

REPORT

—Technology

Transforming the supply service

AUCKLAND—Global supply chain company BluJay Solutions is working towards a more transparent and efficient service in the fresh produce sector.

by Camellia Aebischer



of services (19 total across six different areas) in supply chain management, transit and logistics efficiency using their software solutions as a scaffolding.

"We provide the software, and we also do provide consulting around that. We work closely with customers on how they can optimise their supply chain with inbound and outbound options, and we can figure out our software solutions around them," explains Katie Kinraid, BluJay's general manager of Asia Pacific.

"Configurable is the key word. It's a core product but we look at how we can configure that to their needs."

The company also offers logistics as a complete service and can help businesses run their transport options through existing channels or third-party recommendations.

Last year, the company executed a consolidation of three major legacy systems (outdated but integral computing systems) into one centralised transit management system for leading banana brand, Chiquita.

Chiquita also wanted to maximise use of its own-branded containers, which was realised by BluJay through clever organisation and management of container backhauls.

Having a centralised system and transparency for trading partners across the Chiquita corporation has enabled the company to streamline workflows across all arms of the business, leading to greater efficiencies, according to BluJay Solutions.

"Something we've really helped Chiquita with is consolidating its transportation systems. They've just started to get true visibility on what was happening across their supply chains," Kinraid says.

"We're really trying to get customers to get in touch with things like expiration dates, storage etc, and optimise their supply chains."

"One of the biggest challenges I see is really the traceability of the goods," Kinraid continues. "We »

In March 2017, integrated companies Kewill and Lean Logistics rebranded to form BluJay Solutions.

The company formerly known as Kewill supplied computer software and services for supply chain management; LeanLogistics provided efficiency and data services to eliminate unnecessary and wasteful activities in the chain.

With the rebrand also came the announcement of BluJay's Global Trade Network – intended to help link the global supply chain, allowing companies to harness its full potential.

"Traditional supply chain solutions focused on optimisation from the point of view of an individual company. But as companies moved to more outsourcing and increas-

ABOVE RIGHT—BluJay Solutions general manager Asia Pacific, Katie Kinraid
ABOVE—BluJay Solutions helped Chiquita maximise use of its own-branded containers

ing reliance on global supply chain partners, the traditional software architecture has become less relevant," says Steve Banker, vice president supply chain management at ARC Advisory Group.

"A modern global trade network model gives companies access to multiple delivery options and carrier choices so they can seize new opportunities and enjoy efficient movement of goods across any border," he added.

BluJay Solutions offers a range

THE DISTRIBUTION CENTRE

can all say the word blockchain and wonder what it means, but there's such a demand for people to know where their products come from and the journey they take. We already have so much visibility but it's about the customers being able to scan the product themselves and know where the piece of meat or medication came from, and how it was made before it got to market."

Kinraid says it's an area BluJay is exploring within the blockchain space. With current solutions capabilities, BluJay can provide visibility from when the product leaves the farm, to when it arrives at the store. Aside from offering valuable data, it helps businesses take a broader look at their processes.

"What we wanted to do was really work with lots of industry providers and understand the challenges in fresh produce," says Kinraid.

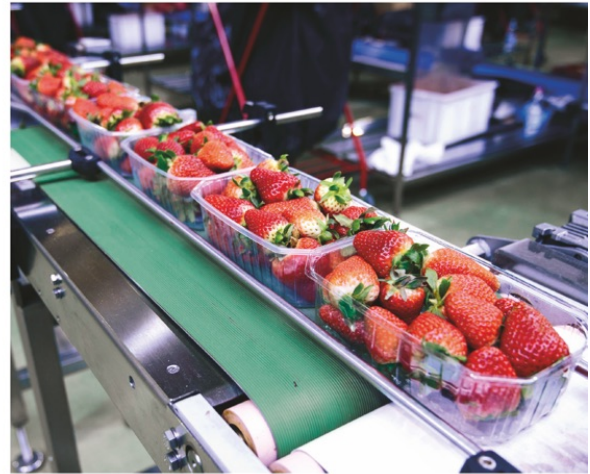
As the general manager of Asia

Pacific, she is focusing on how to bring these initiatives into the region. "One of the things is there are some very distinct local differences, and we're careful of integrating those local items into our solutions. We're constantly building professional services teams and driving education in the market.

"A lot of the region is technologically advanced, but there are a lot of distinct differences. We've had to be very flexible and treat every country individually," she adds.

Kinraid mentions the company is seeing plenty of growth in Indonesia and Vietnam. "There seems to be a big initiative to take on tech and traceability. ... I'd say Indonesia is one country that's definitely growing.

"I think we're just dealing with this changing consumer demand right now, whether it's food, parcels, anything," she notes. "We're



just seeing this incredible change with companies wanting to sell us goods. Asia Pacific is no different, and in some ways it can be more demanding because of its high technology uptake. The public is expecting to see every bit of information, and for BluJay Solutions it's keeping pace with that and making sure our products keep pace with that."

ABOVE—Traceability solutions can help improve efficiency all the way from the production line to the last mile



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