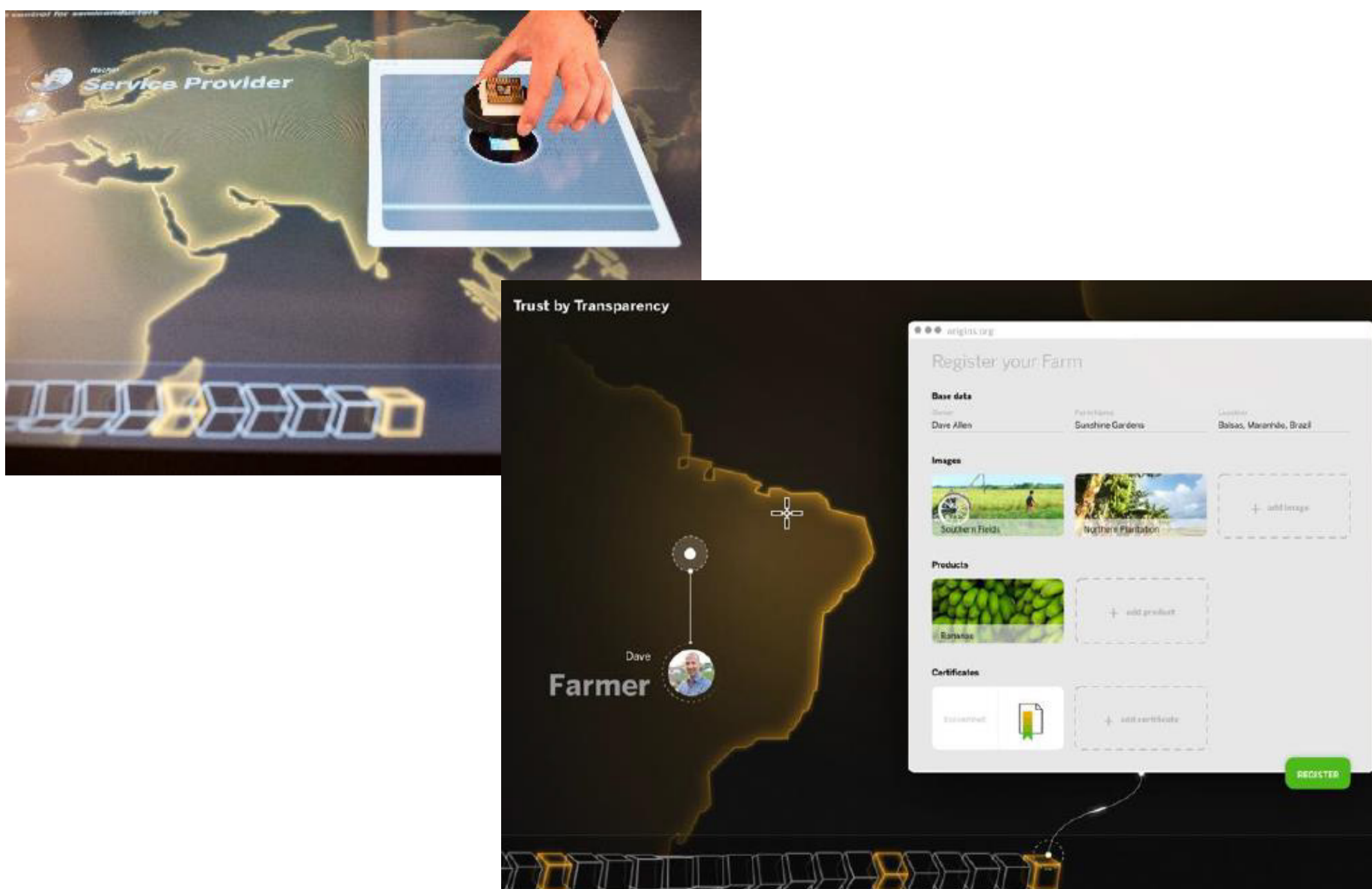




# Blockchain en la Cadena de Valor

# Blockchain: Visión completa de las operaciones en la cadena de suministro cuidando su trazabilidad



Descubra casos de uso empresarial de blockchain en el mundo real. La tecnología Blockchain revolucionará los procesos de la cadena de suministro digital por autenticidad, confianza por transparencia para los consumidores finales, alertas a falsificaciones a través del control de materiales desde el origen de materiales a través de toda la cadena de valor.

## ¿De qué trata?

- Visualizar las operaciones desde la siembra de fruta en una granja hasta la disponibilidad de una bebida a consumidores finales.
- Identificar etapas del proceso en una pantalla táctil con el registro de las operaciones realizadas en la cadena.

# Diseño de producto: Una forma ágil de crear y desarrollar

## PROBLEMAS EN LA INDUSTRIA

- Alta complejidad para las empresas el ofrecer la trazabilidad de sus productos.
- Dificultad para garantizar el origen de sus materias primas hasta el destino de producto finales al consumidor.
- Nuevas cadenas productivas con múltiples interlocutores (proveedores, maquiladores, prestadores servicios, etc.)

## ¿DE QUÉ TRATA?

- Este showcase demuestra de forma sencilla el uso de blockchain para ofrecer visibilidad del flujo de productos y la gestión de certificados de procedencia de materiales.

## IMPACTO EN SU NEGOCIO

- El daño por la falsificación de materiales e impacto en valor de la marca puede representar +1B USD por evento.
- Si un cliente no monetiza la tecnología blockchain, sus competidores lo harán fortaleciendo el valor de la marca garantizando mejores experiencias de consumo.



Follow us



[www.sap.com/contactsap](http://www.sap.com/contactsap)

© 2020 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.

THE BEST RUN

