

From product traceability to customer engagement: the benefits of blockchain technology into the supply value chain

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Blockchain in Supply Chain Conference
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Compellio - Featured Customers



EUROPEAN
COURT
OF AUDITORS



Linkedin, Twitter, Facebook: @compellio

The Compellio Registry

Physical world



Digital Assets & Documents

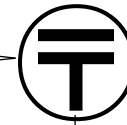


Event & Process Data



Artefact & Sensor Data

Online world



Blockchains

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Production and Supply - Challenges

- Improve meaningful direct engagement with customers
- Increase transparency in the production and supply chain
- Tackle counterfeiting



Product counterfeiting

- The estimated **losses due to counterfeiting** of high end consumer goods amounted to **98 Billion USD** which includes counterfeiting from offline as well as online mediums

Source: Global Brand Counterfeiting Report, 2018

- **2,8bio EUR** in sales **lost every year** only in **Europe** due to counterfeiting of **wine and spirits**

Source: EUIPO

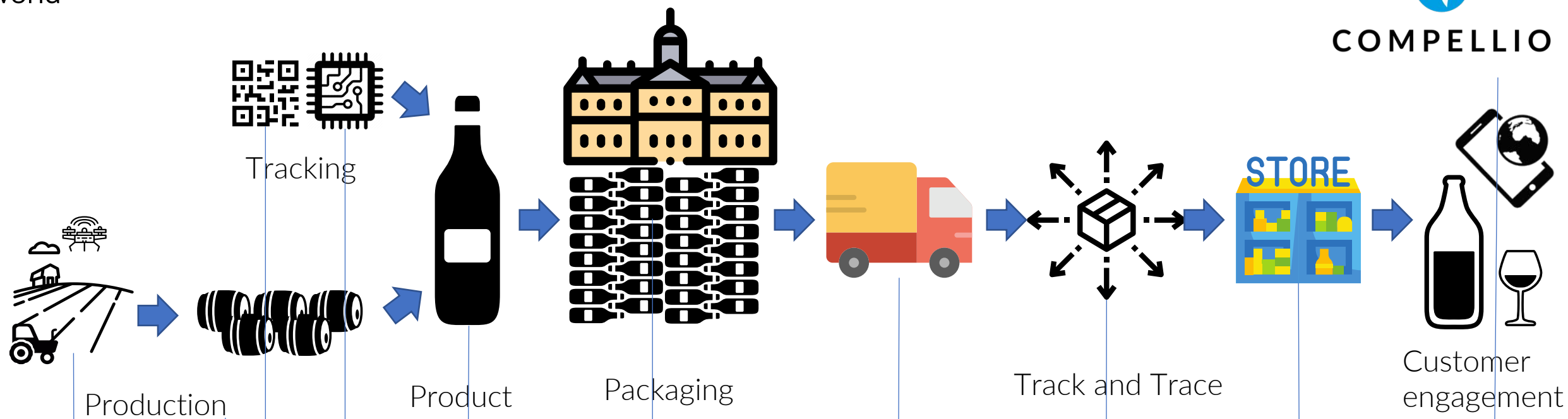
INNOVATION IN WINE MAKING

Alpha Estate × Compellio Registry

A blockchain solution for product tracability and customer loyalty.

KNOWLEDGE

Physical world



Online world

Digital Traces, Digital Objects, Digital Assets:
 Sensor data, document certificates, process states, product states, customer engagement data etc.



Blockchains

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Open Issues – potential use of blockchain technology

- Authenticity
 - link of digital objects with the real-world goods (using identifiers of the goods, labelling/packaging, etc.)
- Provenance
 - identify the production facility, supply chain movements, provenance of raw materials
 - Registration of data associated with the goods tracked (temperature range, delivery time, illegal opening)
- Transport
 - Product, Pallet, Container: sealing/unsealing, transport information
- Enforcement & Regulation
 - Access to Counterfeit seizures, Enforcement database (Intellectual property, etc.)
 - Registration of Events that can alter authenticity of products



Benefits

- Mediator-free environment for producers
- Increased transparency for end-consumers
- Integrated chain:
Production – Supply - Customer engagement

Contact



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