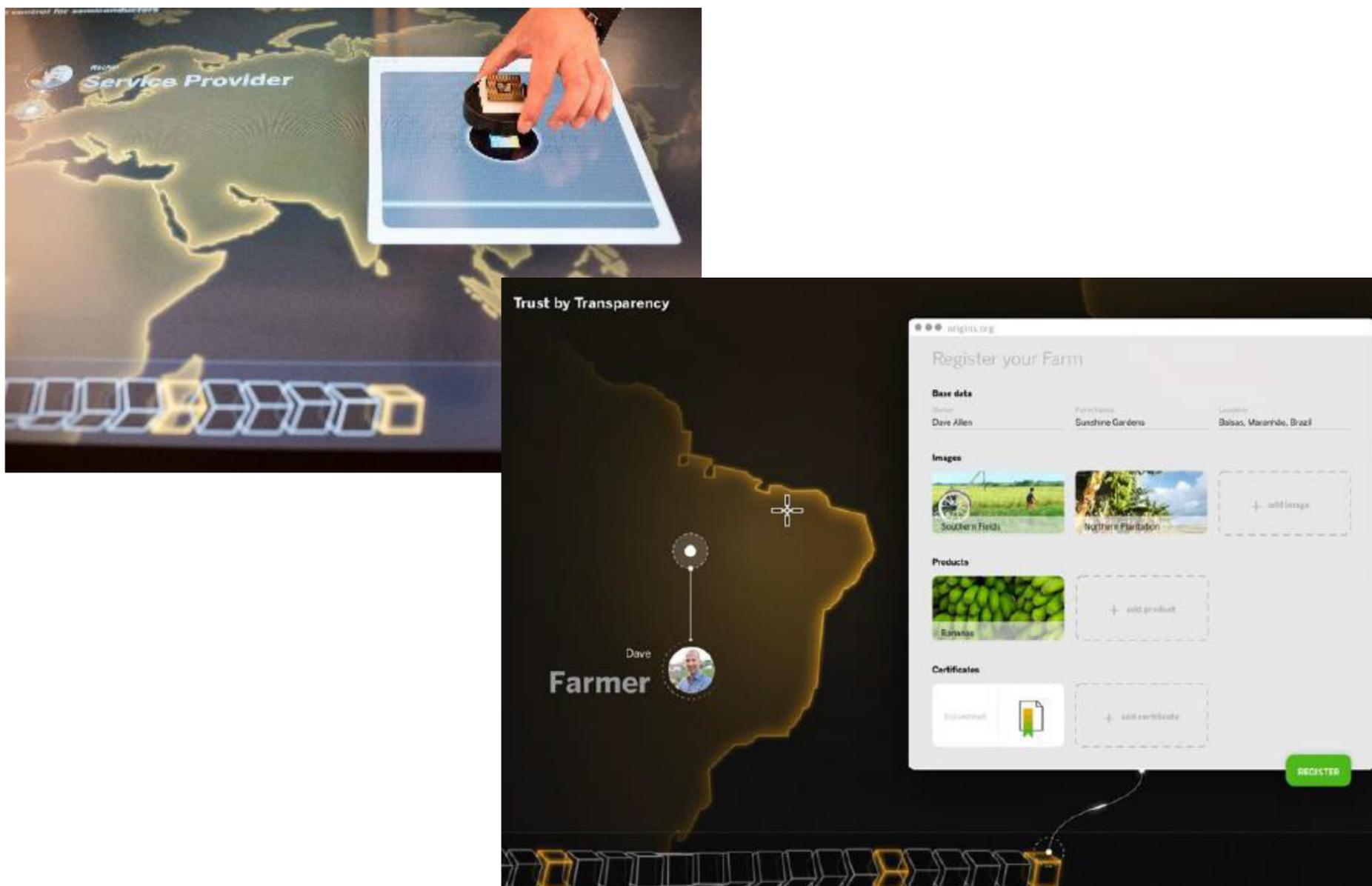




Blockchain en la Cadena de Valor

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.



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