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By Carl Collen

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Maersk goes with the Flow

Shipping giant launches digital supply chain management platform Maersk Flow



In a bid to further assist small and medium sized businesses with the complexity of managing their supply chains, logistics specialist Maersk has launched Maersk Flow, a digital platform which provides customers and their partners with "everything they need to take control of their supply chain, from factory to market".

According to Maersk, the solution enables transparency in critical supply chain processes and ensures that the flow of goods and documents is executed as planned.

It also reduces manual work and costly mistakes, the group said, while empowering logistics professionals with all the current and historical data they need to sustainably improve their supply chain.

"We are very excited to release Maersk Flow, which will give these customers a digital supply chain management tool that is designed specifically for their needs," said Martin Holme, global head of SCM and e-commerce logistic at AP Moller-Maersk.

"Maersk Flow will allow our customers to significantly improve their supply chain performance with less time and effort. This lets them focus more resources on their core business and achieve happier customers and higher sales growth."

Maersk pointed out that the daily life of small and medium sized businesses was becoming increasingly global, complex and fast-paced, and that every day thousands of products were moving through the supply chain, on multiple carriers, coming from and reaching many supply chain partners and customers.

"For many of these companies this complexity is managed fully manually via spreadsheets, emails and phone calls, which despite lots of hard work is leading to reduced visibility and control – and ultimately higher costs or lost sales," the group explained. "With Maersk Flow these companies will be able to take control of their supply chains."

"Maersk Flow further extends Maersk's customer reach and strengthens the company's position as an industry leader in digital solutions."