Making your supply chain transparent and intelligent

CIPS event “Supply Chain Startups: Reality Check”
Carl Spörri, Chief Commercial Officer

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We are Modum

Eager and passionate, we want to help our customers succeed on their digital supply chain journey

Based in Zurich, Switzerland
We were founded in 2016 by entrepreneurs with a pharma and tech background

Experienced and talented employees
We are passionate about everything we do and embrace change as a chance to develop ourselves further

Recognized innovators
We leverage IoT, blockchain and AI to create disruptive solutions to measure, automate and optimize your supply chain

Elevating supply chains into the digital age
We connect the physical world of goods transportation with a digital supply chain ecosystem to help you save costs and realize new product distribution models

Growth through partnerships
We encourage co-innovation with our customers as well as collaborate with regional and global partners to ensure interoperability and integration
Supply chain challenges and trends in a digital age

Creating trust, sharing information, monitoring and automation

The Challenges

• Lack of trust between different supply chain actors
• Complexity of sharing information seamlessly and securely
• Limited access to real-world data any time and on a global scale
• Inefficient process steps with little automation

The Trends

• Increased regulatory scrutiny and requirements on unit level
• End-to-end tracking of quality and provenance
• Demand for individualized services (e.g. Pharma: Personalized Medicine)

How Modum helps

1) Source: Adapted from Prof. Dr. E. Hofmann, HSG St. Gallen, Institute of Supply Chain Management
Personalized Medicine – a network-based operating model

Example: traceability and automation based on blockchain and Smart Contracts

Information stored on blockchain:
- Ownership / custody
- Environmental conditions & stability budget
- Serial ID / Shipment ID
- Track & Trace Location

Information still stored in conventional (cloud) databases:
- Documents
- Raw measurement data
- Data not to be shared or not relevant for other parties

Retrieve patient bio-sample → Manufacturer → Sample analysis → Treatment synthesis → Dispenser → Deliver treatment

Temperature deviation, but no action required as product stability budget sufficient
MODsense – Secure, economical and easy to use

Our commercially available solution for condition monitoring of sensitive goods

Certified and validated
Award winning
Simple & intuitive
Step-by-step integration
Scalable & economical

Check out the video here: https://youtu.be/gNLdc3Bck9k
More information available at https://modum.io/learnmore
MODsense reference – benefits achieved at a major pharma co.¹

Using MODsense to significantly save cost and time for all involved stakeholders

**Benefits**

- Reduction of process handling cost per shipment up to factor 9×
- Significant reduction of time to data and re-use of loggers at warehouse
- Greatly increased supply chain transparency and data quality
- Automatic creation of immutable quality management evidence
- Significant waste reduction

**Cost & Effort**

- 30 minutes setup time for first evaluation
- Minimal qualification & validation efforts
- Minimal user training due to intuitive workflow
- Significant TCO reduction for monitoring system
- No upfront investment, but flexible pay-as-you-go approach

¹) due to client confidentiality we are not at liberty to disclose the name of the pharmaceutical company
MODsight example - packaging optimization tool
Use today's collected data to optimize tomorrow’s shipment and save costs

**The scope for this challenge**

- Data-driven operations tool to suggest optimal shipment day and packaging for each shipment
- Use historical data in combination with weather-forecast along predicted shipment rout to minimize packaging cost at very high level of certainty.
- Integrate seamlessly with your ERP system and automate optimized shipping processes

**The impressive result from only 800 sample shipments during a customer pilot**

- For a cold-chain shipments with a temperature band of 2 to 8 degrees Celsius, approximately 40% of these shipments had the potential for optimization
- Built-in feedback loop to further optimize the accuracy of the model with every measured shipment
- Model needs only 10 to 15 shipments per route to retrain
Working with B2B companies - the good, the bad and the better

Transparency, simplicity and commitment are key for successful collaboration

What drives us nuts...
- **Fading interest** after initial enthusiasm
- **Extremely long sales cycles**, even for small PoCs, with overengineered decision process
- **Stalling of projects** due to lack of mobilization
- **Complex RFP processes** with obscure or unknown decision criteria

What encourages us...
- Generally **open for innovation**
- ”**Open door policy**” beyond sales process
- Seeing us as **equal partners**
- Supporting us in **building up a network** within the company

What would brighten our day...
- Help us to **understand your internal procurement process** at an early stage
- **Simplify procurement process** for small pilots or PoCs
- Ensure that there is **strong senior management commitment** to drive projects
- Provide us with **insight on success criteria** required to get from PoC / Pilot to roll-out
- **Tell it to us straight** if you’re interested or not – we can handle it!
Innovation with emerging technologies - Recommendations

Insights gained through innovation projects with clients

Think big, start small

Don’t go it alone

Application before technology

User experience is key

Just do it

It’s OK to stumble
We’d love to hear from you.

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