

# CSCRL SPRING SYMPOSIUM

UTILIZING TECHNOLOGY FOR COMPETITIVE ADVANTAGE IN THE SUPPLY CHAIN

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ABSTRACT

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## MAERSK'S APPROACH TO THE CHANGING DYNAMICS OF END TO END LOGISTICS

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Under the impact of the Covid-19 pandemic, supply chains have become more resilient, but that the change so far has not gone far enough and companies are facing challenges to move the needle further.

A recent McKinsey study reveals that fewer than 50% of the respondents have a clear visibility of their tier one suppliers and their key risks. This shrinks to 21% for visibility of tier two suppliers and to a mere 2% for suppliers in the third tier.

The majority of companies have invested in digital supply chain technologies, and most spent more on this than originally planned, the study shows. (McKinsey study, The Loadstar)

This is the backdrop of the current logistics environment. This backdrop is exactly what Maersk has been working towards since our digital transformation announcement in April 2017 and our business reorganization in 2019 to become an end to end logistics provider.

In this session find out why understanding and implementing "End to End Logistics" is critical in a constantly changing dynamic business environment.

