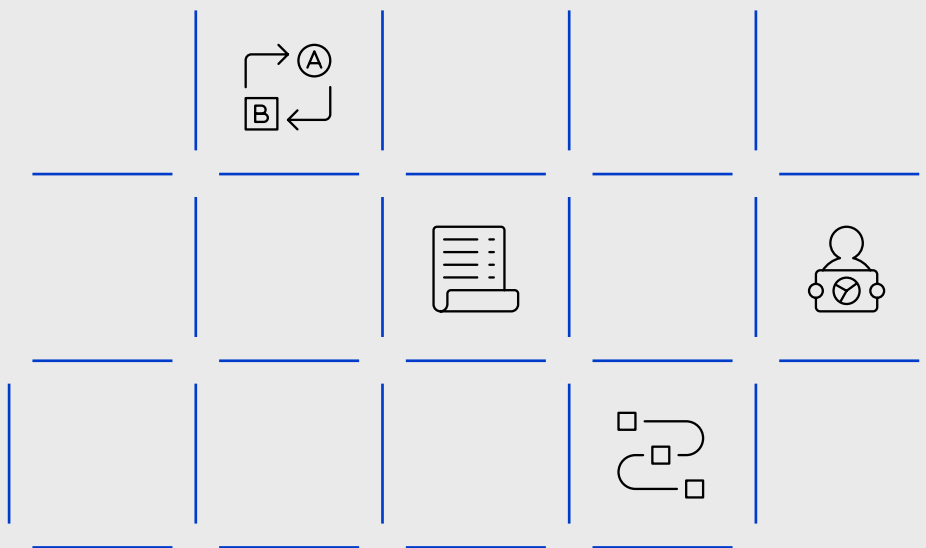


Streamline business transactions and create revenue opportunities with IBM Blockchain

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



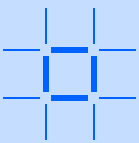
Blockchain is removing obstacles and increasing visibility in consumer products and retail business transactions. Greater transparency through a shared, immutable ledger enables businesses to establish a climate of trust across areas like invoicing and payments, the consumer supply chain and global shipping.

and regulatory systems, time-consuming settlement processes and uncertainty between entities conducting transactions.

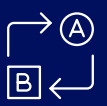
IBM Blockchain speeds transactions, builds trust between participating members and opens the door to cross-industry and global business opportunities.

With its distributed and trusted database, a blockchain solution reduces barriers that impede business like siloed management

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



Commerce



Challenges

Lengthy invoicing and payment processes across diverse systems lead to delays in verification and payments, triggering disputes and driving up the cost of doing business.

Opportunity

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

The result: A major consumer goods company used IBM Blockchain to reduce the complexity and ambiguity they encountered in invoice processing. The solution cut processing times from five days to one and processing costs by fifty percent. The company now plans to expand its new model to numerous other supplier relationships.

Supply chain



Challenges

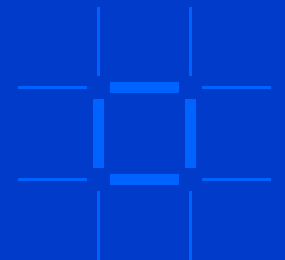
Disparate systems used by multiple entities across a supply chain can block visibility across the ecosystem, creating an atmosphere of distrust and leaving all parties at risk. For example, trust in the food supply has suffered due to lack of industry transparency between suppliers, processors, distributors, retailers, logistics providers and consumers.

Opportunity

IBM Food Trust™ is a collaborative solution uniting 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 traceability data and access to compliance certification.

The result: Walmart and IBM have partnered to help improve food safety using IBM Food Trust.™ It's the first blockchain food safety solution to run production data for products across the food system allowing early adopters to confidently and securely share data with their food supply chain partners. IBM and Maersk have announced a joint effort to streamline shipping with an efficient, secure global trade digitization platform based on IBM Blockchain. The proposed venture will address needs for transparency, simplicity and open standards as goods move across borders and trading zones.

15% increase in global trade that could result from using blockchain technology to reduce barriers in the international supply chain.¹



Marketing



Challenges

Information about consumers fuels marketing processes. But siloed management systems can make it impossible to gain valuable data and insight on things like purchasing preferences and demographics.

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 modernizing operations and driving new revenue.

The result: The comprehensive transaction visibility of blockchain makes it possible for retailers conducting trade promotions to expedite settlements with vendors, eliminating disputes about inventory overages, qualifying sales and more. Businesses in hospitality, transportation, dining, entertainment and other sectors can offer customers greater freedom in exchanging cross-industry loyalty points while enabling documented reimbursements to businesses.

How blockchain is transforming retail and wholesale transactions

Manual processes and siloed management systems stand in the way of business success. Blockchain solutions digitize transactions and provide visibility between businesses across industries and around the globe, delivering transparency, trust and opportunities for new and lucrative business models.

Revolutionary new business models are being built today using blockchain platforms. To learn more about how blockchain can help build trust and pave the way to innovation for your business, visit: ibm.com/blockchain/services

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