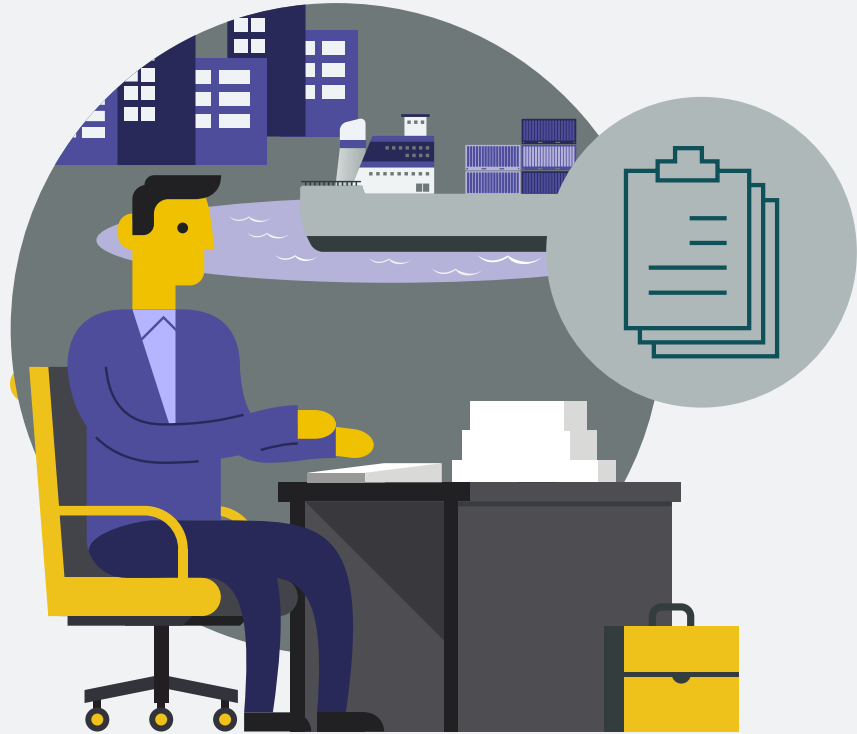


The paper trail of a shipping container

How blockchain will help manage and track the paper trail of tens of millions of shipping containers across the world

The ocean freight industry accounts for **90%** of goods in global trade.

But transport remains highly dependent on a flood of paper that is never digitized.



Shipping flowers overseas: the journey from grower to retailer is complex



The value of the global flower trade industry is nearly **USD 105 billion**.¹



700,000 metric tons of cut flowers are shipped each year.²

Shipping information must pass through many hands, increasing potential for delays in transport.



One shipment can require sign-off from **30 unique organizations** and up to **200 communications**.



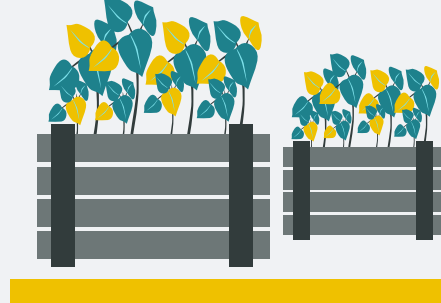
One **lost form or late approval** could leave the container stuck in port.



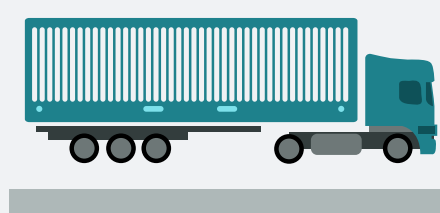
The entire process can take more than one month.

Imagine if the same process were digitized and using blockchain technology

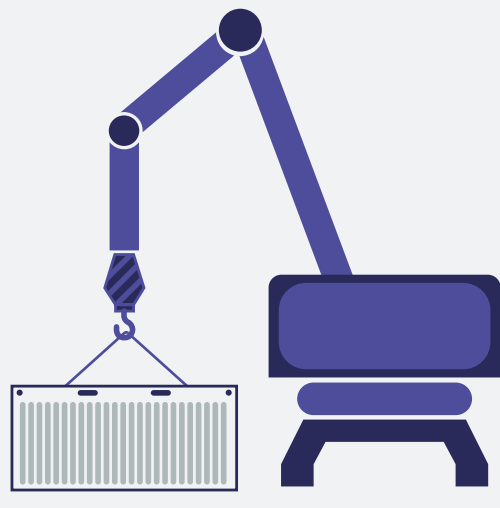
Blockchain—a shared, distributed ledger—can trace the container's path through the supply chain with exceptional transparency and security.



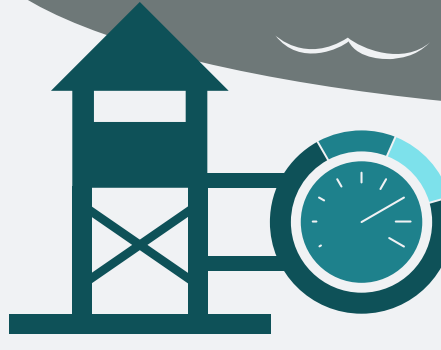
The flower grower readies the product for international shipment. Shipment information is added to the blockchain.



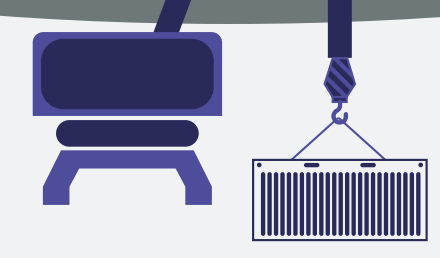
As the container awaits transfer to port, officials submit approvals electronically. Blockchain confirms the transaction and executes a smart contract, releasing the shipment.



The container is loaded onto the ship.



All parties have end-to-end visibility of the container's progress through the supply chain.



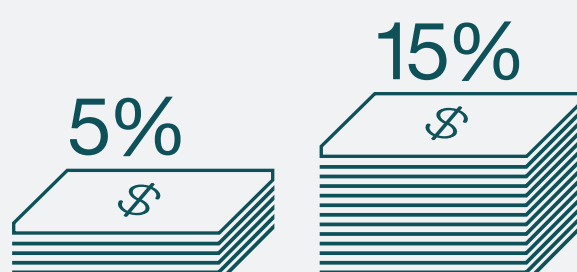
The container arrives at the destination port and clears customs.



Retailer receives the flowers on time and signs electronically. Information is relayed back to the blockchain.

With blockchain, delays will be reduced, resulting in significant cost savings for all parties.

Blockchain helps enable unprecedented, secure transparency across the global supply chain.



This could increase worldwide GDP by almost **5%** and total trade volume by **15%**.³

Blockchain can help all parties involved in a shipment:



Reduce or eliminate fraud and errors



Improve inventory management



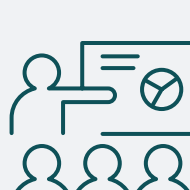
Minimize courier costs



Reduce delays from paperwork



Reduce waste



Identify issues faster

Next steps

IBM and Maersk are creating a solution for global logistics using blockchain. Learn more about how this solution can improve trade in your business ibm.biz/Bds7TF



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¹ www.statisticbrain.com/flower-industry-statistics
² www.theproducenews.com/more-floral-articles/floral/14013-a-sea-change-for-flower-shipping
³ World Economic Forum's 2013 report Enabling Trade: Valuing Growth Opportunities