Blockchain is removing obstacles and increasing visibility in consumer products and retail business transactions. Greater transparency through a shared, immutable ledger enables businesses to establish a climate of trust across areas like inventory and payments, the consumer supply chain and global shipping. With its distributed and trusted database, a blockchain solution reduces barriers that impede business like siloed management and regulatory systems, time-consuming settlement processes and uncertainty between entities conducting transactions.

IBM Blockchain speeds transactions, builds trust between participating members and opens the door to cross-industry and global business opportunities.

Remove friction in commerce, build trust and enable new business across industries.

Streamline business transactions and create revenue opportunities with IBM Blockchain

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Current challenges in consumer products and retail — and how IBM Blockchain can help

**Opportunity**

IBM Blockchain helps remove friction in commerce by providing a common channel of information visibility shared across vendors and purchasers.

**Opportunity**

IBM Food Trust is a collaborative solution among growers, distributors, processors, retailers and other food industry stakeholders to efficiently and securely trace food through every step of the supply chain. The IBM Blockchain-powered solution helps ensure food safety from farm to store through fast end-to-end transparency and data access to compliance certification.

**Opportunity**

IBM Blockchain facilitates enhanced visibility and greater accountability for brands and advertisers in their relationships with consumers and media. This opens the door to reengineering consumer’s processes and driving new revenue.

**Opportunity**

IBM Blockchain helps increase transparency, simplicity and open standards as goods move across borders and trading zones.

**Opportunity**

The comprehensive transaction visibility of blockchain makes it possible for retailers conducting trade promotions to provide consumers with industry loyalty points while enabling documented reimbursements to businesses.

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