## Case Study:

# Youredi facilitates better cooperation across port stakeholders by providing them with a fully managed connectivity service enabling rapid and seamless integration with the TradeLens ecosystem.

## The Challenge

Lack of connectivity with trading partners and the need to digitalize and automate workflow processes have been a pain point for ports and their stakeholders for decades.

TradeLens platform, an open and neutral industry solution underpinned by blockchain technology, enables industry stakeholders to overcome those issues. Seeking efficient and secure exchange of information with trading partners, shippers, container lines, terminal operators, logistics providers, port authorities, and other stakeholders strive to integrate with TradeLens. However, due to a lack of skilled personnel and integration experience, connection with the platform is quite a challenging task for many.

## The Solution

Those looking to connect with TradeLens but have limited in-house resources or know-how now have the option to leverage the Youredi TradeLens connectivity service. Whether you are data contributors or data consumers, our service will help you connect to the TradeLens API quickly and securely.

The service is fully managed, meaning the Youredi team will handle the whole process from the design phase through deployment to maintenance. You don't have to invest in in-house integration technology or the IT staff required to operate it.

*"Youredi wants to support BCOs, 3PLs, carriers, freight forwarders, ports and terminals, authorities, customs brokers, and any other stakeholders to connect with the TradeLens platform rapidly with a predictable cost, effort and time commitment. Connecting different stakeholders with the platform will create a more transparent container shipping industry in which all parties can collaborate and trust each other. In these times we all must contribute to make freight move more efficiently,"* said Jaakko Elovaara, CEO of Youredi.

Various stakeholders, such as Patrick Terminals, MCP, the Port of Houston, Santos Brazil, Maersk L&S, and tens of APM Terminal facilities already use our service to connect with TradeLens. Choosing us, companies quickly realize the full value of the platform and enjoy an easy and flexible integration experience.

*"For our integration with the Maersk & IBM TradeLens system, we chose Youredi. Our decision was based not only on the company's extensive experience in TradeLens integrations but also on Youredi's working culture that implies fast and smooth project delivery. As a result, after just two weeks of implementation and tests, we were able to send the messages in scope to the TradeLens system without a need to write a single line of code on our part. We are very satisfied and happy with our choice and, of course, can recommend Youredi as a reliable partner that can quickly connect your IT systems to the TradeLens platform or any other third party,"* said Ricardo Abbruzzini, IT and Innovation Director, Santos Brazil.

To learn more about the service and how to integrate your in-house systems with the TradeLens ecosystem quickly and seamlessly, please get in touch with us at talktous@youredi.com, or visit Youredi TradeLens Connectivity for data contributors and Youredi TradeLens Connectivity for data consumers pages.

## About TradeLens

The TradeLens platform has been jointly developed by Maersk and IBM. TradeLens is an open and neutral industry platform underpinned by blockchain technology, supported by major players across the global shipping industry. The platform promotes the efficient, transparent and secure exchange of information in order to foster greater collaboration and trust across the global supply chain.

For more information visit  www.tradelens.com

## About Youredi

Youredi is the leading provider of fully managed data integration services and solutions for logistics and the global supply chain.

Youredi enables customers' business scaling and automation through its unified and modern platform for API and EDI transactions. Besides technology, we understand your business.

Youredi's solutions are versatile, secure, reliable, and provided as a fully managed integration service. Youredi enables quick data connectivity and process integration between trading partners of any size. Integrating with ecosystems, carriers, shippers, consignees, and the systems they use, Youredi provides global scale, speed, and agility. A seamless and timely flow of 100% accurate data provides organizations with the ability to analyze and optimize all their supply chain processes.

Youredi operates globally from Helsinki, Finland, and New York City, USA.

For more information, please visit www.youredi.com