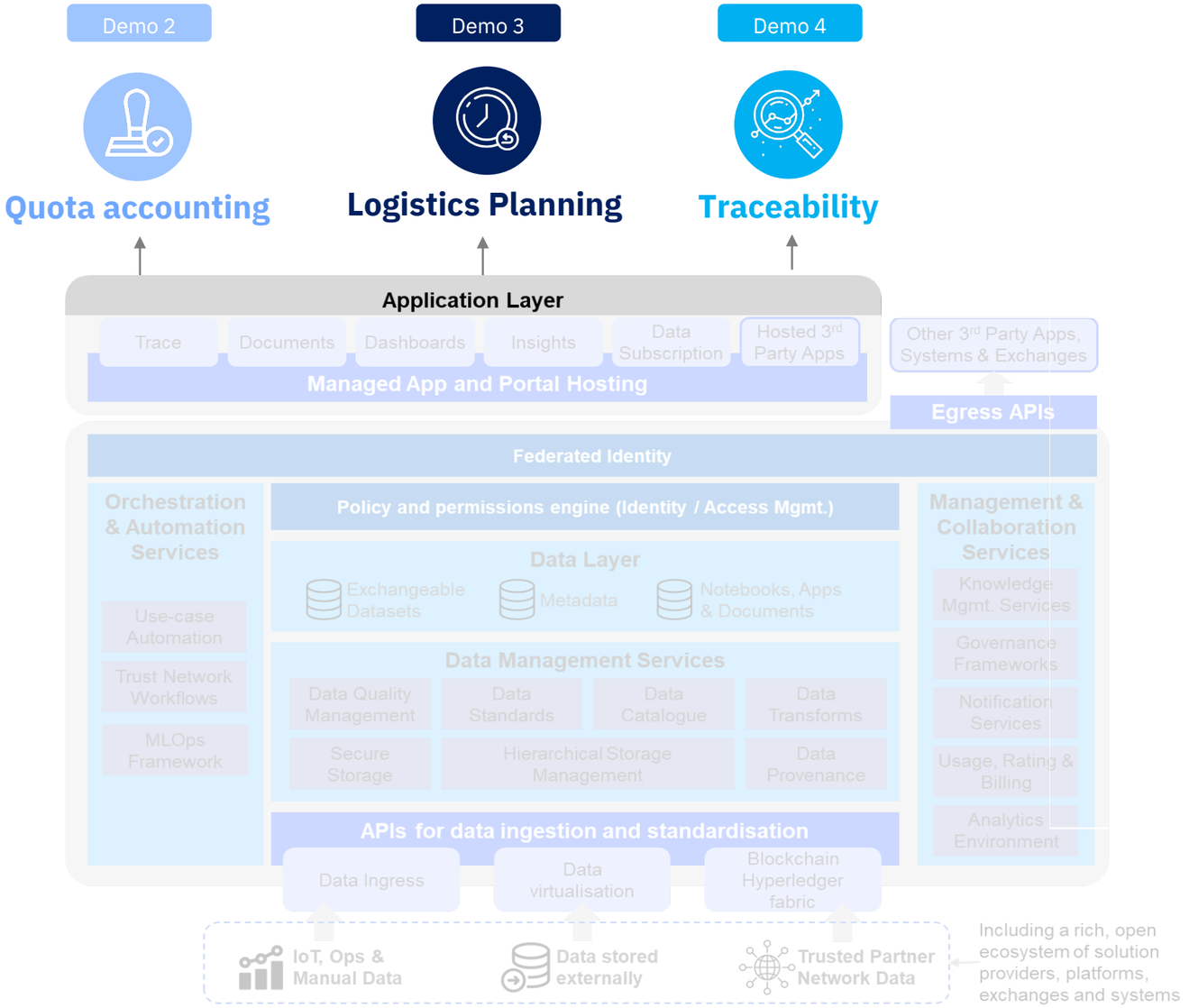


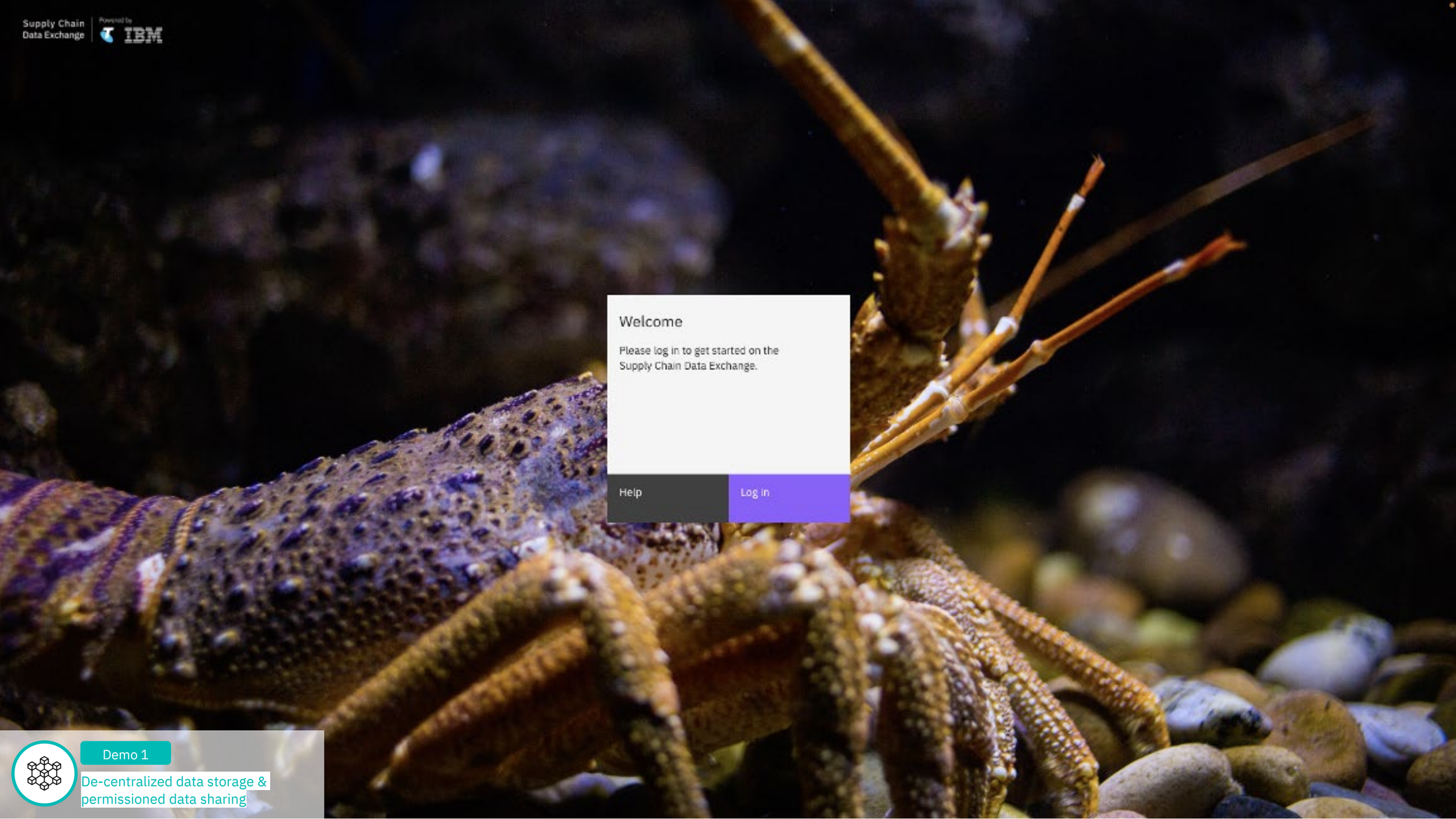
Data becomes standardised for consistency and interoperability across stakeholders and industries, supported by controls to ensure data owners have strong and fine-grained control over who can use their data and for what purposes.

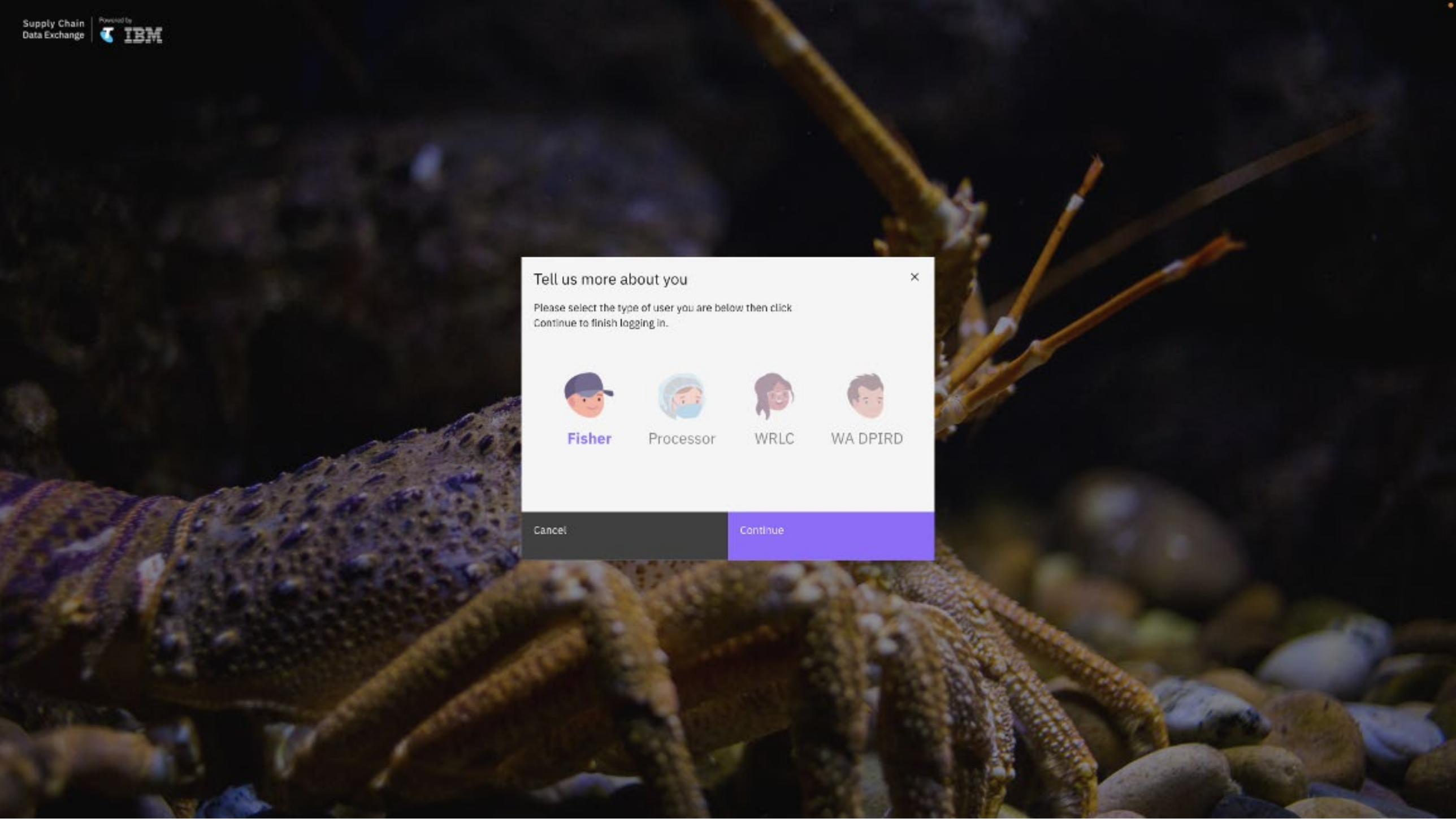
Supply Chain
Data Exchange

Powered by

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




Supply Chain
Data Exchange
Powered by
IBM
Welcome
Please log in to get started on the Supply Chain Data Exchange.
Help
Log in
Demo 1
De-centralized data storage & permissioned data sharing


Supply Chain
Data Exchange
Powered by
IBM
Tell us more about you
Please select the type of user you are below then click Continue to finish logging in.
Fisher
Processor
WRLC
WA DPIRD
Cancel
Continue

Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users

My Data

Producer

Data Sets

Start typing to find a data set

Ingress Statistics

Shared with **all** accounts

Custodian | Share

Fisher Regulatory

Shared with **1** accounts

Custodian | Share

Fisher Processor

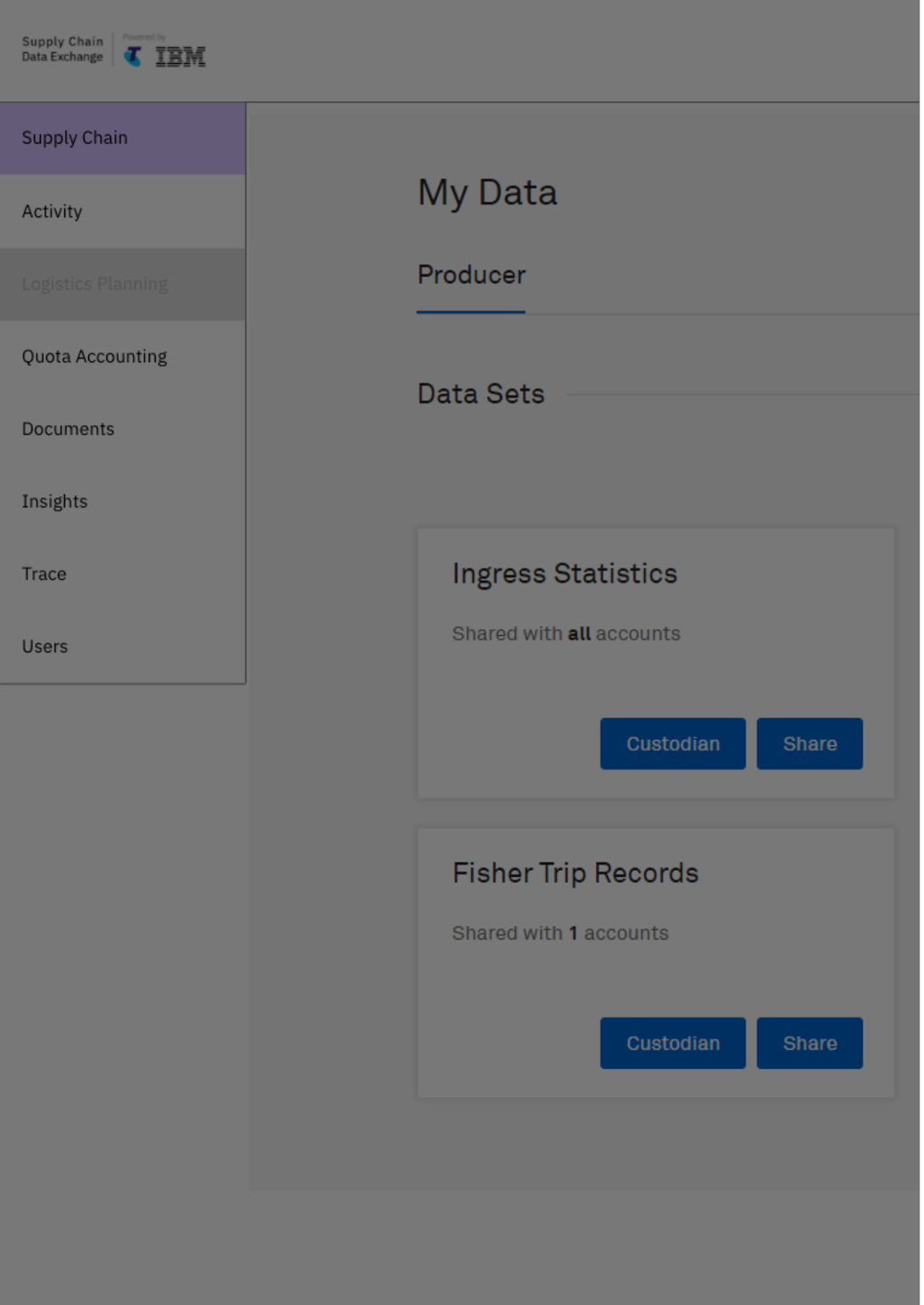
Shared with **1** accounts

Custodian | Share

Fisher Trip Records

Shared with **1** accounts

Custodian | Share



← Back

Fisher Regulatory

John Fisher

Licence information

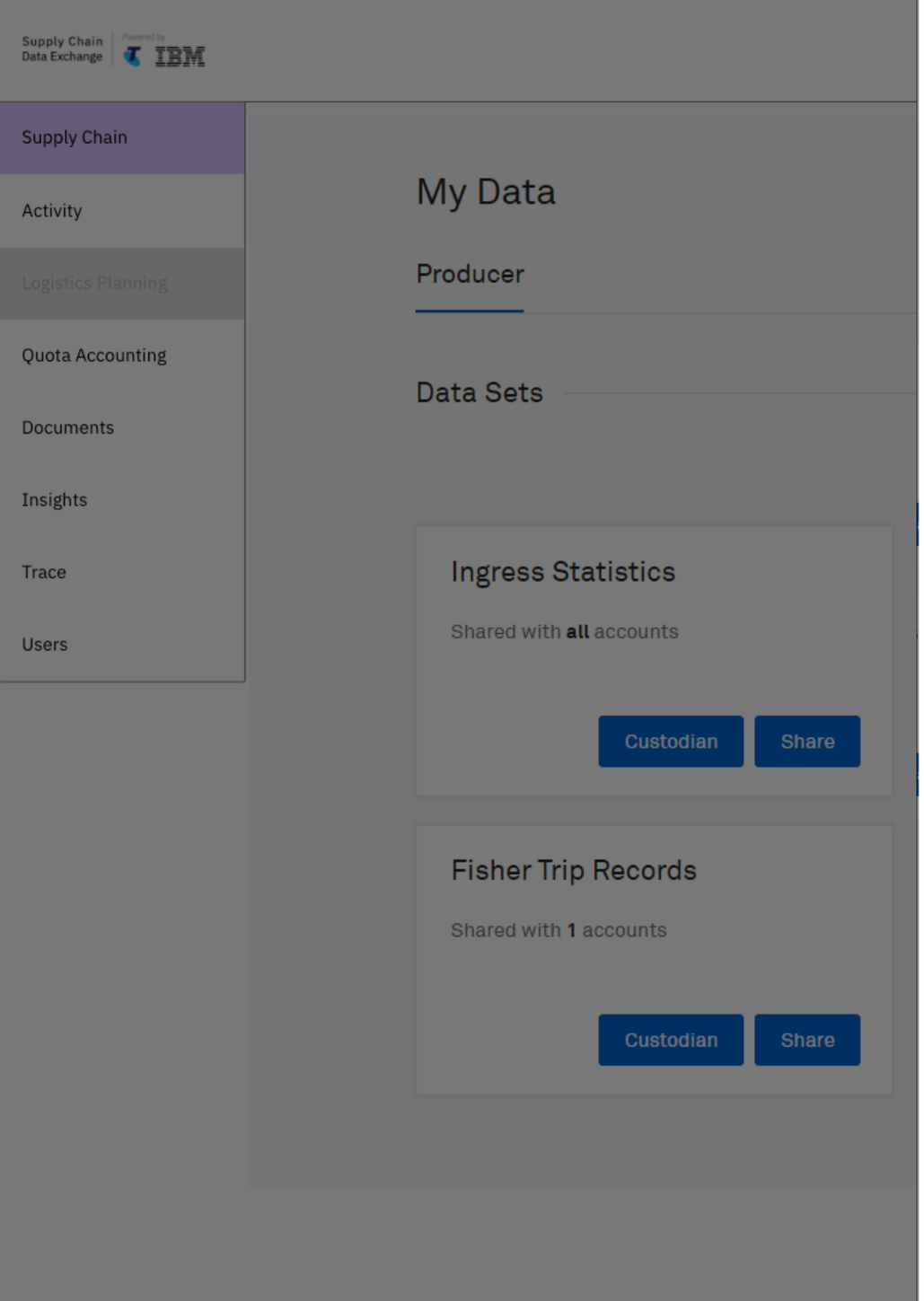
Specify the level of sharing

- ○ Share with all
- ◉ Share with selected
- ○ Not shared

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

☑ I accept the disclaimer

Cancel | Next



← Back

Fisher Regulatory

John Fisher

Select accounts

You are about to grant access to these accounts for the current data set

- ○ Processor A
- ○ Processor B
- ○ Sam Fisher
- ☑ WA DPIRD
- ○ WRLC

John Fisher × WA DPIRD ×

○ Select all

Cancel Save

Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users

My Data

Producer

Data Sets

Start typing to find a data set

Ingress Statistics

Shared with **all** accounts

Custodian | Share

Fisher Regulatory

Shared with **2** accounts

Custodian | Share

Fisher Processor

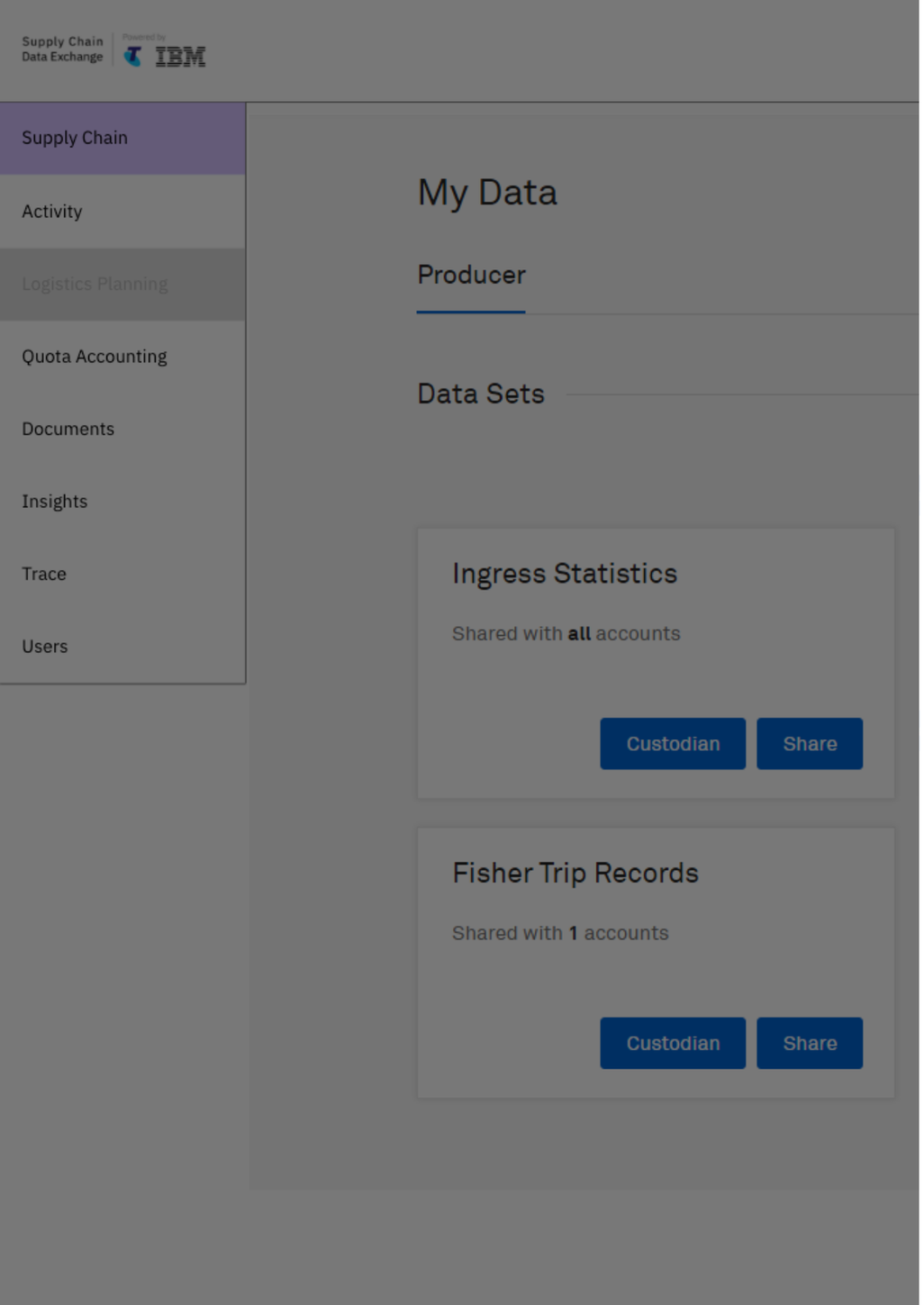
Shared with **1** accounts

Custodian | Share

Fisher Trip Records

Shared with **1** accounts

Custodian | Share



← Back

Fisher Processor

John Fisher

Licence information

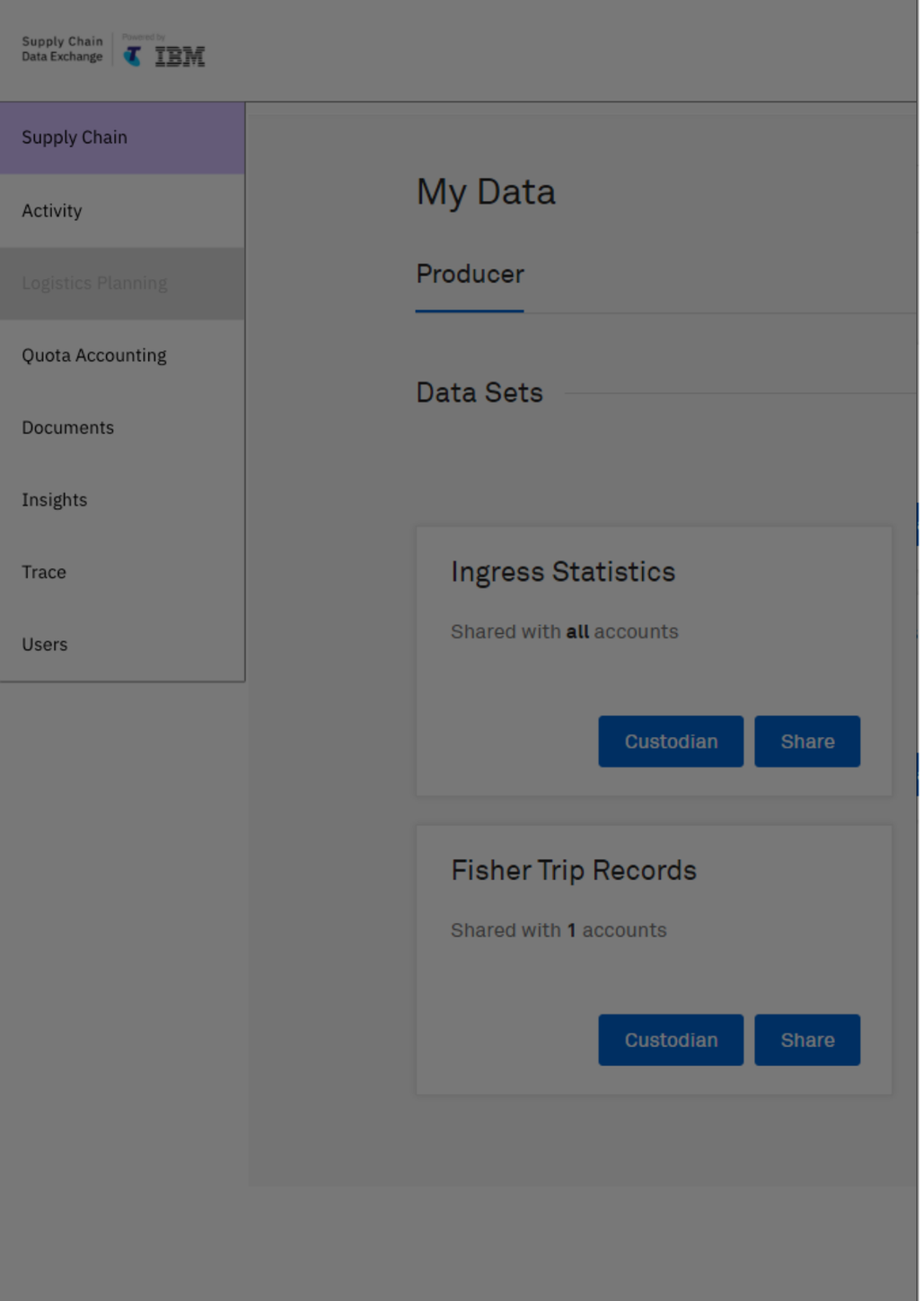
Specify the level of sharing

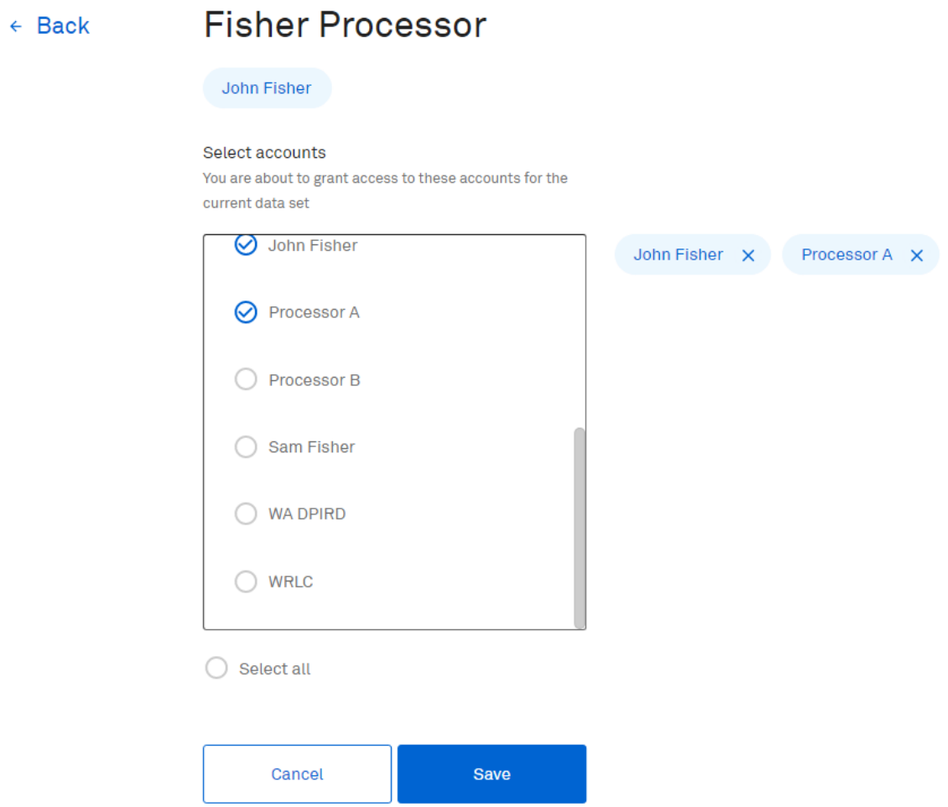
- ○ Share with all
- ◉ Share with selected
- ○ Not shared

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

◉ I accept the disclaimer

Cancel | Next


Supply Chain Data Exchange
Powered by IBM
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
My Data
Producer
Data Sets
Ingress Statistics
Shared with all accounts
Custodian
Share
Fisher Trip Records
Shared with 1 accounts
Custodian
Share


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

Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users

My Data

Producer

Data Sets

Start typing to find a data set

Ingress Statistics

Shared with **all** accounts

Custodian | Share

Fisher Regulatory

Shared with **2** accounts

Custodian | Share

Fisher Processor

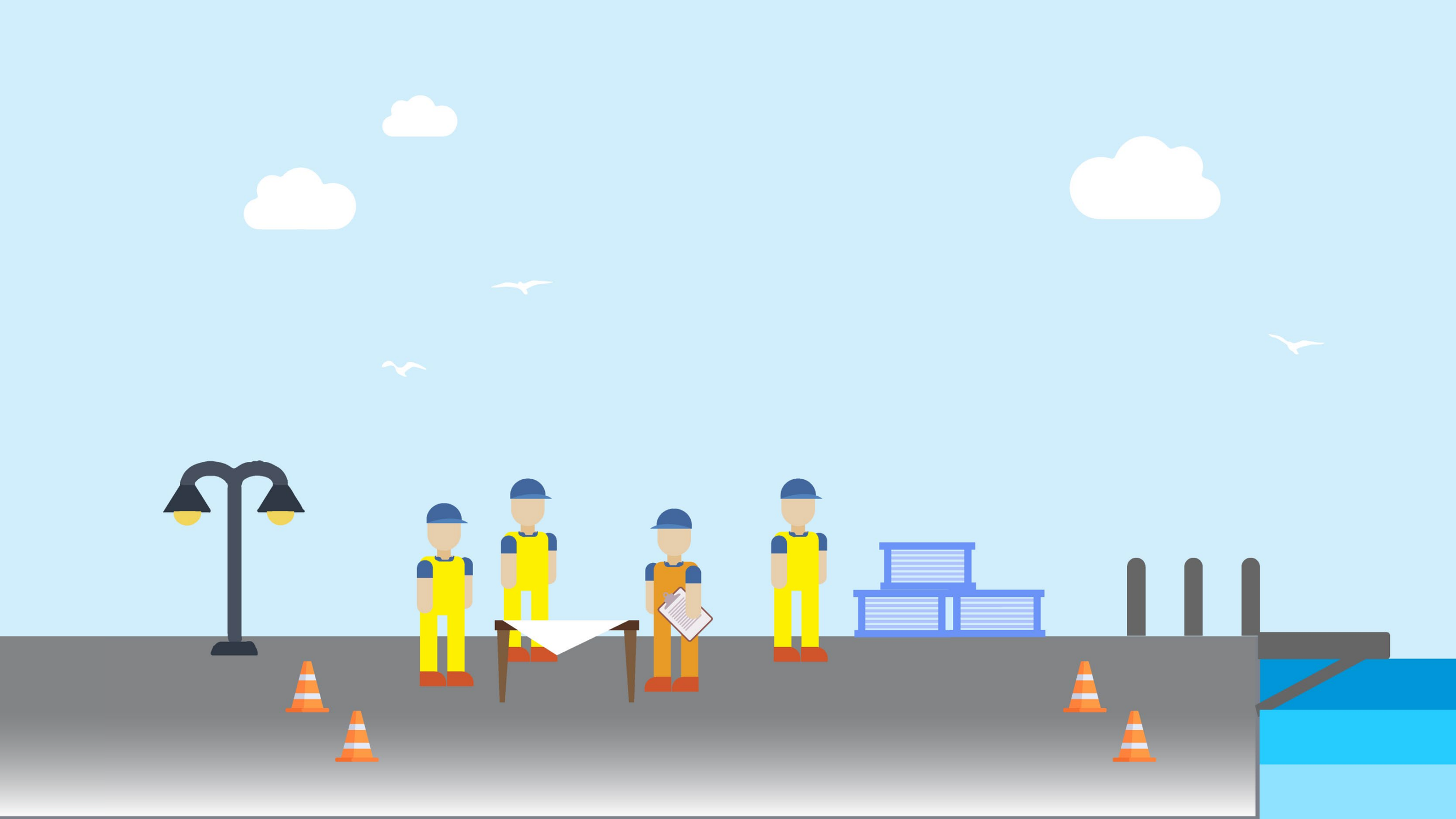
Shared with **2** accounts

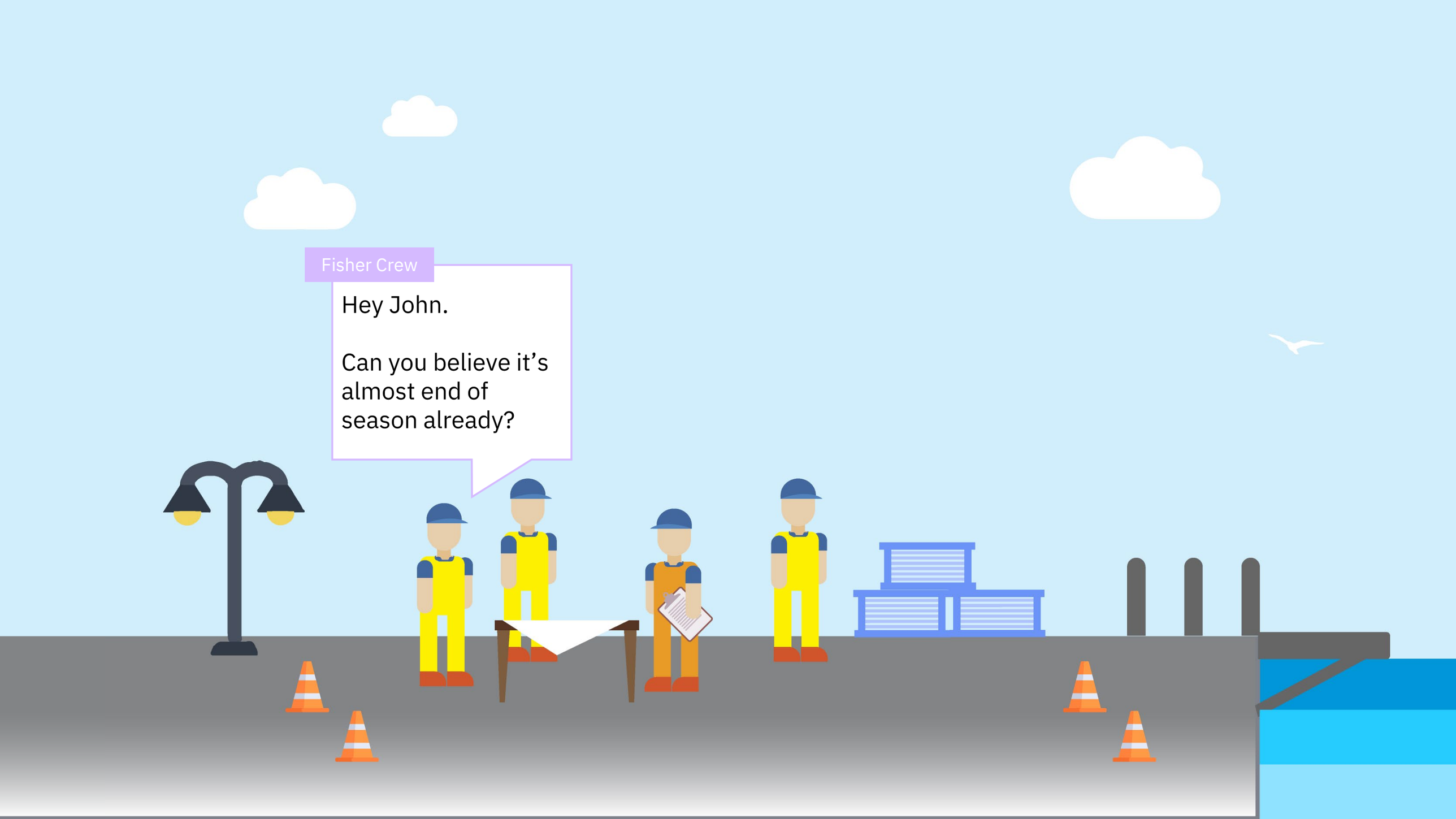
Custodian | Share

Fisher Trip Records

Shared with **1** accounts

Custodian | Share



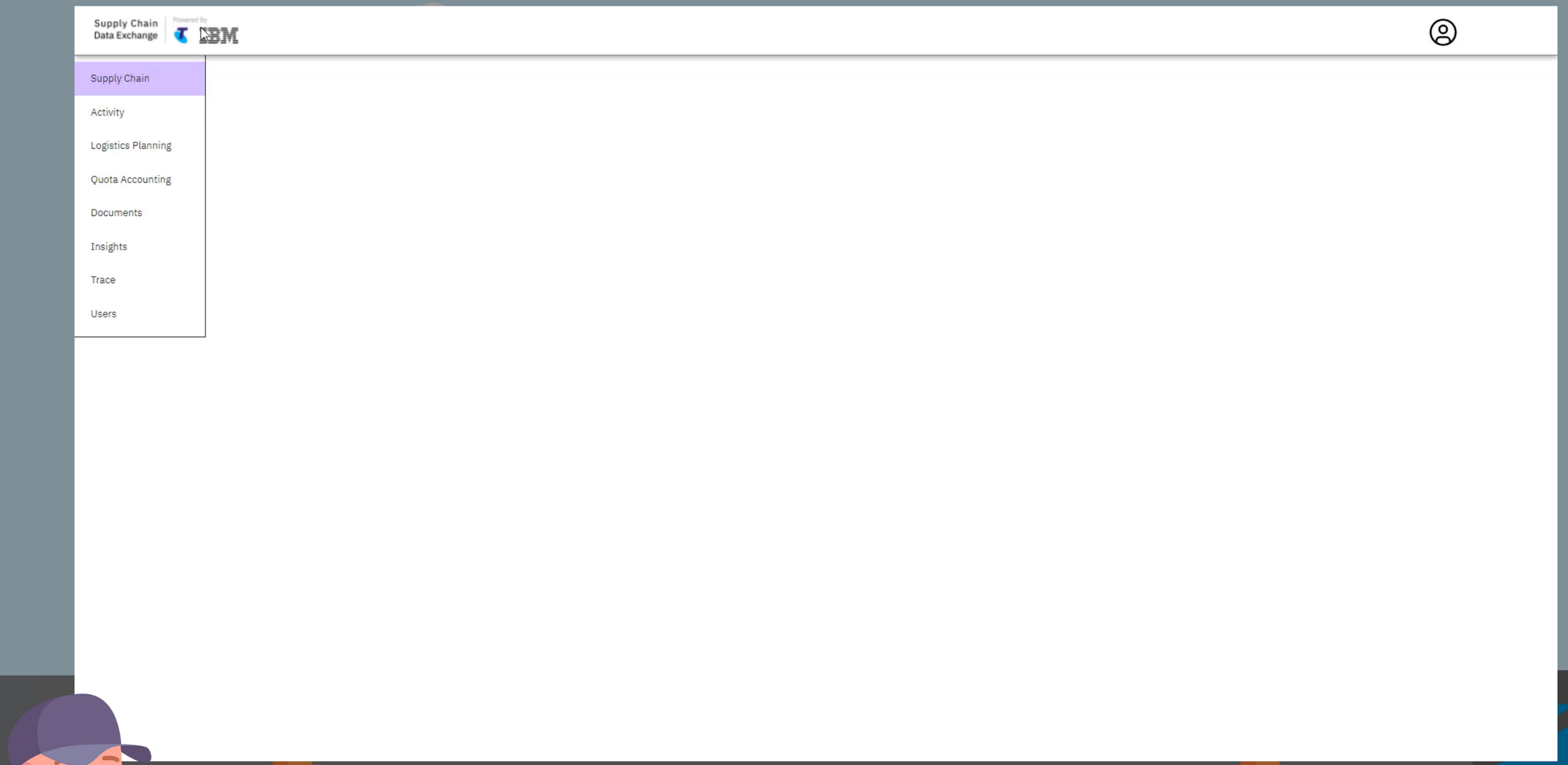

Fisher Crew
Hey John.
Can you believe it’s almost end of season already?

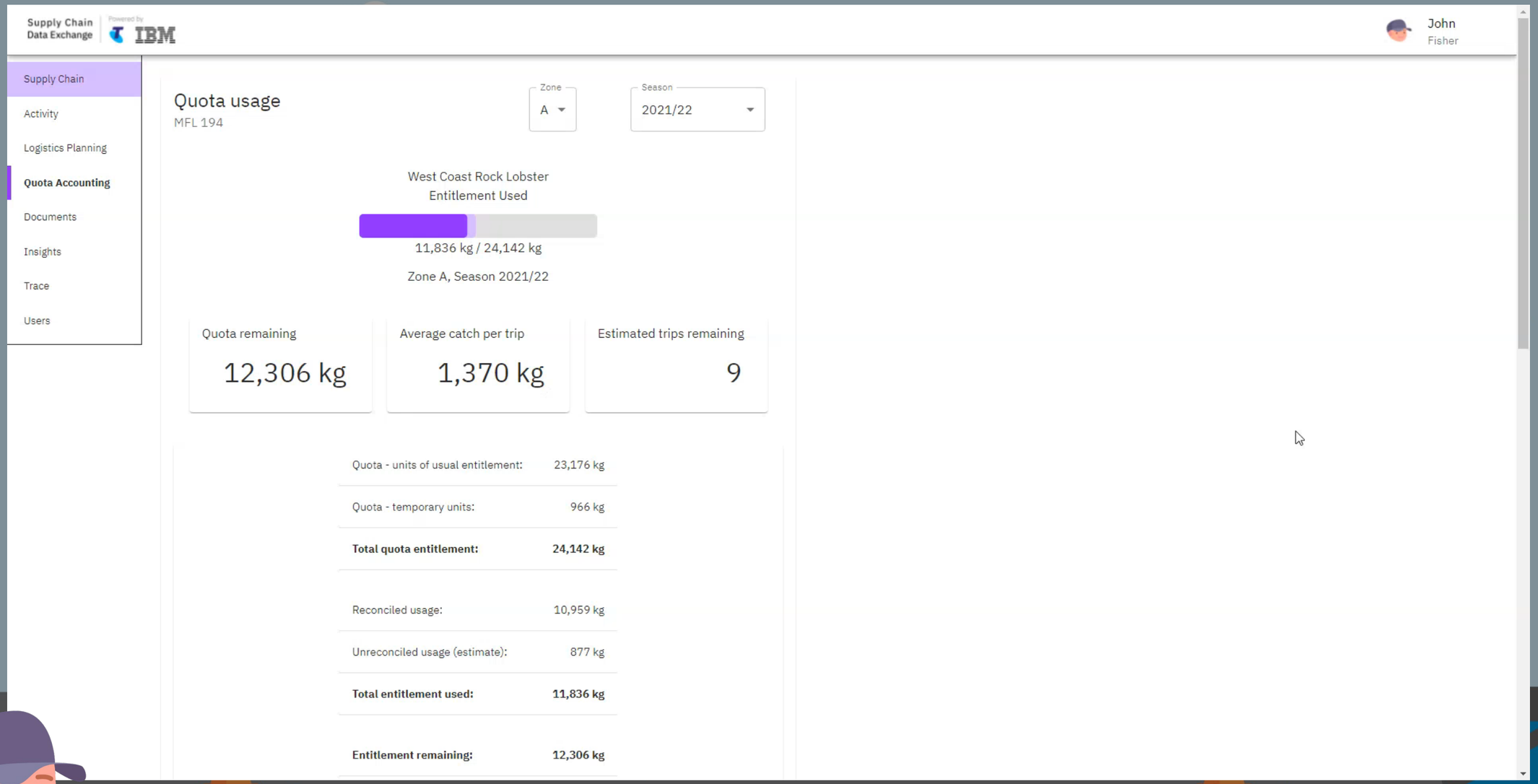

Fisher Crew
We’re ready to head out now, is there anything else that needs to be done?


John Fisher
I better check my quota balance before we head out on this trip...

Demo 2

Quota accounting




Supply Chain Data Exchange
Powered by IBM
John
Fisher
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Quota usage
MFL 194
Zone
A
Season
2021/22
West Coast Rock Lobster
Entitlement Used
11,836 kg / 24,142 kg
Zone A, Season 2021/22
Quota remaining
12,306 kg
Average catch per trip
1,370 kg
Estimated trips remaining
9
Quota - units of usual entitlement: 23,176 kg
Quota - temporary units: 966 kg
Total quota entitlement: 24,142 kg
Reconciled usage: 10,959 kg
Unreconciled usage (estimate): 877 kg
Total entitlement used: 11,836 kg
Entitlement remaining: 12,306 kg

Supply Chain Data Exchange | Powered by IBM

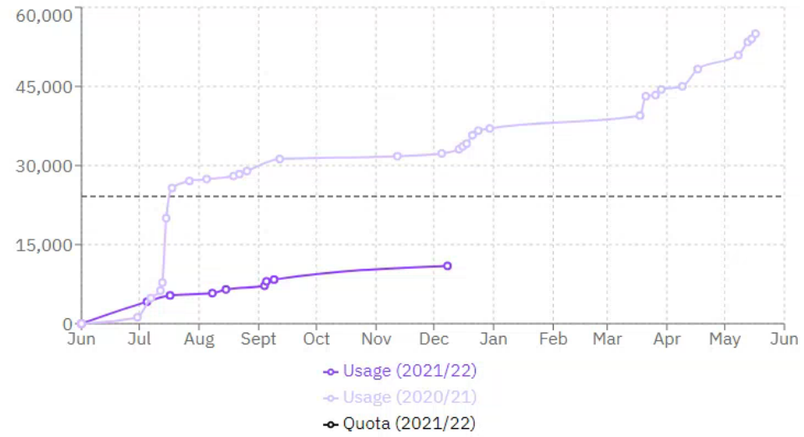
John Fisher

- Supply Chain
- Activity
- Logistics Planning
- **Quota Accounting**
- Documents
- Insights
- Trace
- Users

Season Usage

INSIGHTS

Compare with: 2020/21



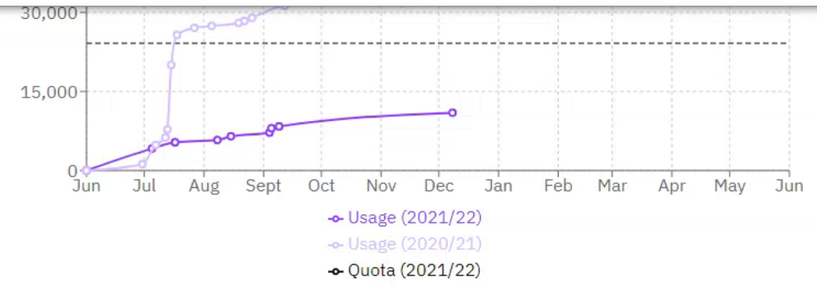
Catch Records

	Trip Details					Processor		Back of Boat		Costs				
	CDR	Date	Boat	Location	Weight	Weight	Revenue	Weight	Revenue	Bait Used	Bait Cost	Fuel Used	Fuel Cost	Total Revenue
⌄	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	$53,132.16	$120,432.89
⌄	2749724Z	17/07/2021	299	ISLAND JETTY	1,211.9 kg	848.4 kg	$25,900.30	363.6 kg	$9,324.11	148	$7,770.09	118	$15,540.18	$35,224.41

Supply Chain Data Exchange | Powered by IBM

John Fisher

- Supply Chain
- Activity
- Logistics Planning
- **Quota Accounting**
- Documents
- Insights
- Trace
- Users



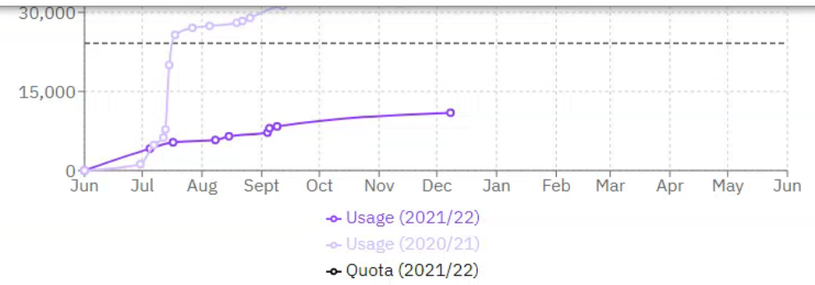
Catch Records

	Trip Details					Processor		Back of Boat		Costs				
	CDR	Date	Boat	Location	Weight	Weight	Revenue	Weight	Revenue	Bait Used	Bait Cost	Fuel Used	Fuel Cost	Total Revenue
⌄	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	$53,132.16	$120,432.89
⌄	2749724Z	17/07/2021	299	ISLAND JETTY	1,211.9 kg	848.4 kg	$25,900.30	363.6 kg	$9,324.11	148	$7,770.09	118	$15,540.18	$35,224.41
⌄	2771706Z	08/08/2021	299	ISLAND JETTY	433.5 kg	303.4 kg	$9,263.74	130.0 kg	$3,334.95	127	$2,779.12	88	$5,558.24	$12,598.68
⌄	2766038Z	15/08/2021	299	ISLAND JETTY	694.2 kg	485.9 kg	$14,835.59	208.3 kg	$5,340.81	193	$4,450.68	104	$8,901.35	$20,176.40
⌄	2711128Z	04/09/2021	299	ISLAND JETTY	700.0 kg	490.0 kg	$14,959.77	210.0 kg	$5,385.52	265	$4,487.93	180	$8,975.86	$20,345.28
⌄	2793222Z	05/09/2021	299	ISLAND JETTY	842.2 kg	589.5 kg	$17,998.95	252.7 kg	$6,479.62	85	$5,399.68	123	$10,799.37	$24,478.57
⌄	2769982Z	09/09/2021	299	ISLAND JETTY	335.1 kg	234.6 kg	$7,162.33	100.5 kg	$2,578.44	243	$2,148.70	162	$4,297.40	$9,740.76
⌄	2721695Z	08/12/2021	299	ISLAND JETTY	2,598.5 kg	1,818.9 kg	$55,532.19	779.5 kg	$19,991.59	217	$16,659.66	209	$33,319.31	$75,523.78

Supply Chain Data Exchange | Powered by IBM

John Fisher

- Supply Chain
- Activity
- Logistics Planning
- **Quota Accounting**
- Documents
- Insights
- Trace
- Users



Catch Records

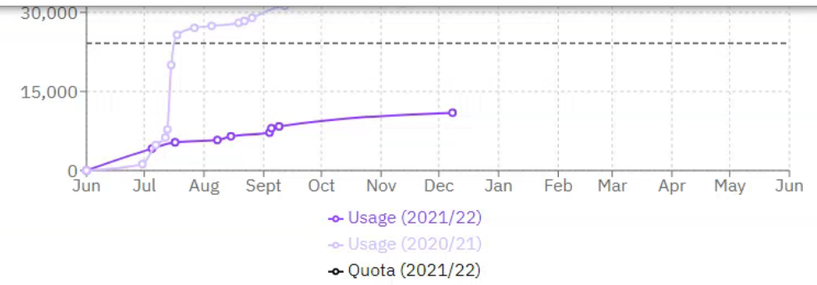
	Trip Details					Processor		Back of Boat		Costs				
	CDR	Date	Boat	Location	Weight	Weight	Revenue	Weight	Revenue	Bait Used	Bait Cost	Fuel Used	Fuel Cost	Total Revenue
^	2780169Z	05/07/2021	299	ISLAND JETTY	4,143.6 kg	2,900.5 kg	$88,553.59	1,243.1 kg	$31,879.29	219	$26,566.08	181	$53,132.16	$120,432.89

Grading	Weight (kg)	Grade Price ($/kg)	Total Payment ($)
Premium A	493.1	32.00	15,778.96
Premium B	841.2	30.00	25,234.73
Premium C	696.1	29.00	20,187.78
Premium D	319.1	29.00	9,252.73
Premium E	261.0	29.00	7,570.42
Premium F	203.0	34.00	6,903.29
Premium G	87.0	35.00	3,045.57
Second Grade	29.0	20.00	580.11
	4,143.6	**Average Price $21.30**	**$88,553.59**

Supply Chain Data Exchange | Powered by IBM

John Fisher

- Supply Chain
- Activity
- Logistics Planning
- **Quota Accounting**
- Documents
- Insights
- Trace
- Users



Catch Records

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

Supply Chain Data Exchange | Powered by IBM

Ben
DPIRD

- Supply Chain
- Activity
- Logistics Planning
- **Quota Accounting**
- Documents
- Insights
- Trace
- Users

Zone: A

Season: 2021/22

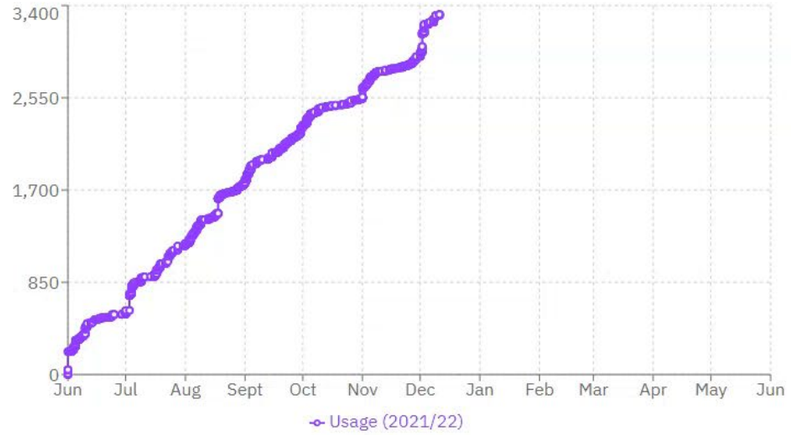
West Coast Rock Lobster
Entitlement Used

3,316 t / 11,846 t

Zone A, Season 2021/22

Season Usage

Compare with



MFL	Allocated (kg)	Used (kg)	Balance (kg)	Used (%)
139	93,764	38,312	55,452	40.86%

Supply Chain Data Exchange | Powered by IBM

Ben
DPIRD

- Supply Chain
- Activity
- Logistics Planning
- **Quota Accounting**
- Documents
- Insights
- Trace
- Users

Usage (2021/22)

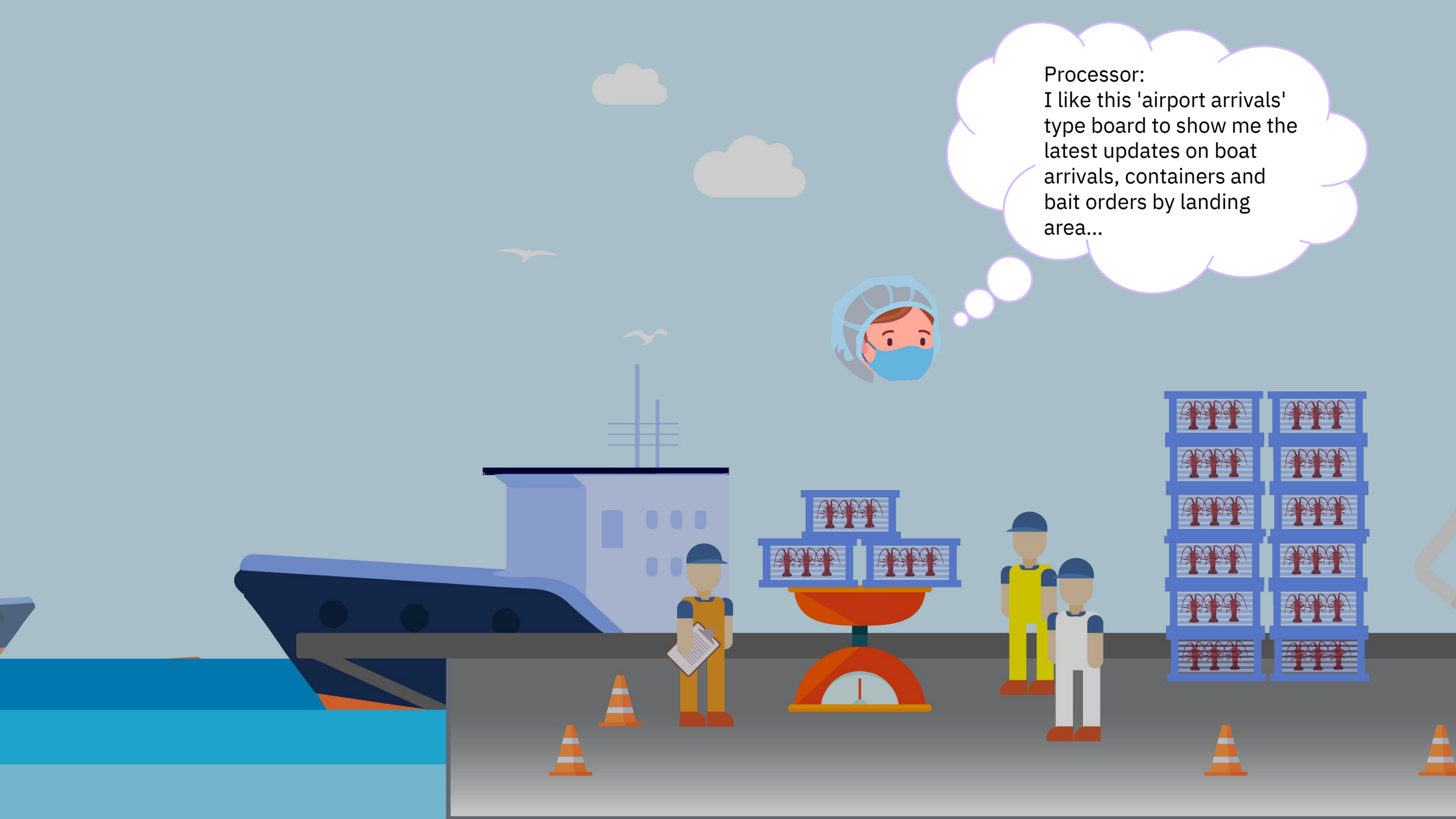
MFL	Allocated (kg)	Used (kg)	Balance (kg)	↓ Used (%)
223	40,138	40,338	-200	100.50%
271	7,863	7,234	629	92.00%
161	19,161	16,096	3,065	84.00%
166	632	442	190	69.98%
104	35,456	24,651	10,805	69.53%
282	1,385	955	430	68.99%
227	40,414	27,761	12,653	68.69%
204	3,243	2,221	1,022	68.49%
257	34,534	23,346	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	65.06%
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 Fisher
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!

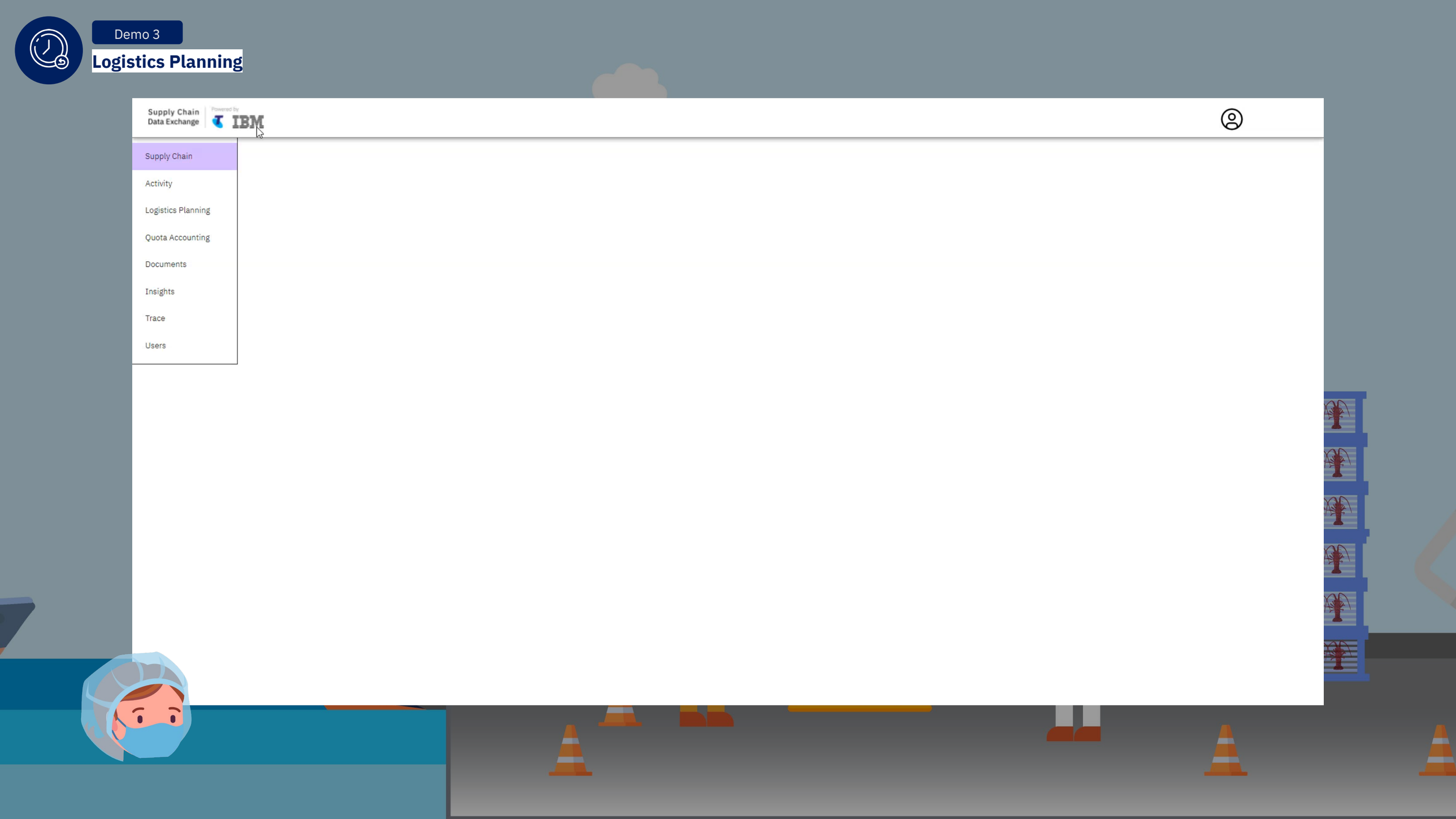

I'll need to do my pre-landing nomination to DPIRD... and I can share this with my Processor as well so that they have more detailed and updated information for their logistics planning

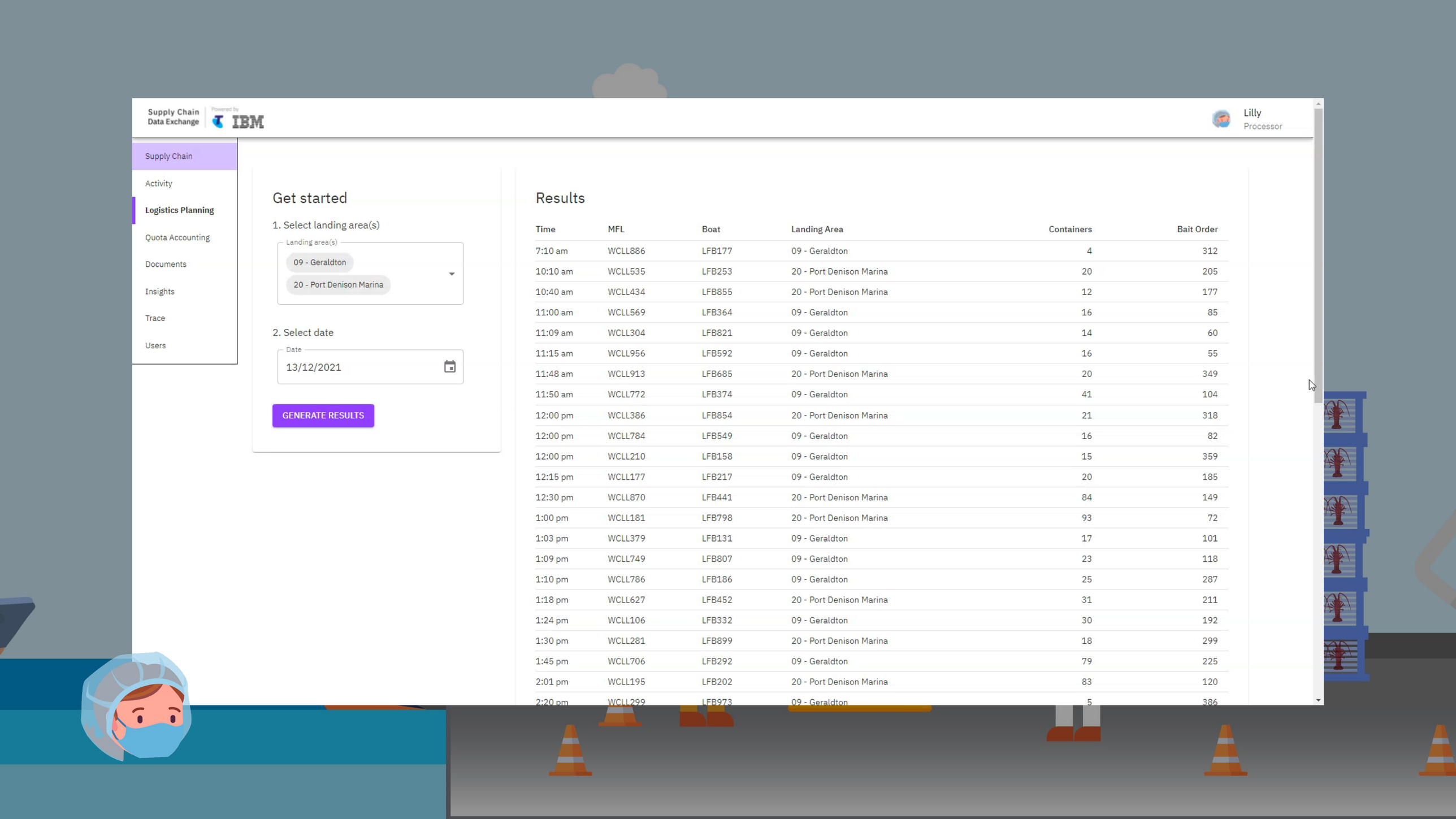

And I can add bait order too for my Processor to get ready for me when I land

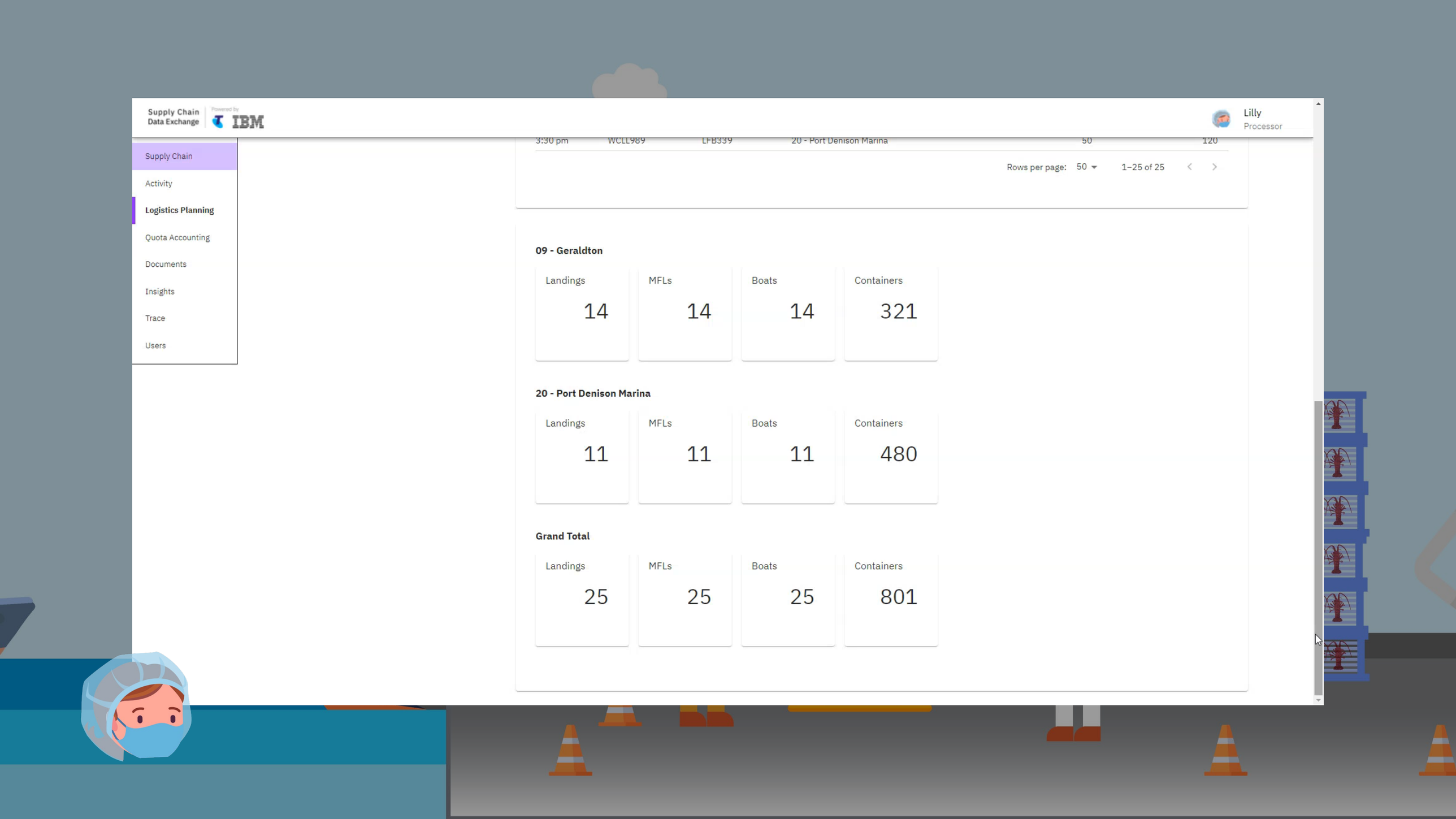

Processor:
I like this 'airport arrivals' type board to show me the latest updates on boat arrivals, containers and bait orders by landing area...

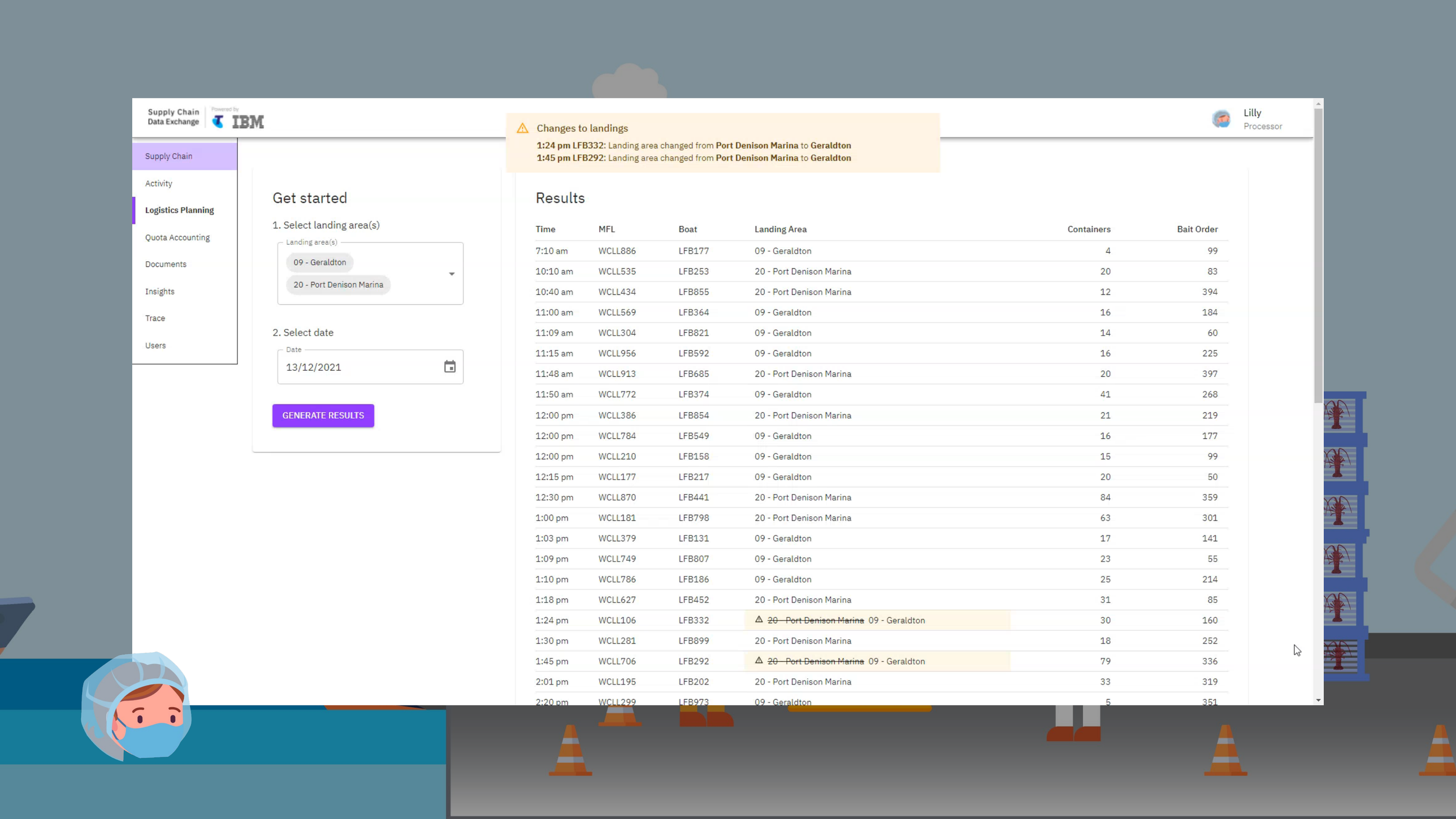
Demo 3

Logistics Planning

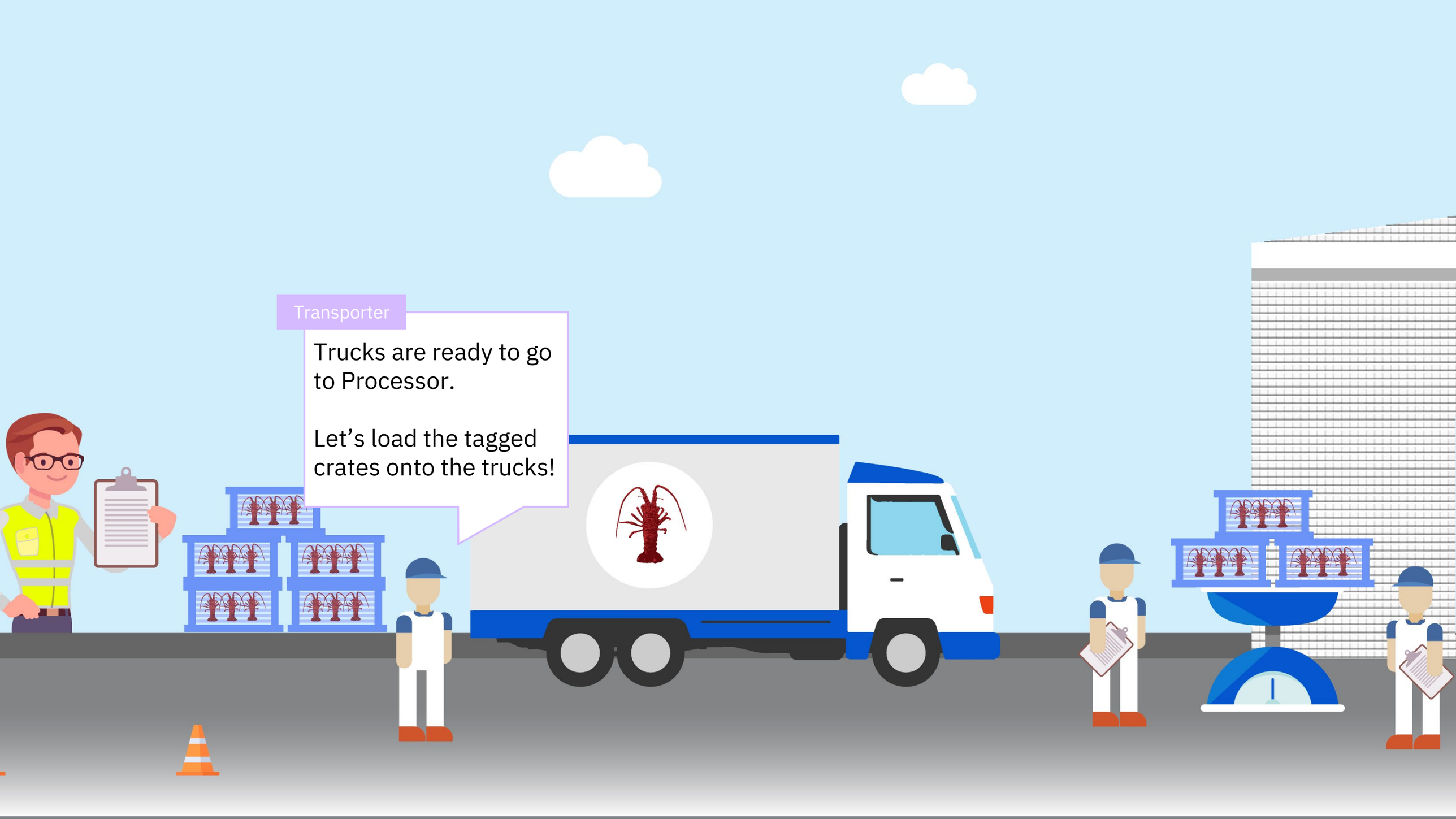


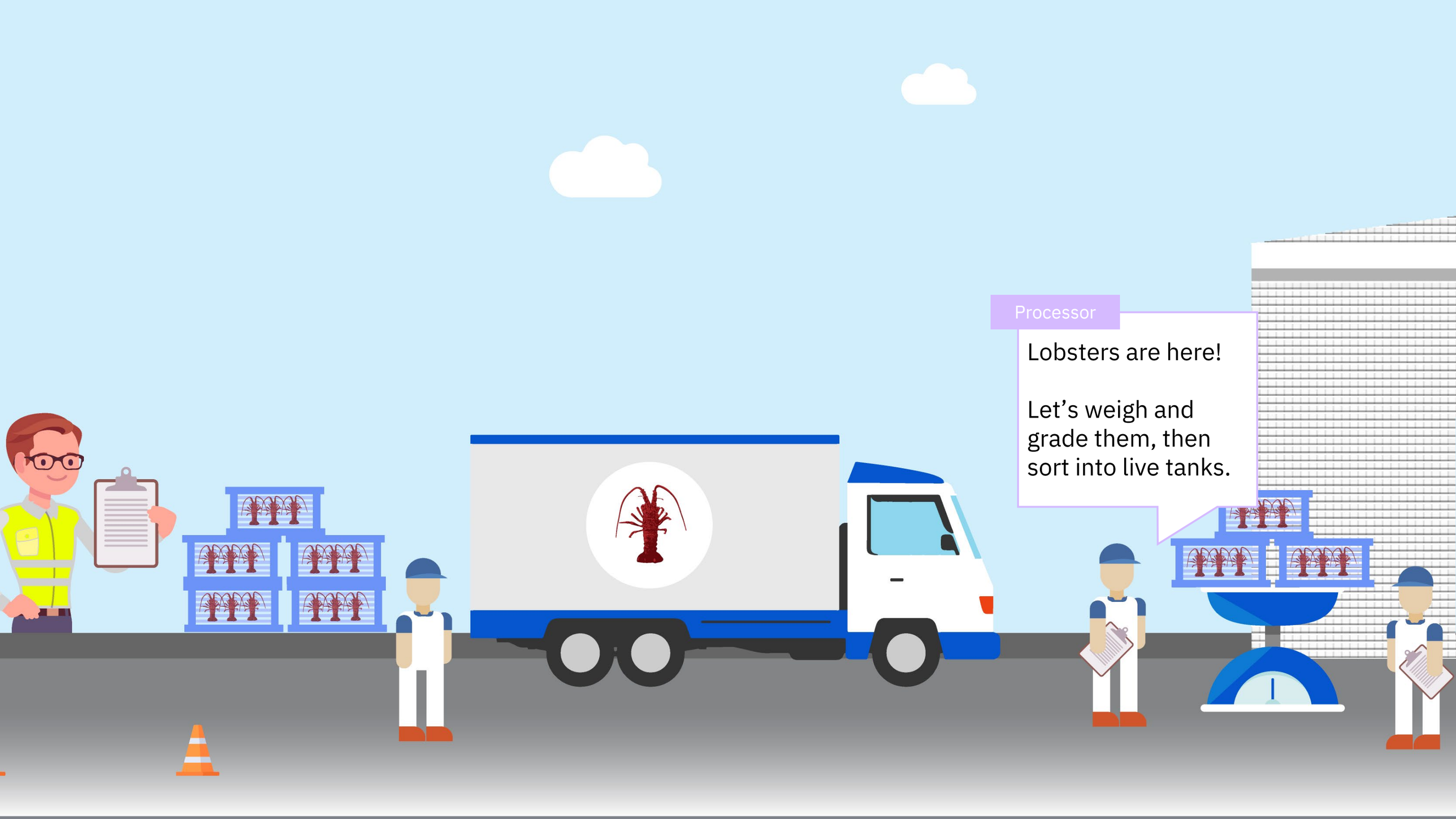

Supply Chain Data Exchange
Powered by IBM
Lilly
Processor
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Get started
1. Select landing area(s)
Landing area(s)
09 - Geraldton
20 - Port Denison Marina
2. Select date
Date
13/12/2021
GENERATE RESULTS
Results
Time MFL Boat Landing Area Containers Bait Order
7:10 am WCLL886 LFB177 09 - Geraldton 4 312
10:10 am WCLL535 LFB253 20 - Port Denison Marina 20 205
10:40 am WCLL434 LFB855 20 - Port Denison Marina 12 177
11:00 am WCLL569 LFB364 09 - Geraldton 16 85
11:09 am WCLL304 LFB821 09 - Geraldton 14 60
11:15 am WCLL956 LFB592 09 - Geraldton 16 55
11:48 am WCLL913 LFB685 20 - Port Denison Marina 20 349
11:50 am WCLL772 LFB374 09 - Geraldton 41 104
12:00 pm WCLL386 LFB854 20 - Port Denison Marina 21 318
12:00 pm WCLL784 LFB549 09 - Geraldton 16 82
12:00 pm WCLL210 LFB158 09 - Geraldton 15 359
12:15 pm WCLL177 LFB217 09 - Geraldton 20 185
12:30 pm WCLL870 LFB441 20 - Port Denison Marina 84 149
1:00 pm WCLL181 LFB798 20 - Port Denison Marina 93 72
1:03 pm WCLL379 LFB131 09 - Geraldton 17 101
1:09 pm WCLL749 LFB807 09 - Geraldton 23 118
1:10 pm WCLL786 LFB186 09 - Geraldton 25 287
1:18 pm WCLL627 LFB452 20 - Port Denison Marina 31 211
1:24 pm WCLL106 LFB332 09 - Geraldton 30 192
1:30 pm WCLL281 LFB899 20 - Port Denison Marina 18 299
1:45 pm WCLL706 LFB292 09 - Geraldton 79 225
2:01 pm WCLL195 LFB202 20 - Port Denison Marina 83 120
2:20 pm WCLL299 LFB973 09 - Geraldton 5 386

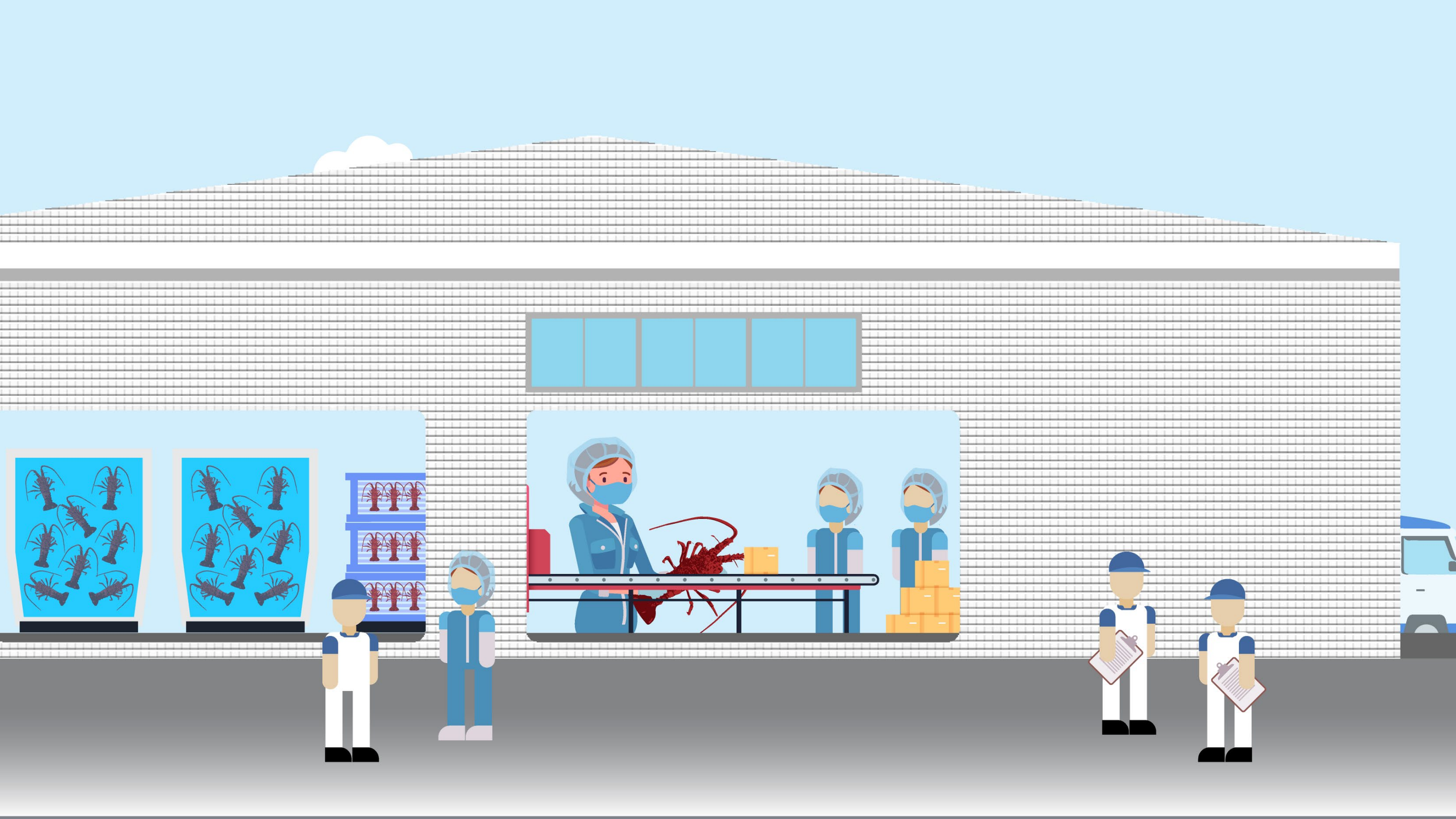

Supply Chain Data Exchange
Powered by IBM
Lilly
Processor
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
3:30 pm WCLL989 LFB339 20 - Port Denison Marina 50 120
Rows per page: 50 1–25 of 25
09 - Geraldton
Landings 14
MFLs 14
Boats 14
Containers 321
20 - Port Denison Marina
Landings 11
MFLs 11
Boats 11
Containers 480
Grand Total
Landings 25
MFLs 25
Boats 25
Containers 801

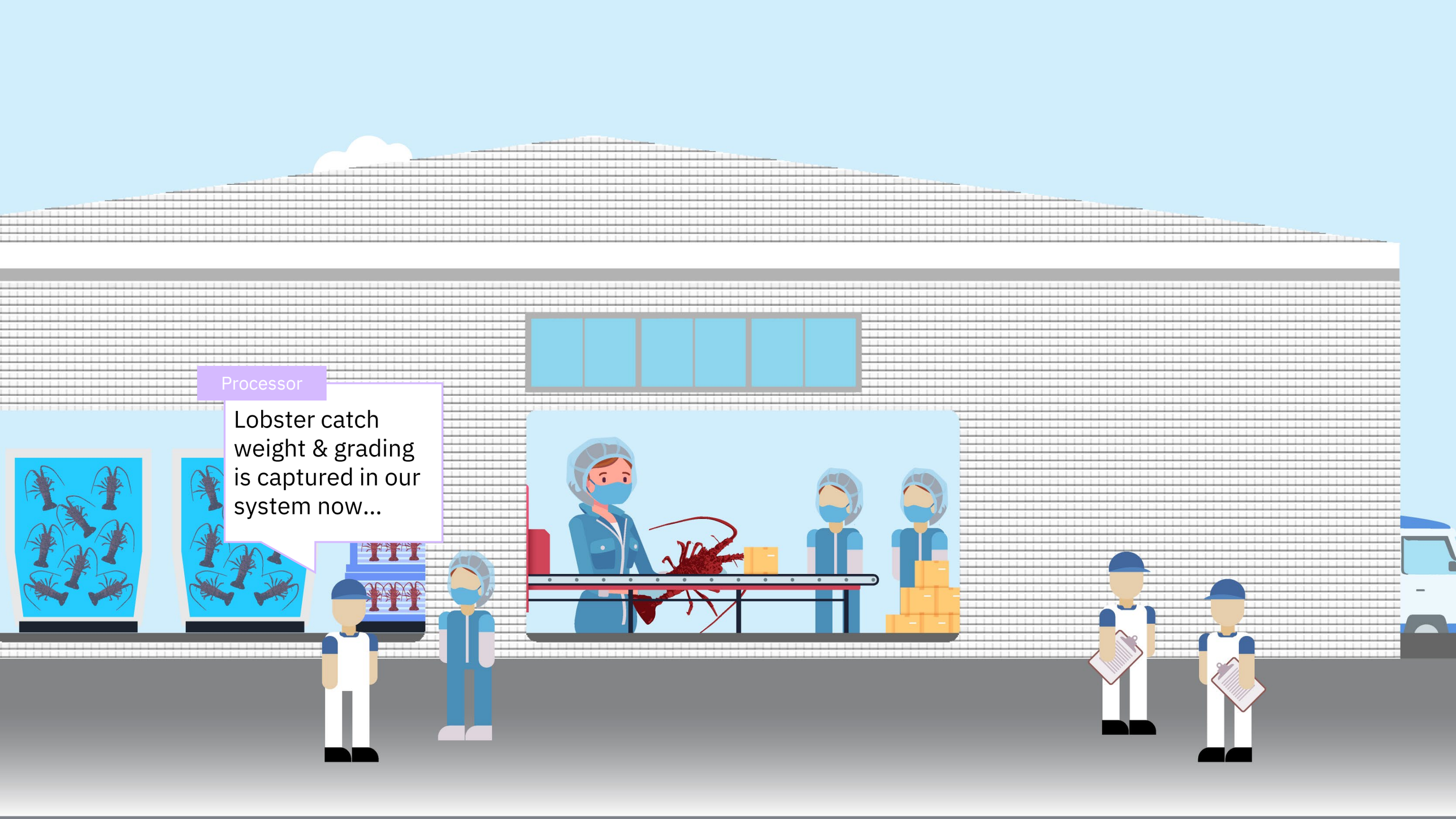

Supply Chain Data Exchange
Powered by IBM
Lilly
Processor
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Changes to landings
1:24 pm LFB332: Landing area changed from Port Denison Marina to Geraldton
1:45 pm LFB292: Landing area changed from Port Denison Marina to Geraldton
Get started
1. Select landing area(s)
Landing area(s)
09 - Geraldton
20 - Port Denison Marina
2. Select date
Date
13/12/2021
GENERATE RESULTS
Results
Time MFL Boat Landing Area Containers Bait Order
7:10 am WCLL886 LFB177 09 - Geraldton 4 99
10:10 am WCLL535 LFB253 20 - Port Denison Marina 20 83
10:40 am WCLL434 LFB855 20 - Port Denison Marina 12 394
11:00 am WCLL569 LFB364 09 - Geraldton 16 184
11:09 am WCLL304 LFB821 09 - Geraldton 14 60
11:15 am WCLL956 LFB592 09 - Geraldton 16 225
11:48 am WCLL913 LFB685 20 - Port Denison Marina 20 397
11:50 am WCLL772 LFB374 09 - Geraldton 41 268
12:00 pm WCLL386 LFB854 20 - Port Denison Marina 21 219
12:00 pm WCLL784 LFB549 09 - Geraldton 16 177
12:00 pm WCLL210 LFB158 09 - Geraldton 15 99
12:15 pm WCLL177 LFB217 09 - Geraldton 20 50
12:30 pm WCLL870 LFB441 20 - Port Denison Marina 84 359
1:00 pm WCLL181 LFB798 20 - Port Denison Marina 63 301
1:03 pm WCLL379 LFB131 09 - Geraldton 17 141
1:09 pm WCLL749 LFB807 09 - Geraldton 23 55
1:10 pm WCLL786 LFB186 09 - Geraldton 25 214
1:18 pm WCLL627 LFB452 20 - Port Denison Marina 31 85
1:24 pm WCLL106 LFB332 20 - Port Denison Marina 09 - Geraldton 30 160
1:30 pm WCLL281 LFB899 20 - Port Denison Marina 18 252
1:45 pm WCLL706 LFB292 20 - Port Denison Marina 09 - Geraldton 79 336
2:01 pm WCLL195 LFB202 20 - Port Denison Marina 33 319
2:20 pm WCLL299 LFB973 09 - Geraldton 5 351

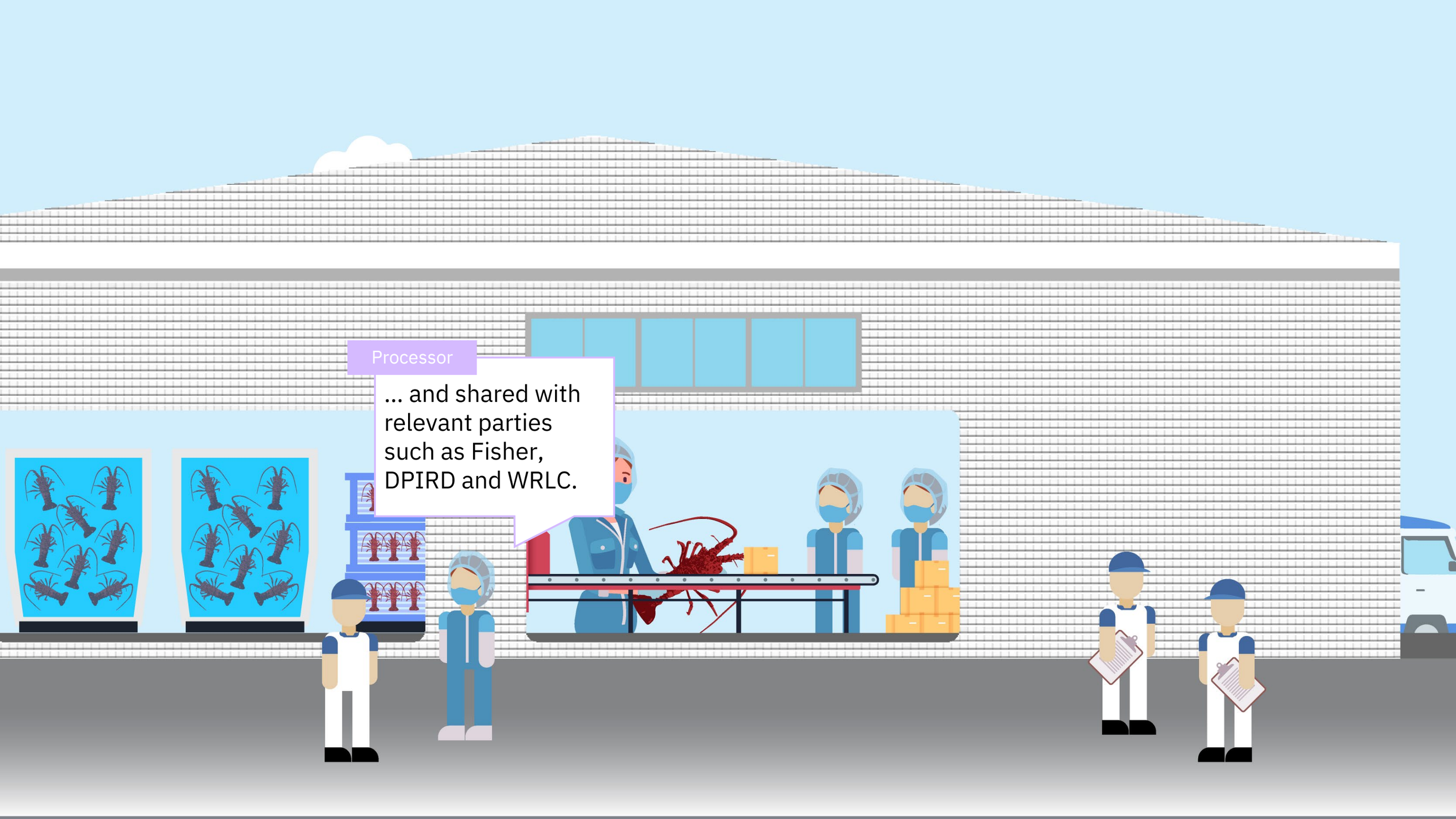

John Fisher
Let’s record my post-landing catch, weight, and trip information digitally and finish up!

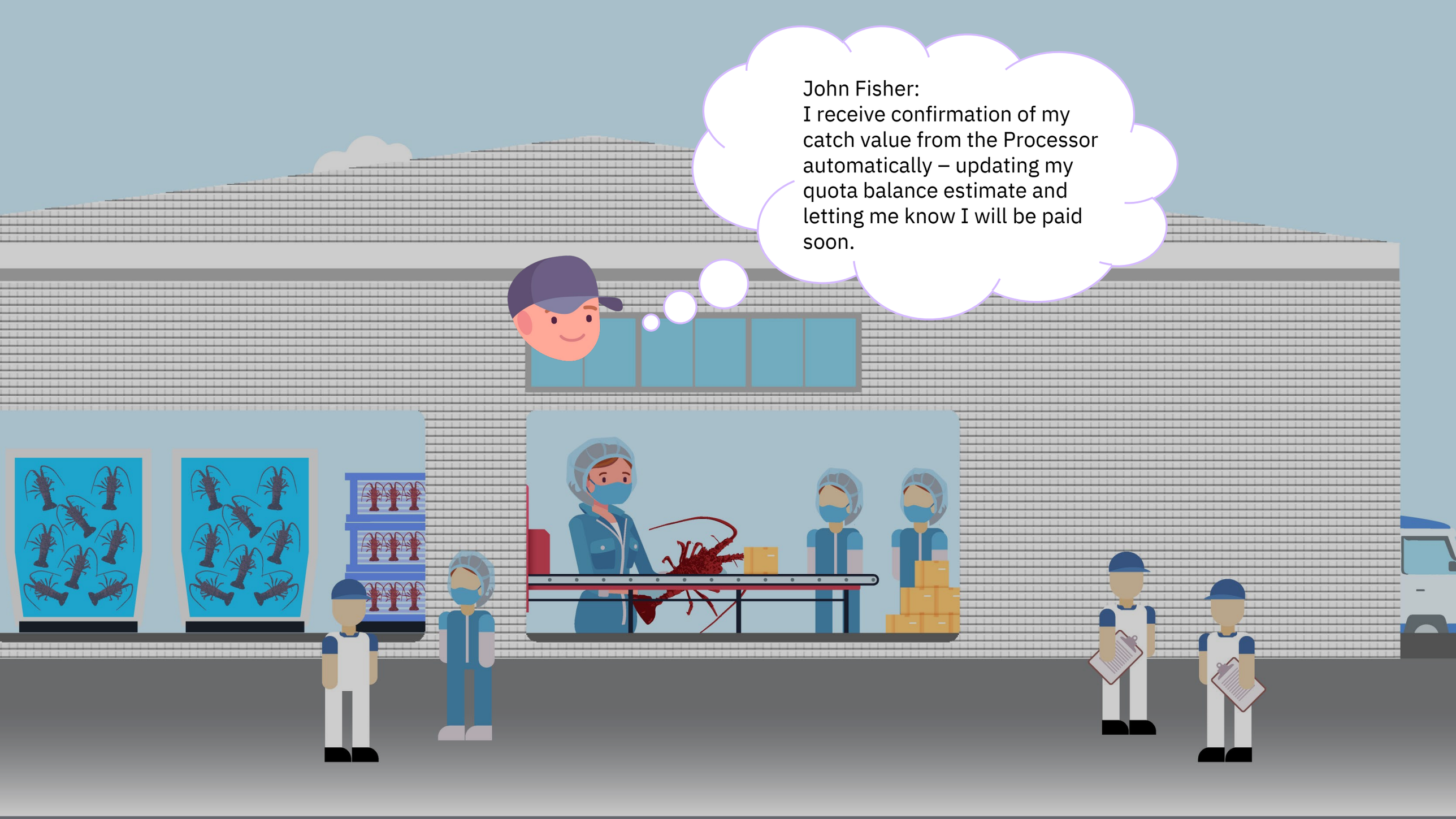

Transporter
Trucks are ready to go to Processor.
Let’s load the tagged crates onto the trucks!

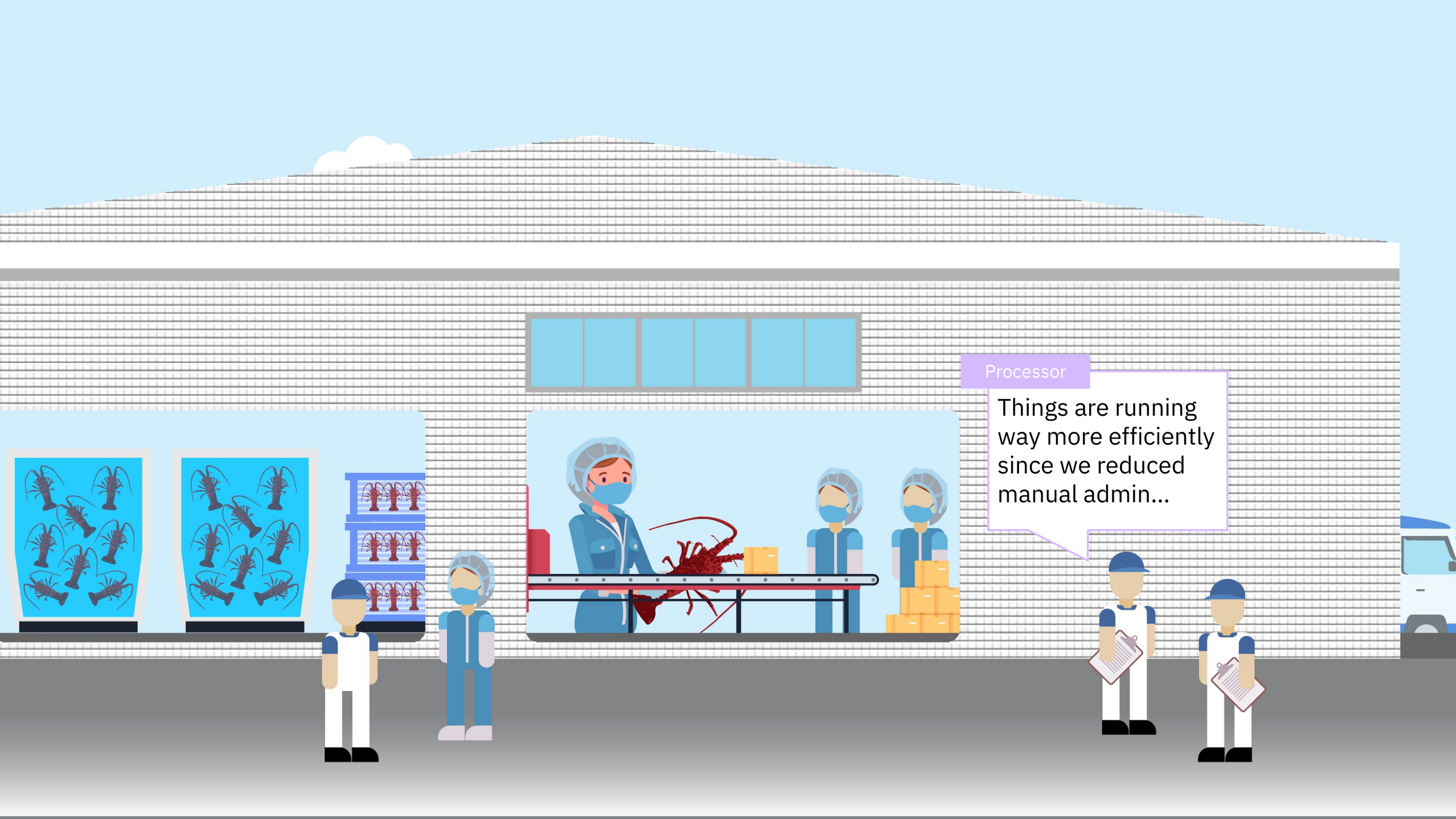

Processor
Lobsters are here!
Let’s weigh and grade them, then sort into live tanks.

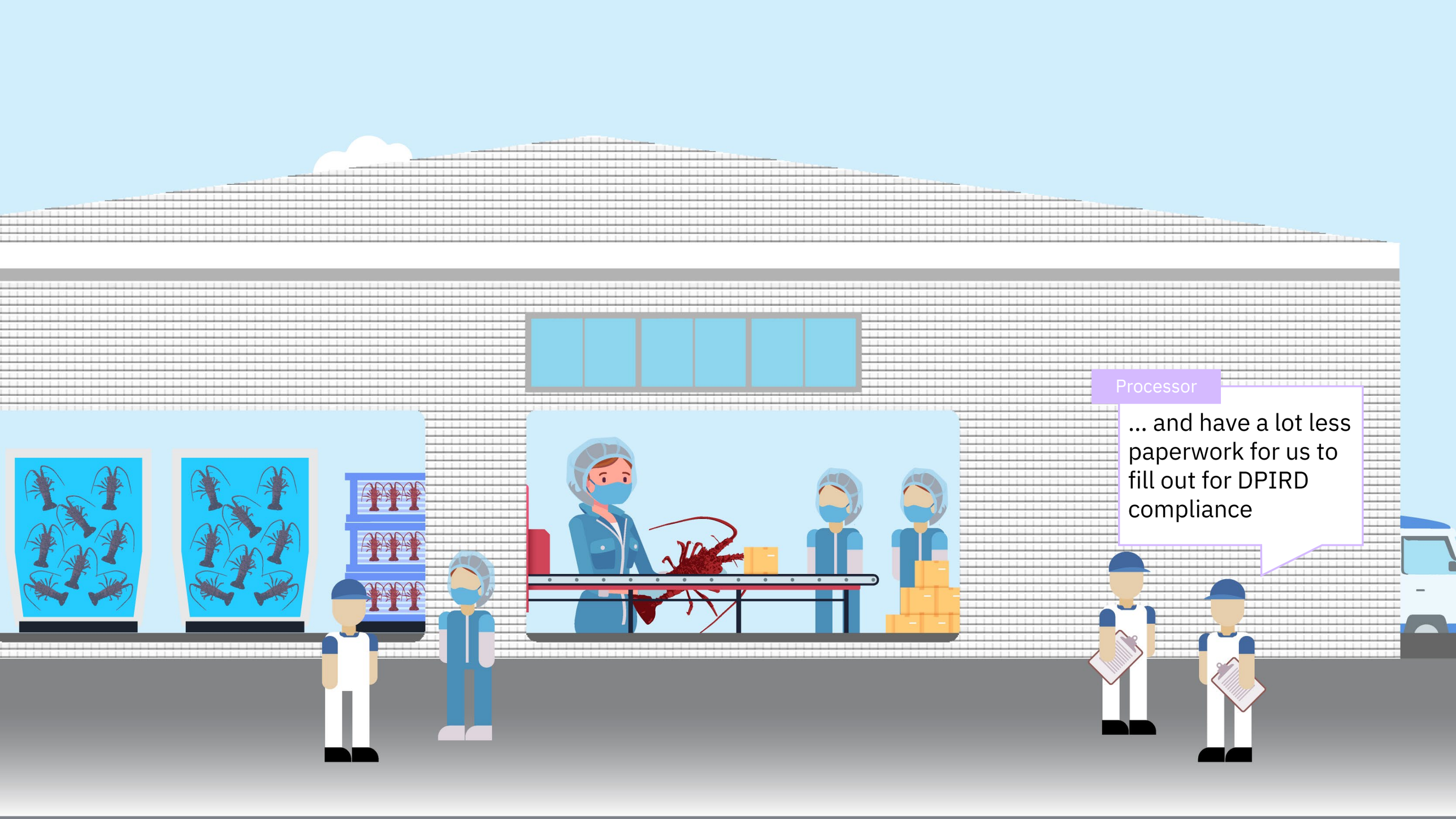



Processor
Lobster catch weight & grading is captured in our system now...

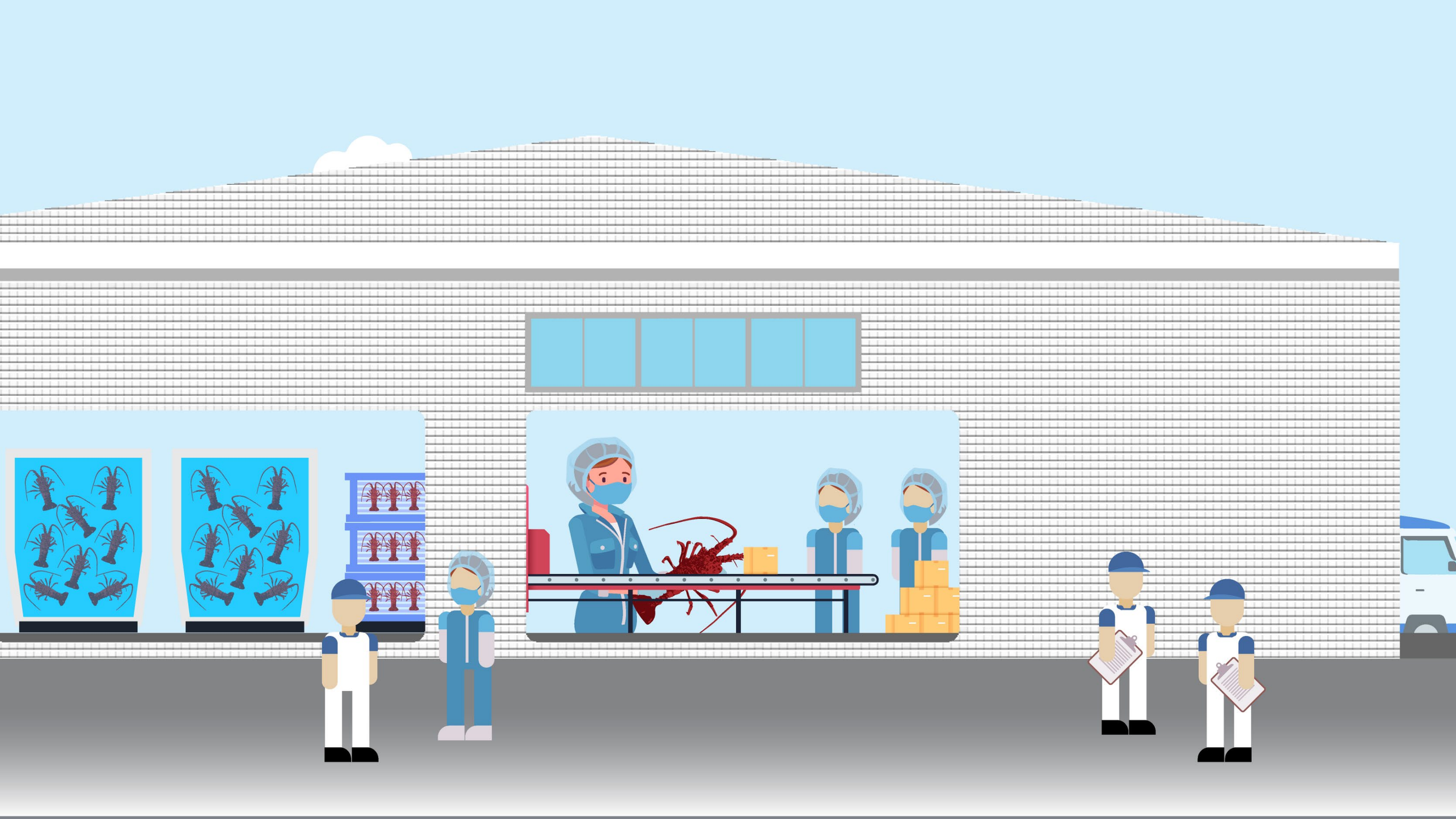

Processor
... and shared with relevant parties such as Fisher, DPIRD and WRLC.


John Fisher:
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.


Processor
Things are running way more efficiently since we reduced manual admin...


Processor
... and have a lot less paperwork for us to fill out for DPIRD compliance


Processor
Now let’s get the lobster orders ready for distribution to our customers!

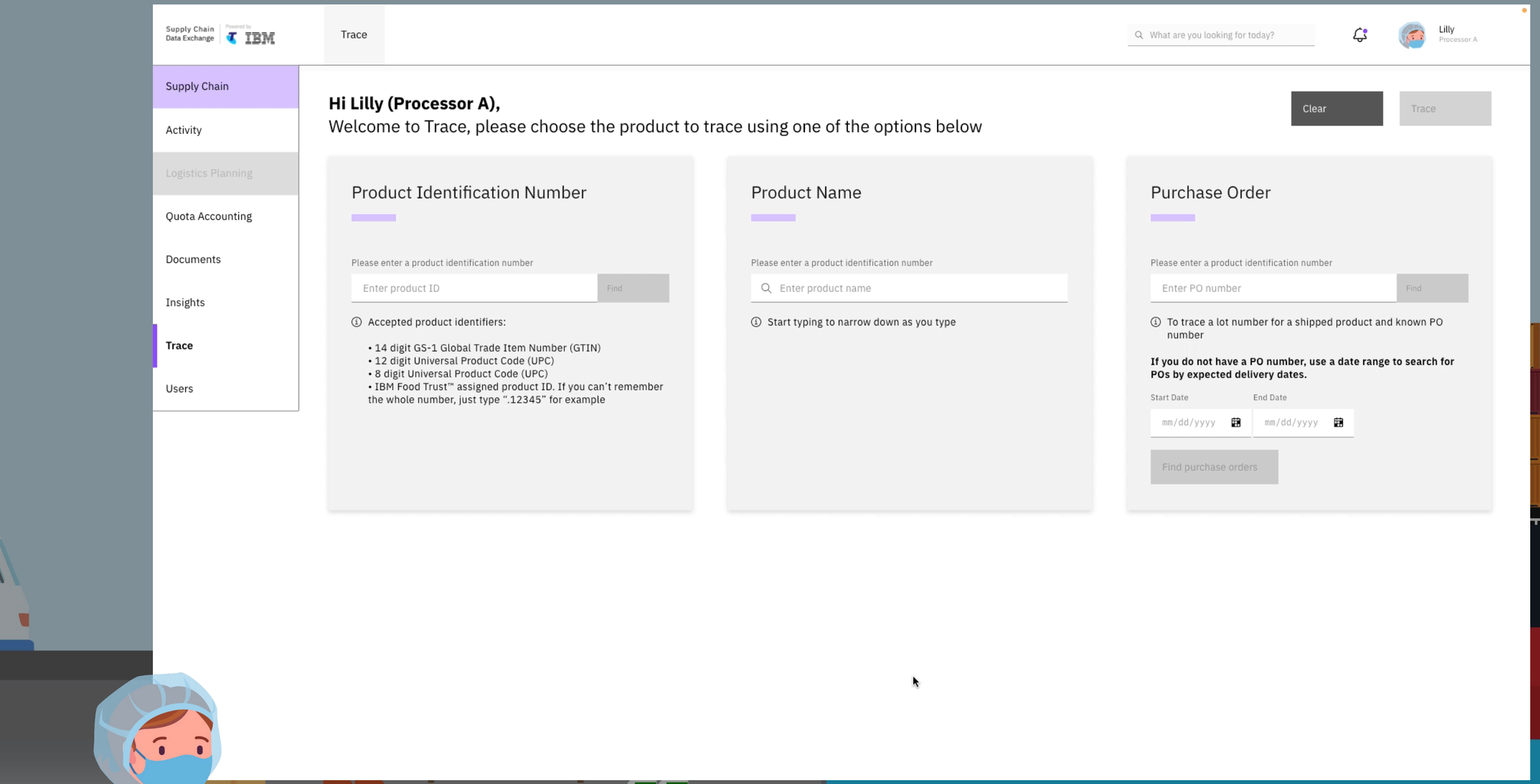


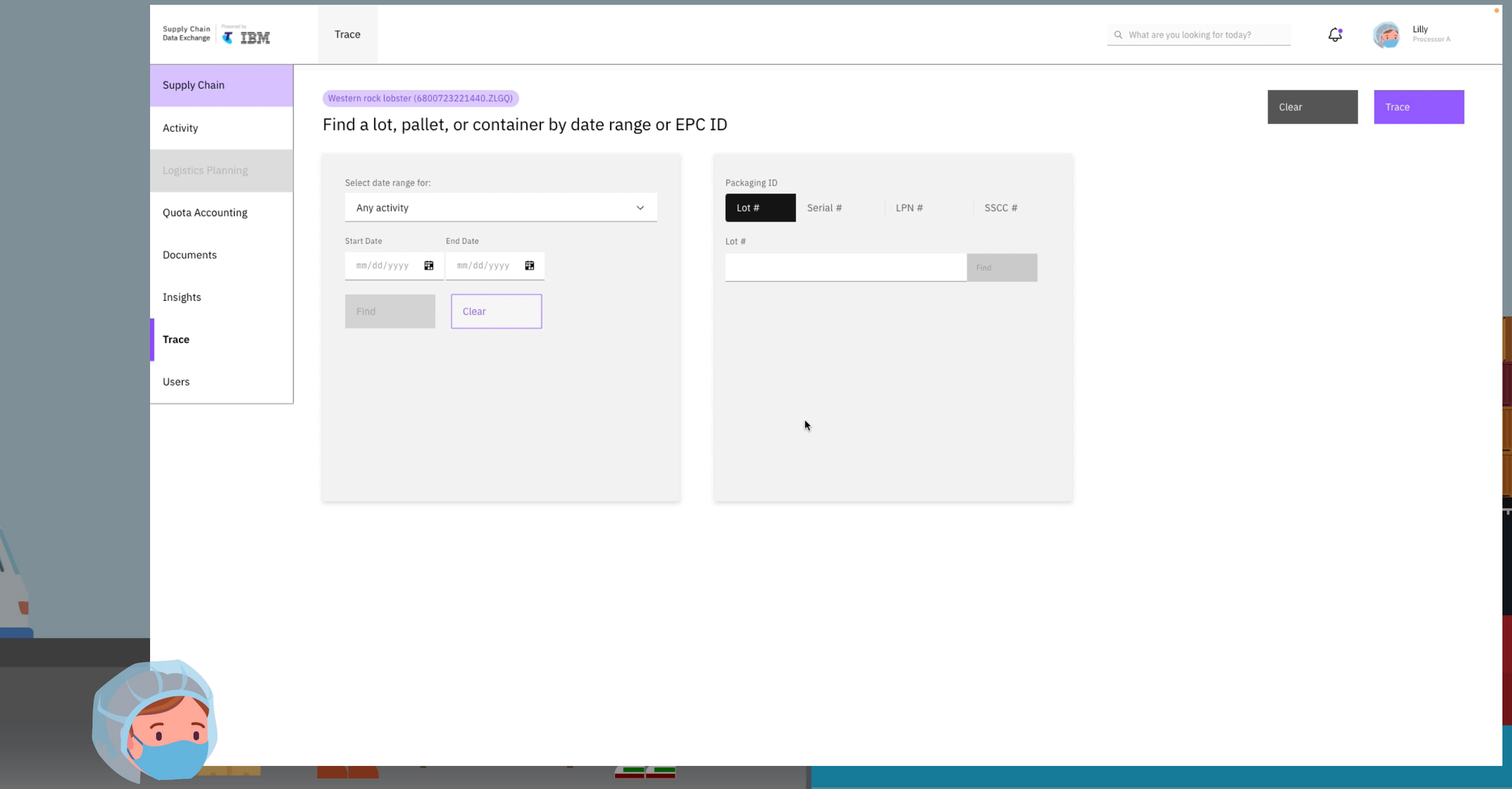

MARKET

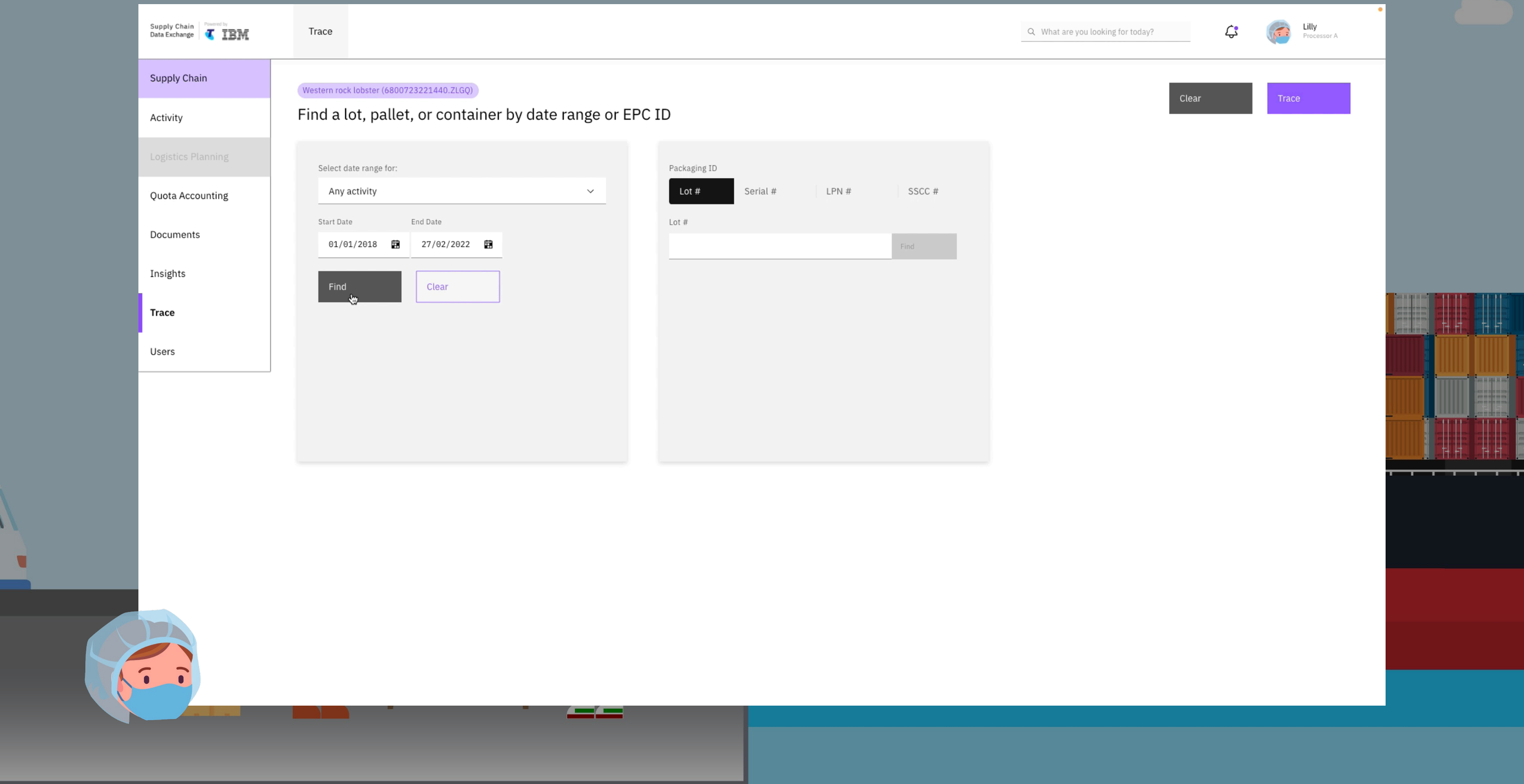

Processor
Here we are boss, the finest western rock lobster for you, fresh off the boat!
MARKET

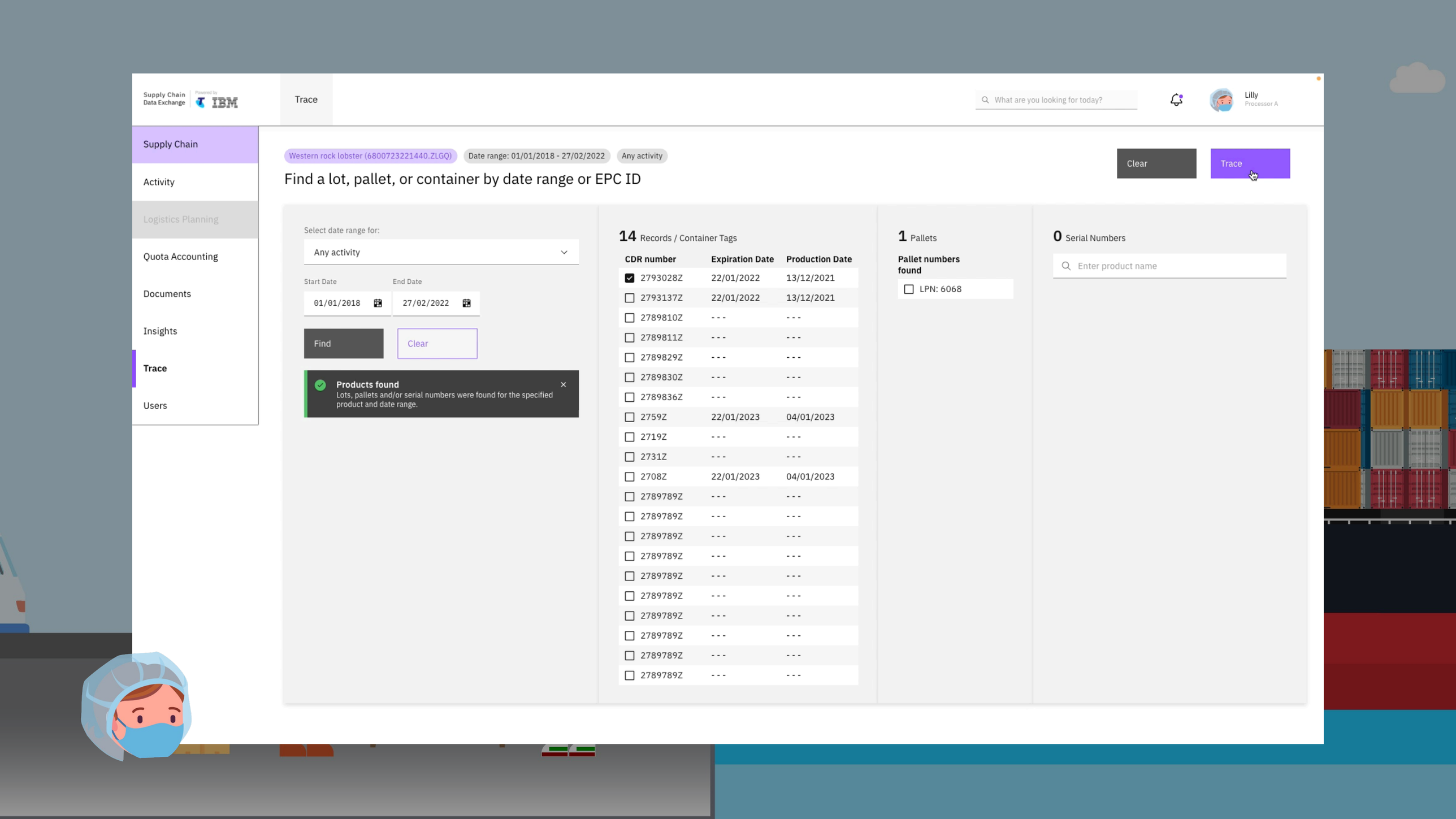

Purchaser
Great looking Western Rock Lobsters. But I’m curious to know where the lobsters were fished and the journey they took to get here? Do you have this information at all?

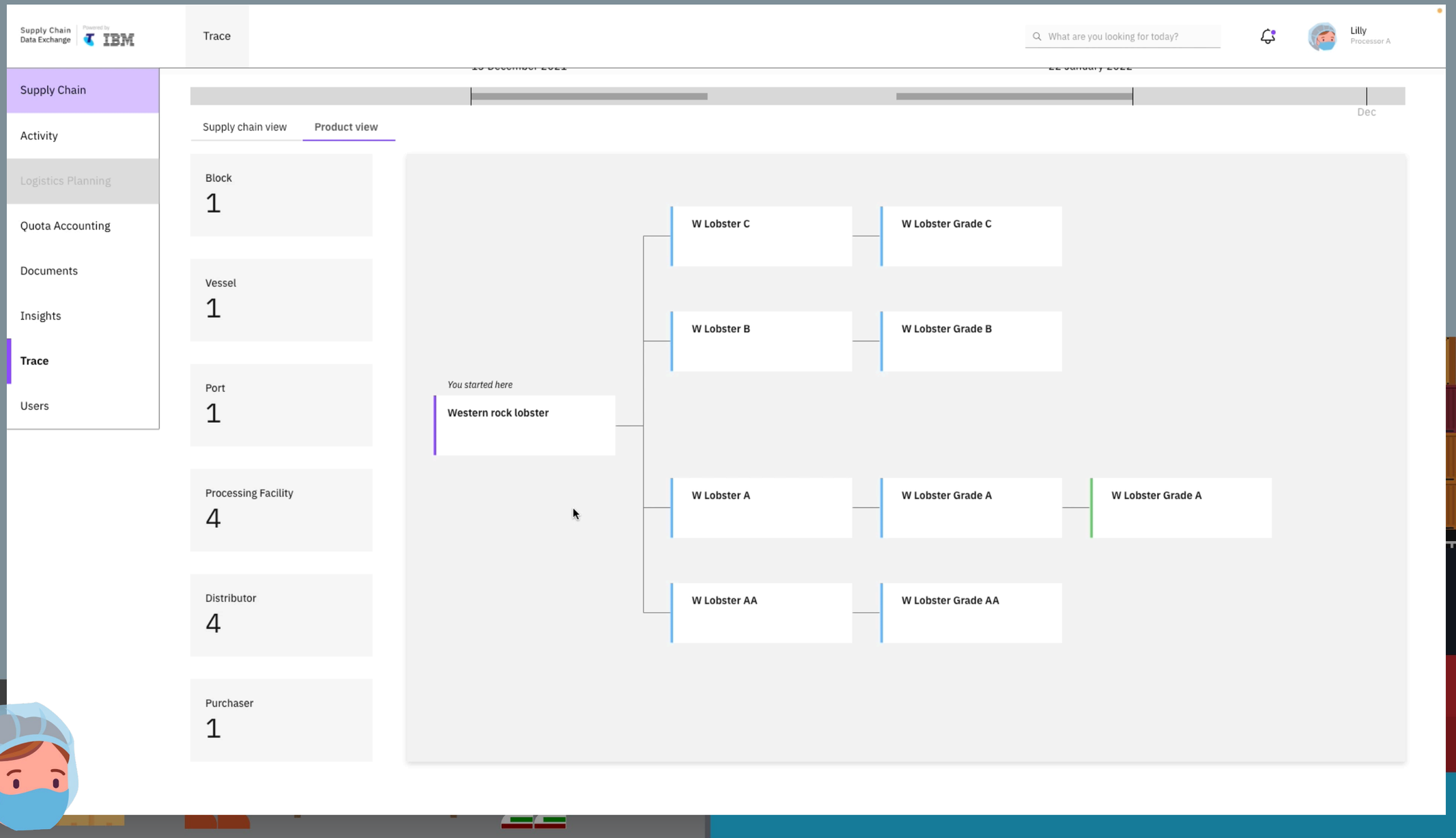

Processor
Certainly do!
Because we have given you permissions in the Supply Chain Data Exchange, you can trace its end-to-end journey, and see associated documentation and certifications stored immutably and securely in the blockchain.

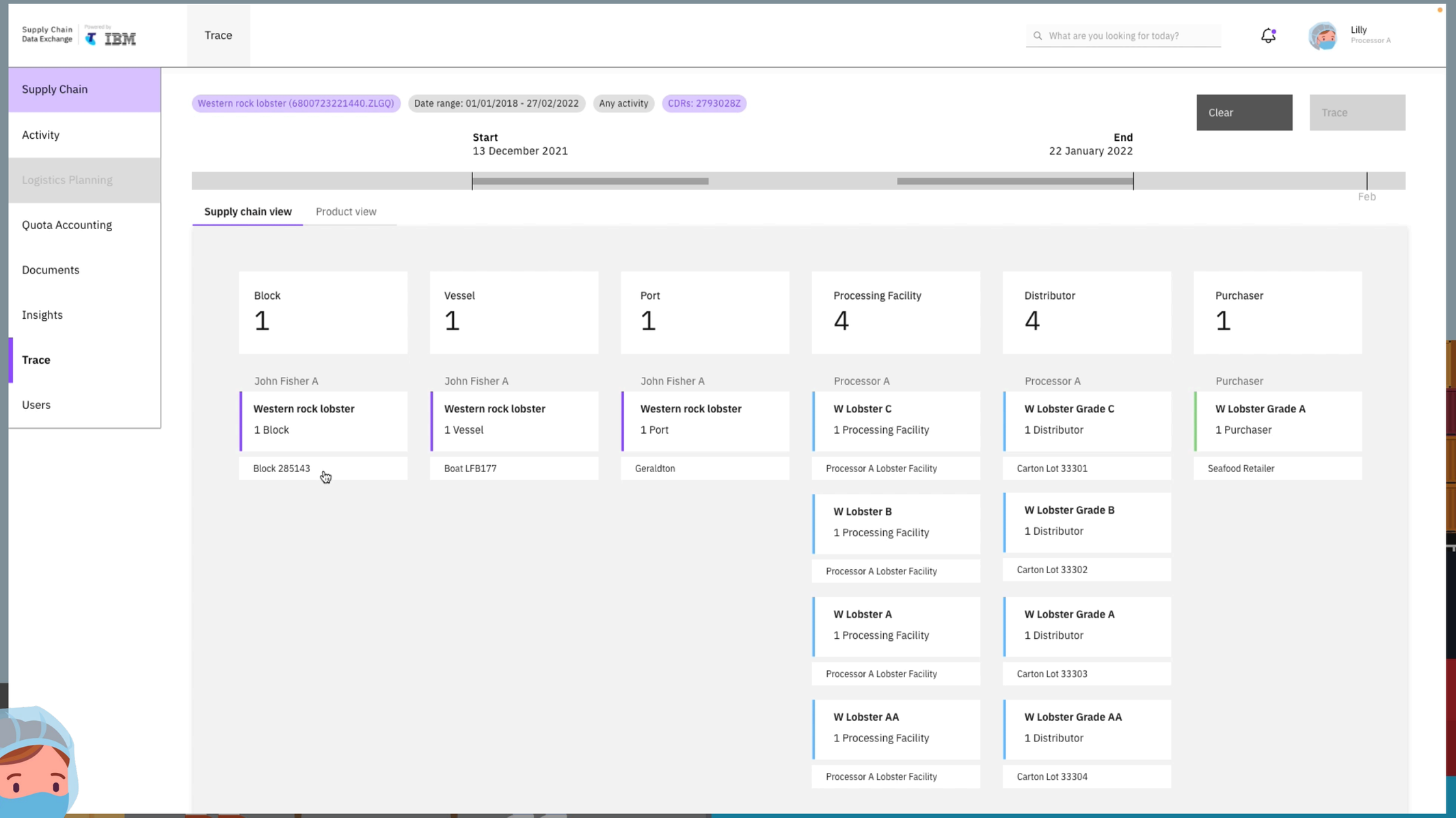

Supply Chain Data Exchange
Powered by IBM
Trace
What are you looking for today?
Lilly
Processor A
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Hi Lilly (Processor A),
Welcome to Trace, please choose the product to trace using one of the options below
Clear
Trace
Product Identification Number
Please enter a product identification number
Enter product ID
Find
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 the whole number, just type ".12345" for example
Product Name
Please enter a product identification number
Enter product name
Start typing to narrow down as you type
Purchase Order
Please enter a product identification number
Enter PO number
Find
To trace a lot number for a shipped product and known PO number
If you do not have a PO number, use a date range to search for POs by expected delivery dates.
Start Date
End Date
mm/dd/yyyy
mm/dd/yyyy
Find purchase orders

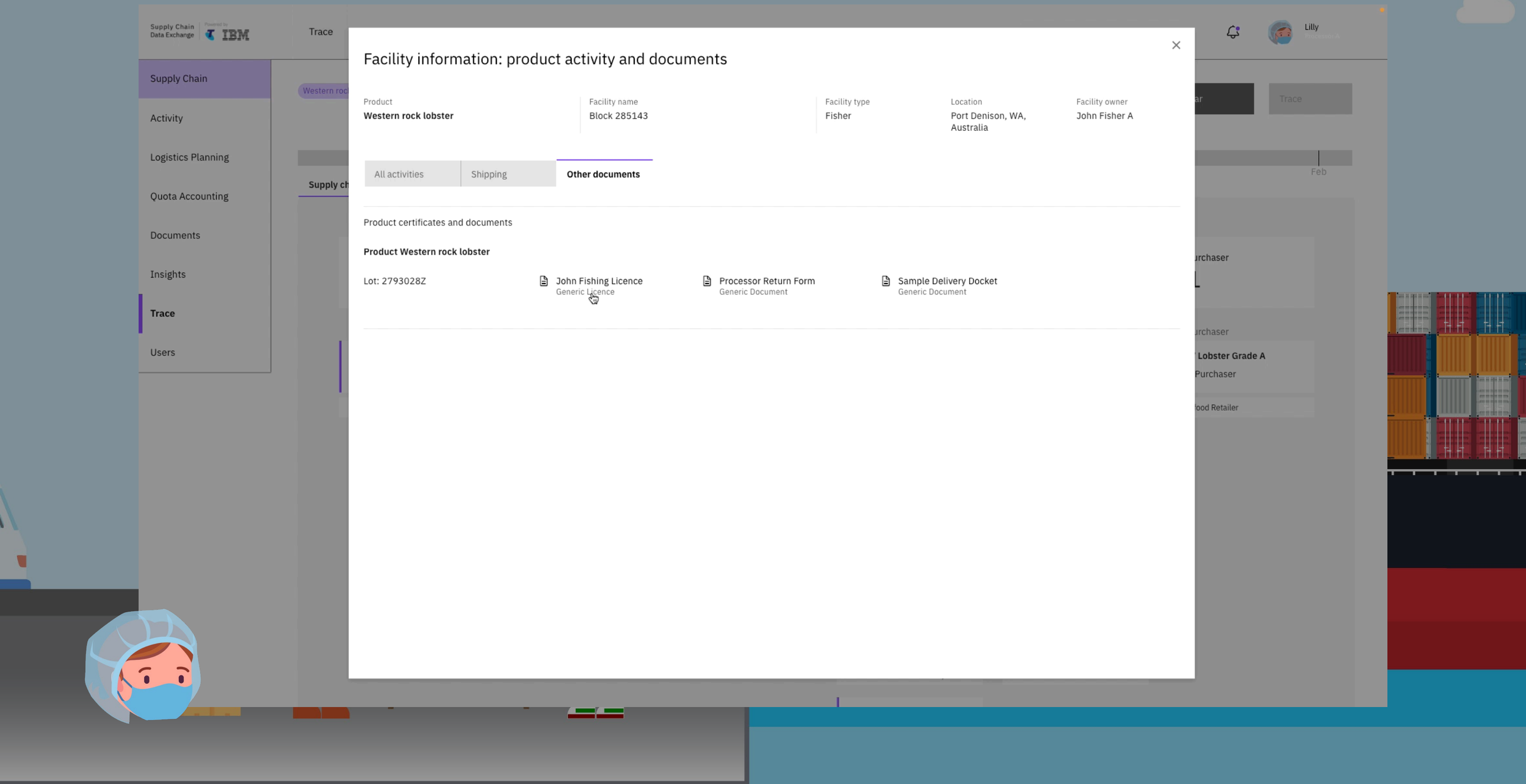

Supply Chain Data Exchange
Powered by IBM
Trace
What are you looking for today?
Lilly
Processor A
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Western rock lobster (6800723221440.ZLGQ)
Find a lot, pallet, or container by date range or EPC ID
Clear
Trace
Select date range for:
Any activity
Start Date
End Date
mm/dd/yyyy
mm/dd/yyyy
Find
Clear
Packaging ID
Lot #
Serial #
LPN #
SSCC #
Lot #
Find


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


Supply Chain Data Exchange
Powered by IBM
Trace
What are you looking for today?
Lilly
Processor A
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Western rock lobster (6800723221440.ZLGQ)
Date range: 01/01/2018 - 27/02/2022
Any activity
Clear
Trace
Find a lot, pallet, or container by date range or EPC ID
Select date range for:
Any activity
Start Date
End Date
01/01/2018
27/02/2022
Find
Clear
Products found
Lots, pallets and/or serial numbers were found for the specified product and date range.
14 Records / Container Tags
CDR number
Expiration Date
Production Date
2793028Z 22/01/2022 13/12/2021
2793137Z 22/01/2022 13/12/2021
2789810Z --- ---
2789811Z --- ---
2789829Z --- ---
2789830Z --- ---
2789836Z --- ---
2759Z 22/01/2023 04/01/2023
2719Z --- ---
2731Z --- ---
2708Z 22/01/2023 04/01/2023
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
2789789Z --- ---
1 Pallets
Pallet numbers found
LPN: 6068
0 Serial Numbers
Enter product name


Supply Chain Data Exchange
Powered by IBM
Trace
What are you looking for today?
Lilly
Processor A
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Dec
Supply chain view
Product view
Block
1
Vessel
1
Port
1
Processing Facility
4
Distributor
4
Purchaser
1
You started here
Western rock lobster
W Lobster C
W Lobster Grade C
W Lobster B
W Lobster Grade B
W Lobster A
W Lobster Grade A
W Lobster Grade A
W Lobster AA
W Lobster Grade AA


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


Supply Chain Data Exchange
IBM
Trace
Lilly
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Facility information: product activity and documents
Product
Western rock lobster
Facility name
Block 285143
Facility type
Fisher
Location
Port Denison, WA, Australia
Facility owner
John Fisher A
All activities
Shipping
Other documents
Product certificates and documents
Product Western rock lobster
Lot: 2793028Z
John Fishing Licence
Generic Licence
Processor Return Form
Generic Document
Sample Delivery Docket
Generic Document
Feb
Lobster Grade A
Purchaser

Supply Chain Data Exchange | IBM

Trace

Lilly

Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users

Block 285143

John Fishing Licence

John Fisher A

Last updated 18/02/2022, 16:30

File Download

Associated elements

Lot number

Western rock lobster

2793028Z

Sharing (0)

Properties

Title

John Fishing Licence

Supply Chain Data Exchange | IBM

Trace

Lilly

Supply Chain

Activity

Logistics Planning

Quota Accounting

Documents

Insights

Trace

Users

Western rock

Supply ch

Trace

Feb

urchaser

L

urchaser

Lobster Grade A

Purchaser

ood Retailer

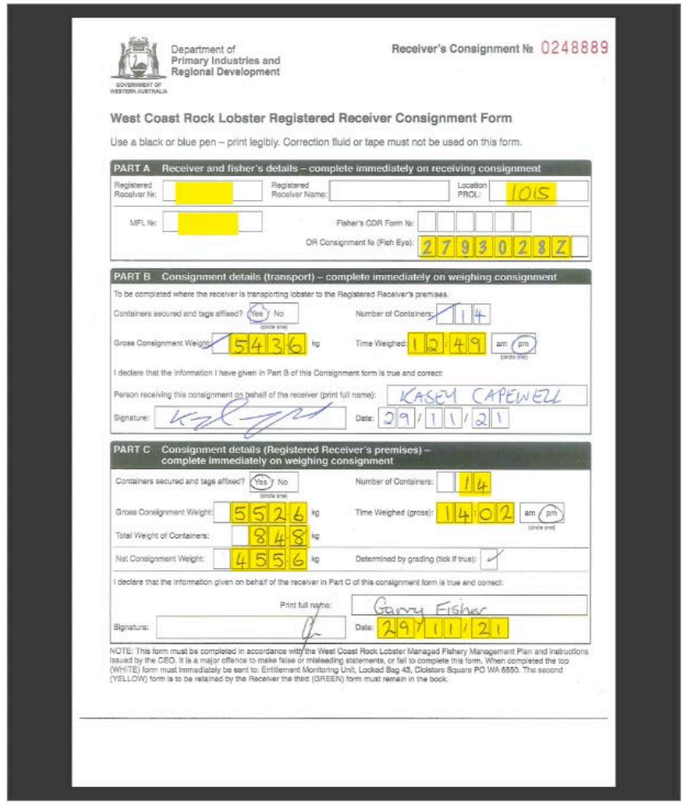
Block 285143

Processor Return Form

John Fisher A

Last updated 18/02/2022, 16:30

File Download



Department of Primary Industries and Regional Development

GOVERNMENT OF WESTERN AUSTRALIA

Receiver's Consignment № 0248889

West Coast Rock Lobster Registered Receiver Consignment Form

Use a black or blue pen – print legibly. Correction fluid or tape must not be used on this form.

PART A Receiver and fisher's details – complete immediately on receiving consignment

Registered Receiver №:
Registered Receiver Name:
Location PROL: 1015
MFL №:
Fisher's CDR Form №:
OR Consignment № (Fish Eye): 2793028Z

PART B Consignment details (transport) – complete immediately on weighing consignment

To be completed where the receiver is transporting lobster to the Registered Receiver's premises.

Containers secured and tags affixed? (Yes) No (circle one)
Number of Containers: 14
Gross Consignment Weight: 5436 kg
Time Weighed: 12:49 am (pm) (circle one)

I declare that the information I have given in Part B of this Consignment form is true and correct:

Person receiving this consignment on behalf of the receiver (print full name): KASEY CAPEWELL
Signature:
Date: 29/11/21

PART C Consignment details (Registered Receiver's premises) – complete immediately on weighing consignment

Containers secured and tags affixed? (Yes) No (circle one)
Number of Containers: 14
Gross Consignment Weight: 5526 kg
Time Weighed (gross): 14:02 am (pm) (circle one)
Total Weight of Containers: 848 kg
Net Consignment Weight: 4556 kg
Determined by grading (tick if true): ✓

I declare that the information given on behalf of the receiver in Part C of this consignment form is true and correct:

Print full name: Garry Fisher
Signature:
Date: 29/11/21

NOTE: This form must be completed in accordance with the West Coast Rock Lobster Managed Fishery Management Plan and instructions issued by the CEO. It is a major offence to make false or misleading statements, or fail to complete this form. When completed the top (WHITE) form must immediately be sent to: Entitlement Monitoring Unit, Locked Bag 43, Dickstore Square PO WA 6850. The second (YELLOW) form is to be retained by the Receiver the third (GREEN) form must remain in the book.

Associated elements

Lot number

Western rock lobster

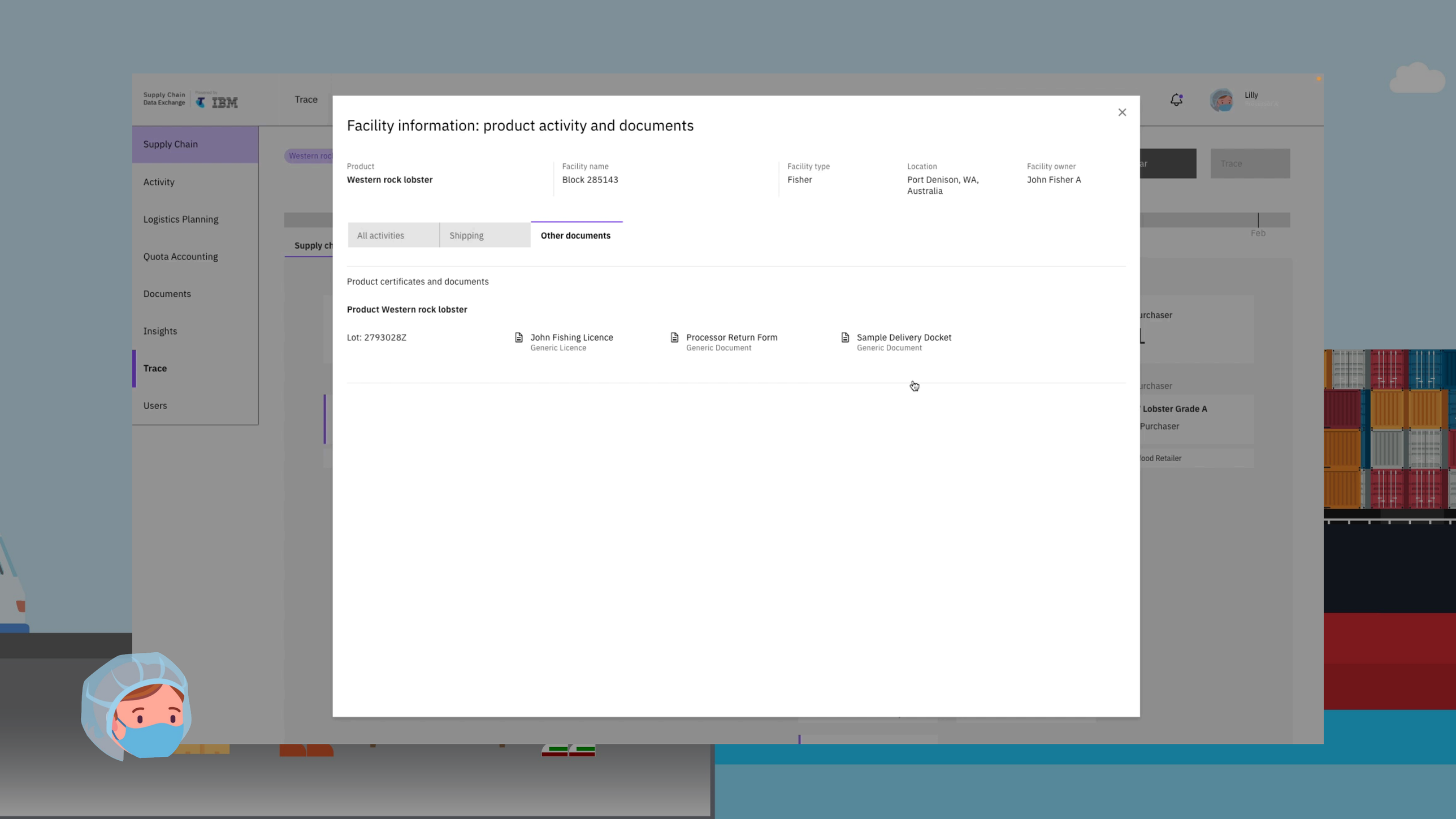
2793028Z

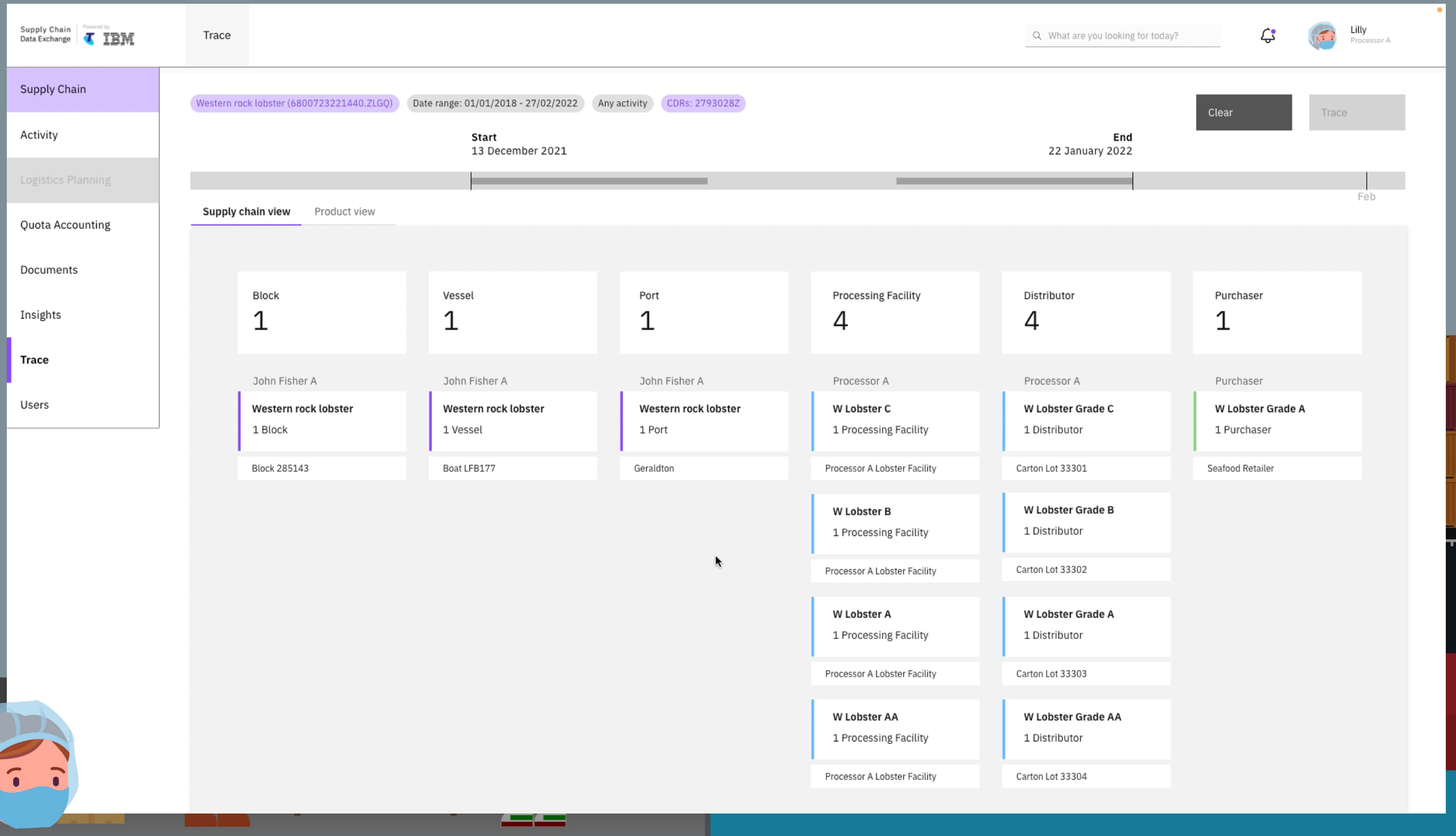
Sharing (0)

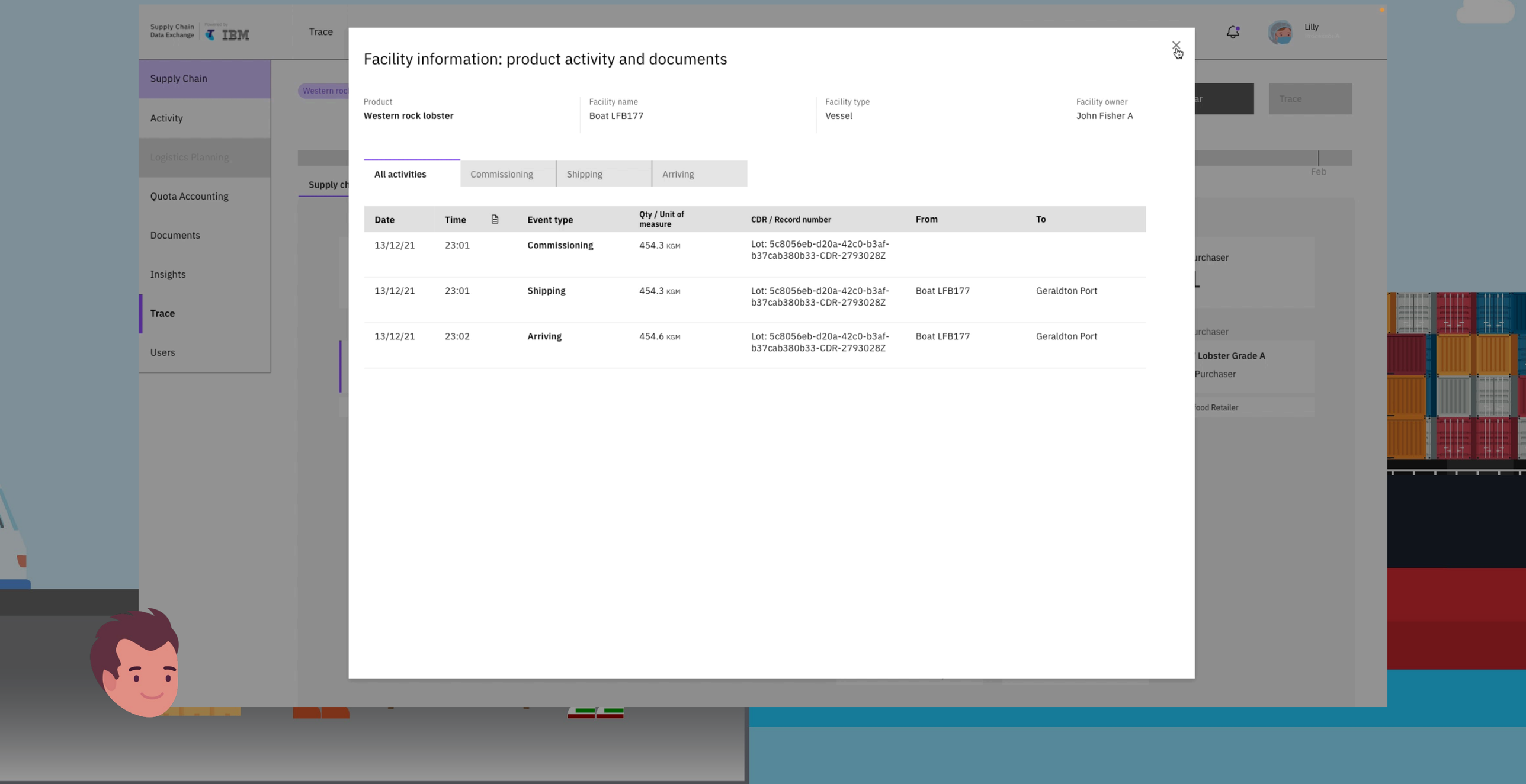
Properties

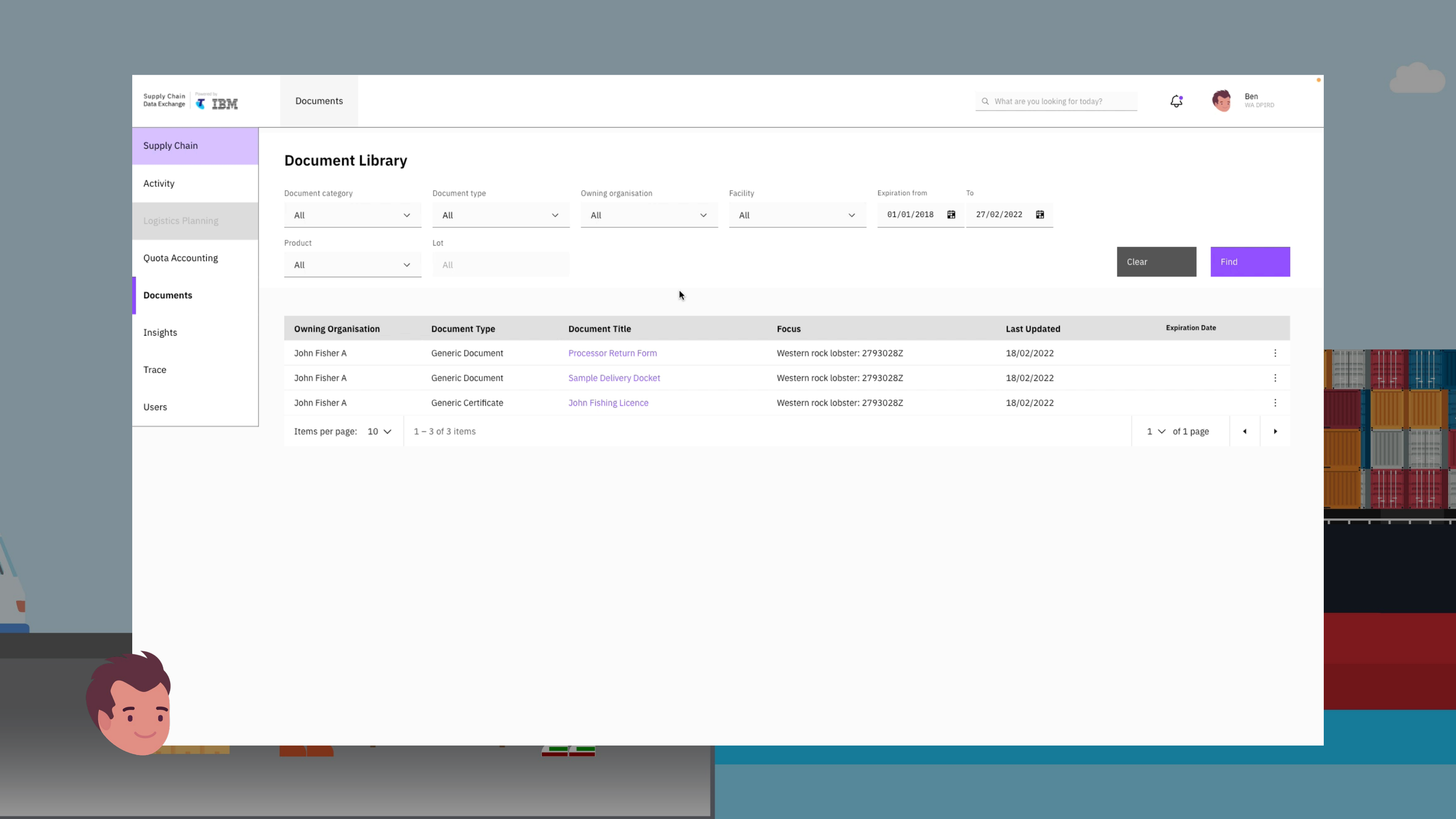
Title

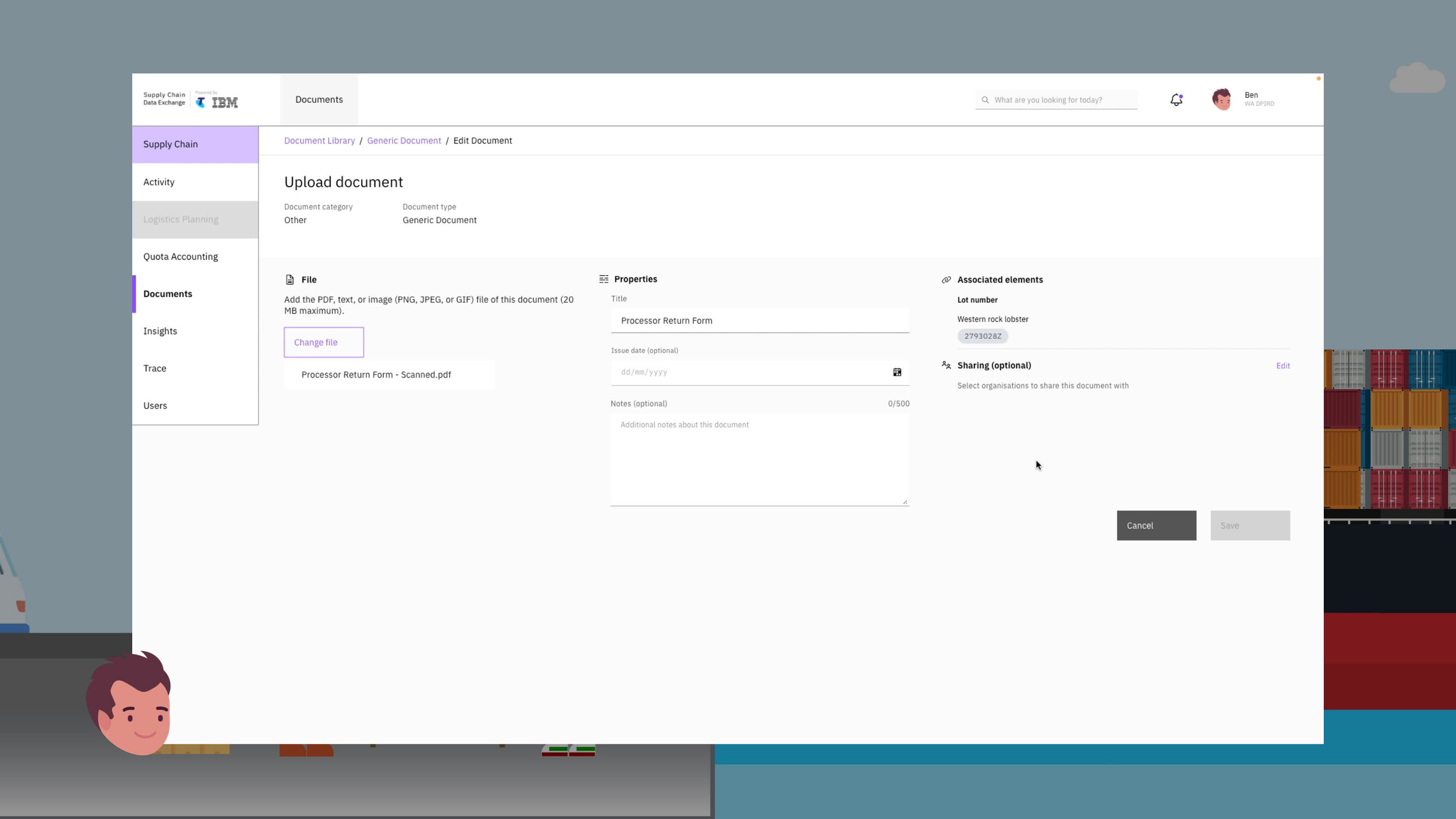
Processor Return Form

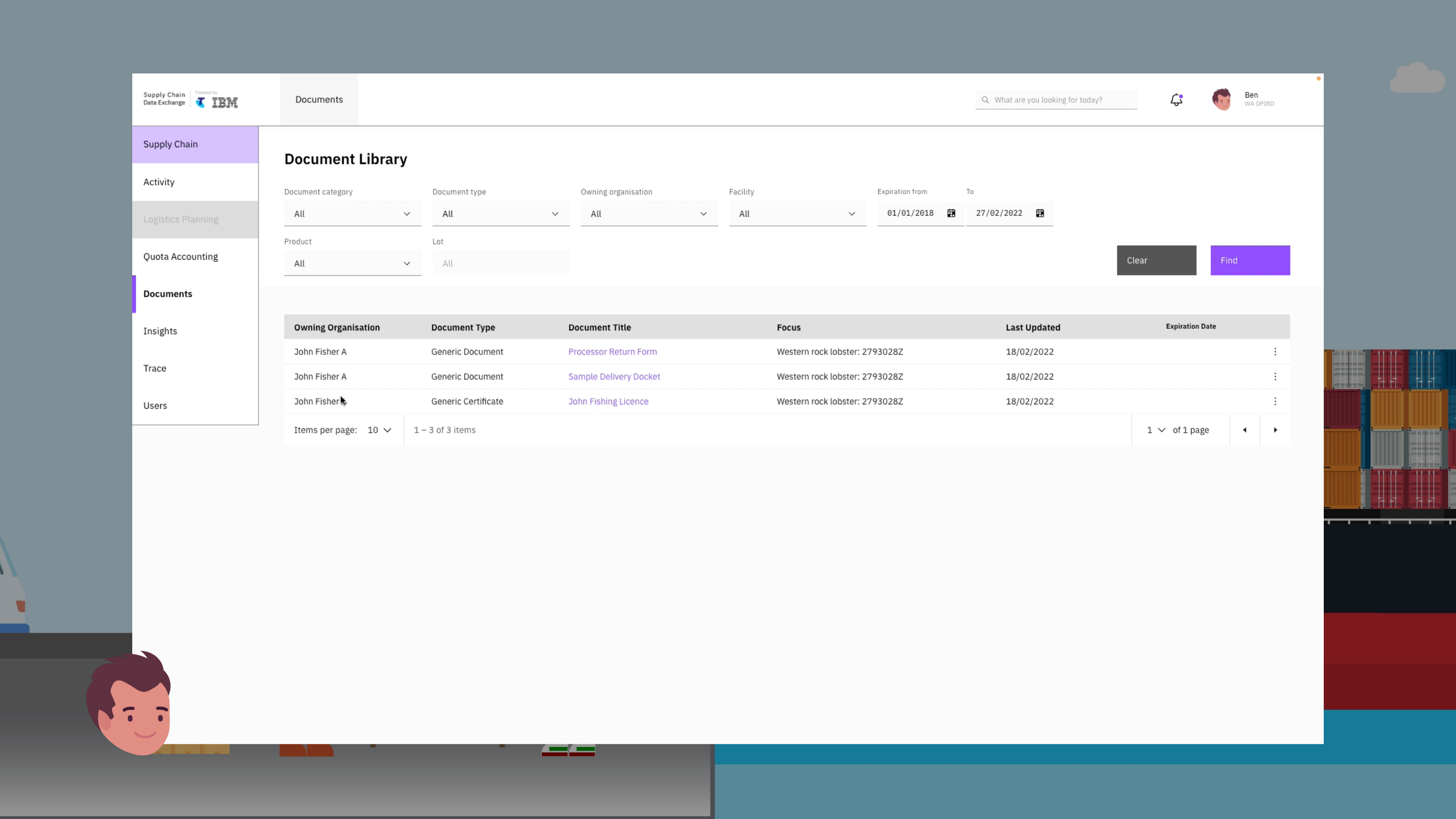

Supply Chain Data Exchange
IBM
Trace
Lilly
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Facility information: product activity and documents
Product
Western rock lobster
Facility name
Block 285143
Facility type
Fisher
Location
Port Denison, WA, Australia
Facility owner
John Fisher A
All activities
Shipping
Other documents
Product certificates and documents
Product Western rock lobster
Lot: 2793028Z
John Fishing Licence
Generic Licence
Processor Return Form
Generic Document
Sample Delivery Docket
Generic Document
Feb
Lobster Grade A
Purchaser


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


Supply Chain Data Exchange
IBM
Trace
Lilly
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Facility information: product activity and documents
Product
Western rock lobster
Facility name
Boat LFB177
Facility type
Vessel
Facility owner
John Fisher A
All activities
Commissioning
Shipping
Arriving
Date
Time
Event type
Qty / Unit of measure
CDR / Record number
From
To
13/12/21
23:01
Commissioning
454.3 KGM
Lot: 5c8056eb-d20a-42c0-b3af-b37cab380b33-CDR-2793028Z
13/12/21
23:01
Shipping
454.3 KGM
Lot: 5c8056eb-d20a-42c0-b3af-b37cab380b33-CDR-2793028Z
Boat LFB177
Geraldton Port
13/12/21
23:02
Arriving
454.6 KGM
Lot: 5c8056eb-d20a-42c0-b3af-b37cab380b33-CDR-2793028Z
Boat LFB177
Geraldton Port
Feb
Lobster Grade A
Purchaser


Supply Chain Data Exchange
Powered by IBM
Documents
What are you looking for today?
Ben
WA DPIRD
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Document Library
Document category
All
Document type
All
Owning organisation
All
Facility
All
Expiration from
01/01/2018
To
27/02/2022
Product
All
Lot
All
Clear
Find
Owning Organisation
Document Type
Document Title
Focus
Last Updated
Expiration Date
John Fisher A
Generic Document
Processor Return Form
Western rock lobster: 2793028Z
18/02/2022
John Fisher A
Generic Document
Sample Delivery Docket
Western rock lobster: 2793028Z
18/02/2022
John Fisher A
Generic Certificate
John Fishing Licence
Western rock lobster: 2793028Z
18/02/2022
Items per page: 10
1 – 3 of 3 items
1 of 1 page


Supply Chain Data Exchange
Powered by IBM
Documents
What are you looking for today?
Ben
WA DPIRD
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Document Library / Generic Document / Edit Document
Upload document
Document category
Other
Document type
Generic Document
File
Add the PDF, text, or image (PNG, JPEG, or GIF) file of this document (20 MB maximum).
Change file
Processor Return Form - Scanned.pdf
Properties
Title
Processor Return Form
Issue date (optional)
dd/mm/yyyy
Notes (optional)
0/500
Additional notes about this document
Associated elements
Lot number
Western rock lobster
2793028Z
Sharing (optional)
Edit
Select organisations to share this document with
Cancel
Save

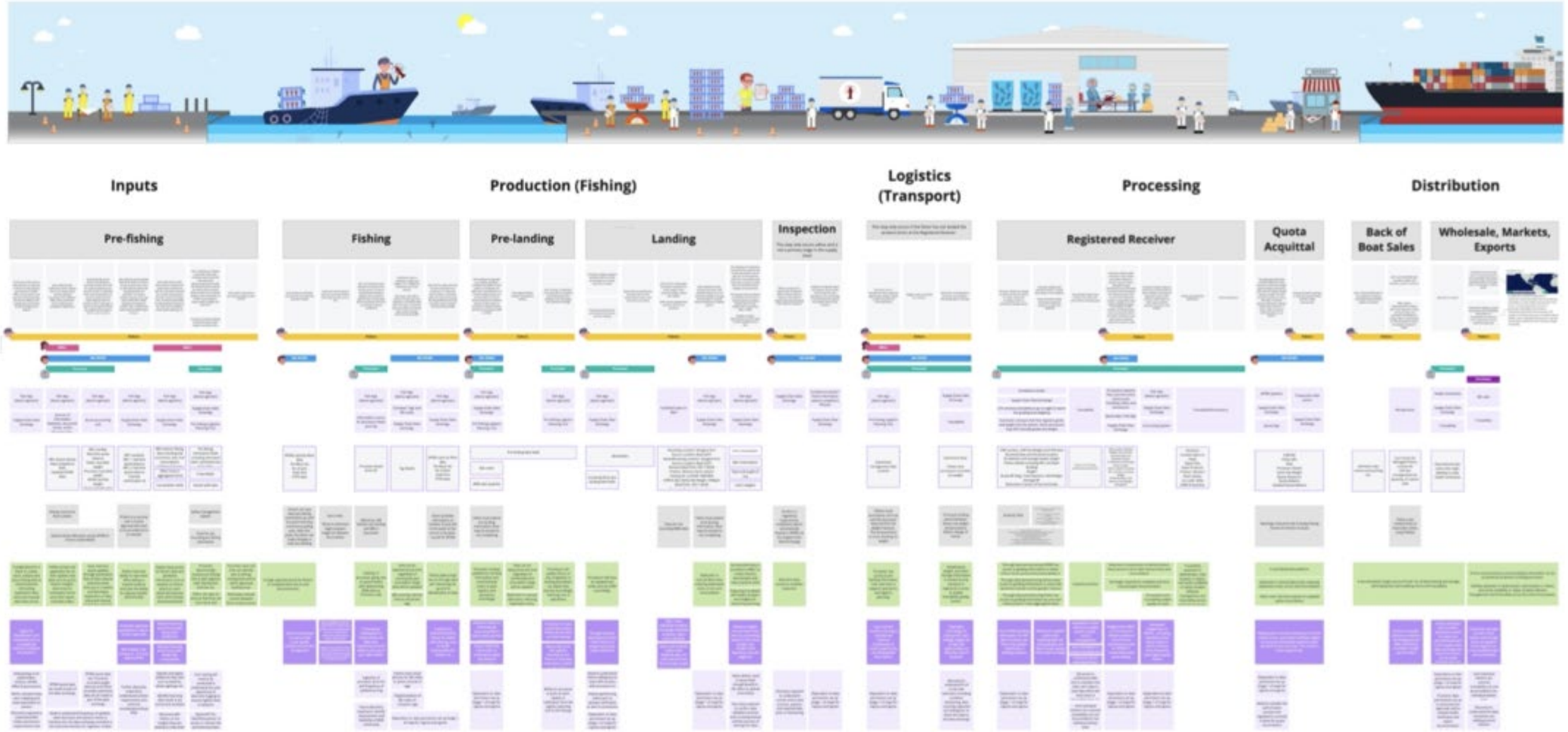

Supply Chain Data Exchange
Powered by IBM
Documents
What are you looking for today?
Ben
WA DPIRD
Supply Chain
Activity
Logistics Planning
Quota Accounting
Documents
Insights
Trace
Users
Document Library
Document category
All
Document type
All
Owning organisation
All
Facility
All
Expiration from
01/01/2018
To
27/02/2022
Product
All
Lot
All
Clear
Find
Owning Organisation
Document Type
Document Title
Focus
Last Updated
Expiration Date
John Fisher A
Generic Document
Processor Return Form
Western rock lobster: 2793028Z
18/02/2022
John Fisher A
Generic Document
Sample Delivery Docket
Western rock lobster: 2793028Z
18/02/2022
John Fisher
Generic Certificate
John Fishing Licence
Western rock lobster: 2793028Z
18/02/2022
Items per page: 10
1 – 3 of 3 items
1 of 1 page


Purchaser
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.
MARKET

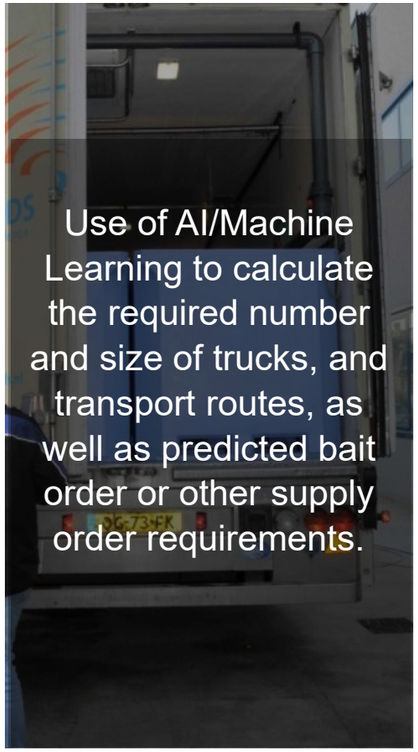

MARKET

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



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

Automated Logistics Planning

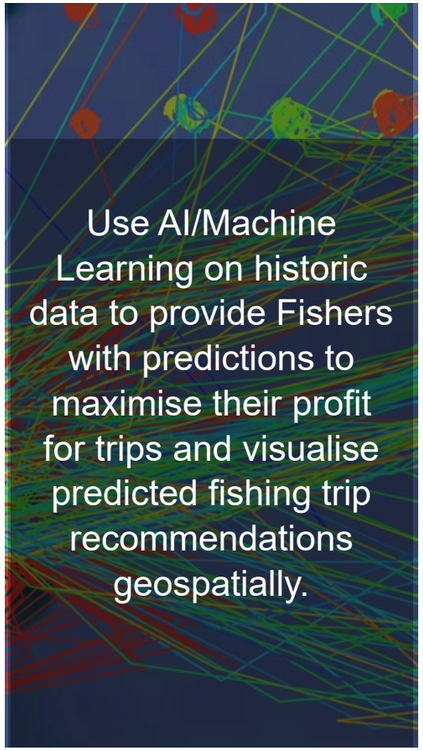


Use of AI/Machine Learning to calculate the required number and size of trucks, and transport routes, as well as predicted bait order or other supply order requirements.

Individual Product Image Scanning

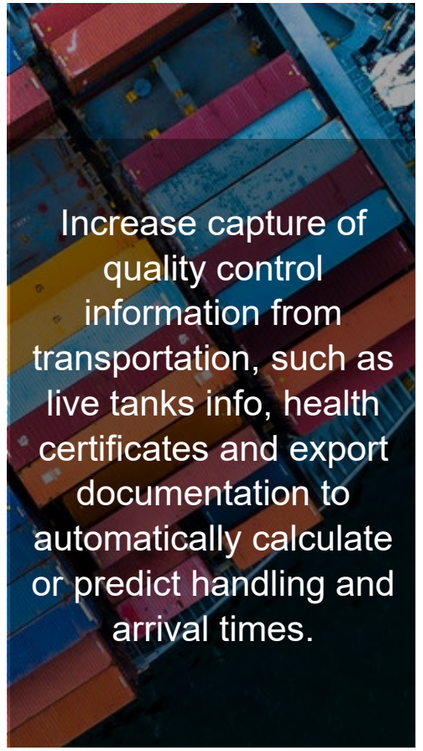
Image scanning of carapace identifies an individual lobster that can then be tracked and traced along supply chain. Data can also be used for fishery management and stock level assessments.

Predicted Fishing Plans and Visualizations:



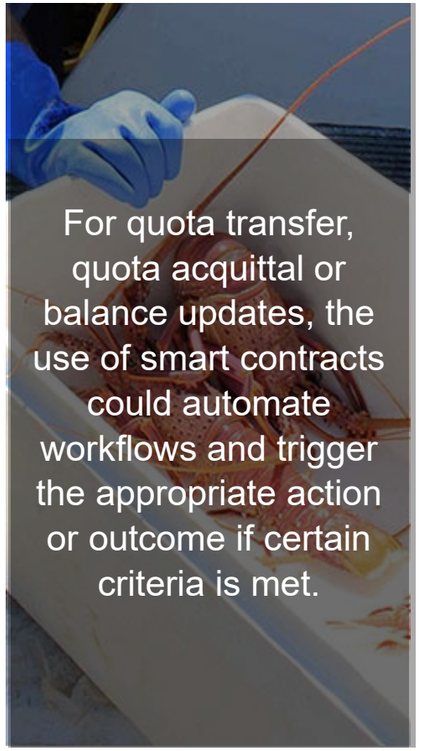
Use AI/Machine Learning on historic data to provide Fishers with predictions to maximise their profit for trips and visualise predicted fishing trip recommendations geospatially.

Efficiencies in Approvals for Export:



Increase capture of quality control information from transportation, such as live tanks info, health certificates and export documentation to automatically calculate or predict handling and arrival times.

Automatic Approvals and Smart Contracts:



For quota transfer, quota acquittal or balance updates, the use of smart contracts could automate workflows and trigger the appropriate action or outcome if certain criteria is met.