

## Claire Umney

Marcelle Nethersole *speaks*  
to the general manager  
of AEB International.



### Can you tell me what AEB International does?

AEB is one of Europe's leading providers of global trade and supply chain management software, consultancy, and services.

Founded in 1979 in Germany, AEB has been delivering solutions to customers for more than 35 years. The company has more than 5,000 customers in 70-plus countries worldwide and is supported by offices in the UK, Germany, Singapore, Switzerland, Sweden, the Netherlands, Czech Republic, France, and the US.

The AEB office in Leamington Spa was established in 2000 and today encompasses an expert team of 20 employees across all divisions of the business.

### What are AEB's core products?

ASSIST4 is the comprehensive software suite for all logistics and global trade processes in international business. It combines global trade and logistics functionality in one solution because these two areas are inseparable today – from goods receipt, picking and packing, export controls, transport and customs processing, to track & trace, reporting, and billing.

The software supports global trade and logistics processes where businesses need it in order to run efficient supply chain operations in compliance with global trade rules and UK, EU, and US export control regulations – including international traffic in arms regulations (ITAR) and export administration regulations (EAR).

### How does AEB add value to UK companies?

AEB solutions support businesses in managing efficient and compliant supply chain and global trade processes – adding value from procurement to fulfilment, reducing operating costs, increasing digitisation levels, and safeguarding global trade networks.

Managing sensitive materials as well as knowledge and technology associated with these companies in the aerospace and defence (A&D) sector are subject to especially stringent export control requirements far beyond those of uncritical goods.

Companies in the A&D sector require powerful tools to ensure their supply chains are secure from end-to-end – and compliant with all UK, EU, and US regulations along the way.

### What does it mean to be a member of the ADS Group?

Since AEB became an ADS member we have been actively engaging in the association network. Joining ADS enabled us to take advantage of a broad range of benefits, including professional knowledge exchanges, networking with other members and industry experts on relevant industry matters, raising awareness for supply chain security-related trends and challenges, and joining various events and industry gatherings.

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### How do you see AEB going forward?

A recent, annual report cited globalisation, complexity, e-commerce, digitisation, and skills shortages as the five criteria that affect current and future global logistics growth more than anything else.

Technology forms an essential aspect of all these areas and efficient, IT-supported, standardised processes are gaining increasing importance for businesses trying to keep a competitive edge in today's global markets.

As a technology provider and both logistics and global trade experts, we find ourselves in the midst of these developments, offering comprehensive solutions for international supply chain management from end-to-end.

### What does a typical day involve for you as GM?

Generally, my focus is on growing the AEB business in the UK, so this involves close collaboration within a large network to identify and discuss opportunities and support solution delivery – my teams in the UK, the international AEB teams, our customers and business partners, and relevant industry associations.

Alignment with our product development is very important to me and I strongly engage with our customers and the industry to identify solution requirements in line with market needs.

One example for this is the most recent release of our new software module for ITAR licence management, which was specifically designed to meet the needs of A&D businesses. The close collaboration with customers and partners resulted in the development of a – in my opinion – best-in-class solution, of which we at AEB are very proud.