SCARBROUGH + Altana

WEBINAR Q&A

QUESTION: HOW DOES ALTANA IDENTIFY AND CAPTURE UPSTREAM SUPPLIERS IN THE VALUE CHAIN, BASED ONLY ON INFO OF TIER 1 SUPPLIER?

Answer: Altana uses proprietary machine learning models to search and identify confident matches to the provided T1 supplier name and address information. By drawing on a living knowledge graph of shipment data from over 500M companies and 3B shipments, Altana is able to contextualize these facilities and attach specific confidence levels in the match to the provided data. After identifying the Tier 1 facilities and locations, Altana automatically builds a value chain network across multiple tiers based on the flow of goods from upstream to downstream tiers, as identified through observed transactions between facilities. This is done using a combination of Machine Learning and AI input-output models to estimate which upstream transactions are relevant to downstream facility outputs, based on the product description provided in Step 1 and leveraging the HS4 & HS6 inputs.

QUESTION: HOW IS ALTANA GOING ABOUT IORS THAT HAVE CONCERN OF CONFIDENTIALITY/ CYBERSECURITY ISSUES AS THEY CONTINUE TO RISE? FROM A 3PL STANDPOINT, I'VE HAD IORS WHO DON'T WANT THEIR DATA TO BE INPUT INTO A THIRD PARTY DATABASE, OR IS IT SOLELY USED AS A SOFTWARE INHOUSE ONCE ONBOARDED WITH NDAS?

Answer: Altana is able to provide unparalleled visibility and insights because of its unique federated learning architecture, enabling network participants to share intelligence without sharing data. Much like how smartphones learn from individual usage patterns without sharing personal data, Altana's federated learning model improves by processing summarized information within a private enclave created for each customer. While our analytics and knowledge graph grow smarter through this interaction, sensitive data—such as product bill of materials, supplier spend, performance, relationships to tier-1 suppliers, and personal information—remains entirely within the customer's control, never leaves their private enclave, and is never commingled with other customer data. Additionally, each customer operates within a dedicated cloud spoke, securely connecting to Altana's central hub. In this private environment, customers can integrate key supply chain data with Altana to situate their multi-tier value chains within a dynamic map of the global supply chain, containing more than 3 billion shipments, 500 million companies, and 137 million buyer-supplier relationships.

QUESTION: IF A DETENTION DOES HAPPEN, CAN ALTANA HELP EXPEDITE A RELEASE?

Answer: US CBP currently utilizes Altana for UFLPA enforcement, and Altana's tools can be leveraged to help expedite the overall process of building a detention response in the event of a detention. Altana customers are able to situate their supply chains within the map, overlay their own data alongside third-party analytics, and capture potential disruptions across their networks. In the event of a detention, customers can use Altana to prepare a detention response with evidence sourced from the Altana Atlas including:

- Shipment Transactions
- Import / Export Records
- Bills of Lading
- Cargo Manifests
- Raw Material Country of Origin
- Flow chart detailing all parties, locations, and
- processes related to the production of goods

Altana additionally recommends proactive product and supplier monitoring to limit the risk of future detentions. Leveraging Altana can allow importers to screen all inbound shipments, and proactively screen every new supplier for potential risks before onboarding them.