

SAP eXperience Day
Un consumatore per amico

Ma tu da dove vieni?

Tracciabilità e altri valori reali della Blockchain

Federica Ronchei

Business Development Expert,
EMEA South Innovation Office

SAP



THE BEST RUN 



Ma tu da dove vieni? Tracciabilità e altri valori reali della **Blockchain**

Federica Ronchei
Business Development Expert
South EMEA Innovation Office, SAP
PUBLIC

Your Food

BROUGHT TO YOU BY

BUMBLE BEE
SEAFOODS







Robert Tjoanda

Processing Plant Owner
Supplier to BumbleBee Foods

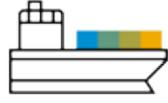
**Puoi provare che il
tuo pesce provenga**

Sample Tuna Value Chain

Environment



Fishing



Production Plant & Maintenance



Logistic & Delivery



Retailers



Consumers



B2B2C

Protect environment



Sustainability

Fishing



Partnership

Boat processing



Increase Quality

Fish processing



Innovate for customer engagement

Logistics



Improve Service

Analytics



Increase Revenues

Behaviors



Loyalty





THE BEST RUN

