

Pushing the company to innovate and produce efficient results

The increasing political tensions worldwide have led to significant disruptions in supply chains, highlighting the need for long-term solutions to address these challenges. Conflicts in one region can quickly spread across supply chains globally, particularly given the interconnected nature of modern manufacturing and trade. Many products destined for markets in Europe, US or even to Africa are manufactured in regions across Asia, making these supply chains particularly sensitive to geopolitical instability.

The current landscape underscores the critical need for businesses to proactively implement robust long-term strategies to minimize risks and uncertainties in supply chains. It's essential to identify potential issues before they escalate, rather than waiting for problems to arise. Despite advancements in technology, logistics and supply chain operations still heavily rely on human workforces for data collection and decision-making



processes on weekly or monthly meetings. Nonetheless, there is an increasing acknowledgment of the significance of utilizing technology, including data analytics and artificial intelligence, to optimize supply chain processes and respond effectively to disruptions by offering various scenarios for optimization.

Today's geopolitical environment, businesses must have the capability to swiftly respond to political tensions and disruptions in supply chains at their fingertips. Having real-time visibility into the various stages of their supply chain, from manufacturing locations to transit points and third-party warehouses, is crucial for identifying potential risks and minimizing worst impact. The ability to control and stabilize costs within the supply

chain is paramount for maintaining profitability. Having access to a specific network of logistics partners through online platforms can offer flexibility and resilience amid disruptions. However, making decisions regarding technology applications remains one of the most challenging tasks.

Technology trends are advancing at a rapid pace, often outpacing the ability of businesses to adapt and integrate them effectively, we must not overly invest if we do not understand well. We have observed the rapid discontinuance of once-popular products like Palm and BlackBerry, swiftly replaced by newer, more dynamic alternatives that enhance productivity beyond basic functions like email and messaging. By leveraging specific an open logistics platform, businesses can swiftly pinpoint alternative sourcing options of for transportation, warehousing, and other support avenues, enabling them to adapt to evolving market dynamics. This approach of reducing reliance on a handful of regular suppliers may provide the most effective solution in today's dynamic environment.



The open platform business models are rising in popularity because of its numerous benefits and streamlined approach to business development. This model facilitates seamless interaction between various user groups, including service providers and customers (both businesses and consumers), through an open platform. Consequently, the platform establishes back-office processes and administration support for these groups, enabling them to reap its benefits without requiring substantial investments in technology.

The logistics industry is experiencing a rapid transformation as it attempts to keep pace with technological advancements. This shift has led to the development of Mahyu, an open platform that addresses the evolving needs of the industry that I design and develop to meet its changing needs. By offering a comprehensive suite of supply chain services, Mahyu caters to the requirements of both businesses and consumer shippers. Moreover, the platform leverages algorithm to automate various logistics functions, financial aspects and its administration support, thereby empowering companies to enhance the competitiveness and quality of their services without any investment. Ultimately, this enables logistics companies to expand their sales network

while at the same time reducing reliance on human labor and paper based through automation. Written by:
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