**Blockchain**
Council™

Blockchain Use Cases in Business Sector

Traditional Supply Chain Management

Supply chain management defines the life cycle of goods and assets from production to movement to delivery on a local and global stage.

A supply chain is a network of businesses, transportation structures, producers, consumers, and technologies combined in manufacturing a product or service.

Raw Material supply → Manufacturer → Distributors → Wholesalers → Retailers → End User
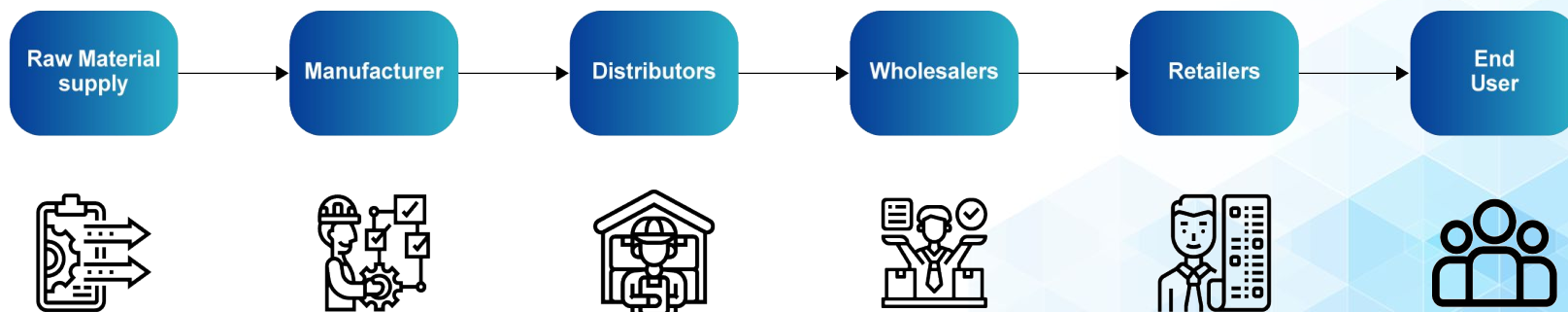
Key Issue in Supply Chain Management

Globalization

Fast-changing Markets

Quality And Compliance

High Cost

Lack of Communication Between Departments

Manual System In Ordering process
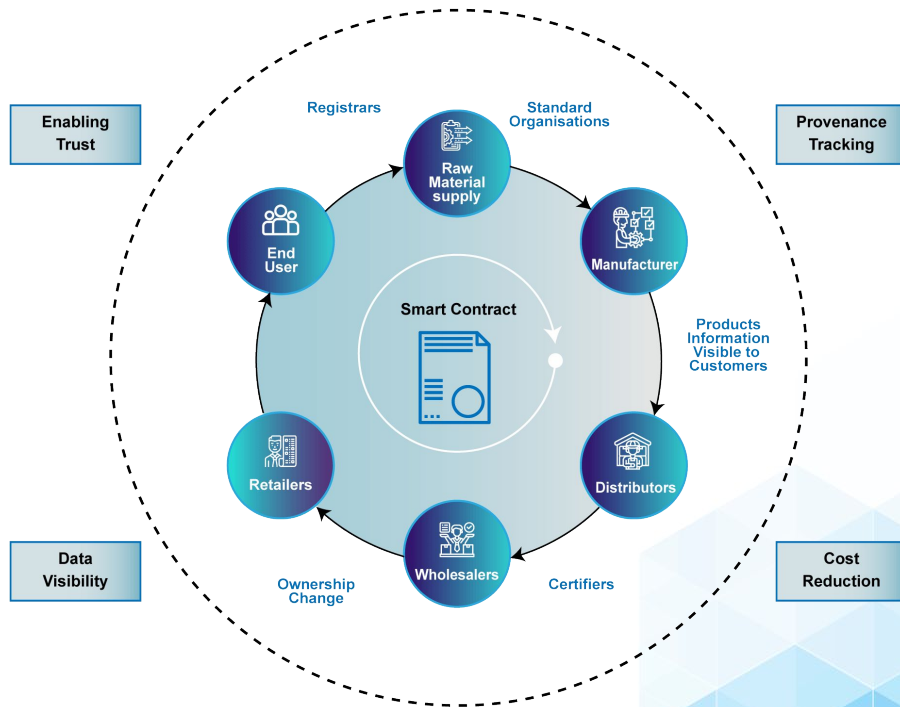
Periodical Reviews Are Missing

Lack of Knowledge In Database

Out of Stock Control with Suppliers

How Blockchain is Reforming Supply Chain

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Blockchain and Oil Supply

Abu Dhabi National Oil Company (ADNOC) in 2018 collaborated with IBM to launch a Blockchain-based automated system to integrate oil and gas production.

The platform aims to reduce the time taken to execute transactions between ADNOC's operating companies and significantly increase operational efficiencies across its full value chain.
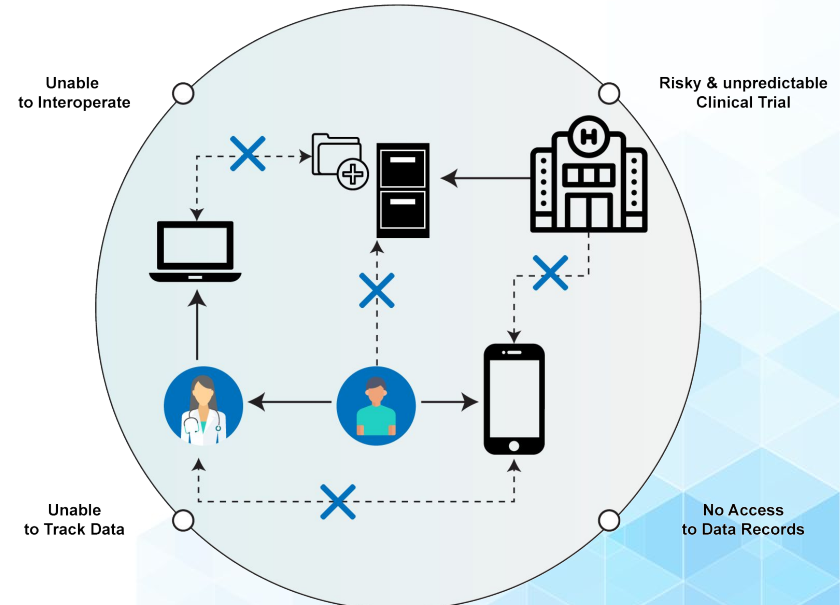
Blockchain applications will eventually be linked to customers and investors, providing seamless integration among stakeholders.

Blockchain and Diamond Supply

- In general, diamonds always have controversies, from mining in unsuitable conditions to selling diamonds to serve to fund various conflicts in the region.
- De Beers put an end to these issues with improved tracking of a diamond life cycle throughout its life cycle.
- De Beers took the help of a blockchain supply chain program to create Tracr, a platform for tracking diamonds..
- Tracr is an Ethereum blockchain-based platform and has tracked 100s of diamonds from the mining stage until the product reaches a retail store.

Blockchain in Healthcare

- Current healthcare sector has many pressing issues such as patients having inconsistent access to health information or incomplete records.

- Blockchain aims to solve these issues by creating an infrastructure that can support immutable storage and data security interoperability.

- Patients can use secure storage on blockchain to keep their data private; hospitals can use blockchains to store patient data accessible to all but permission only by the owner.

Unable to Interoperate

Risky & unpredictable Clinical Trial

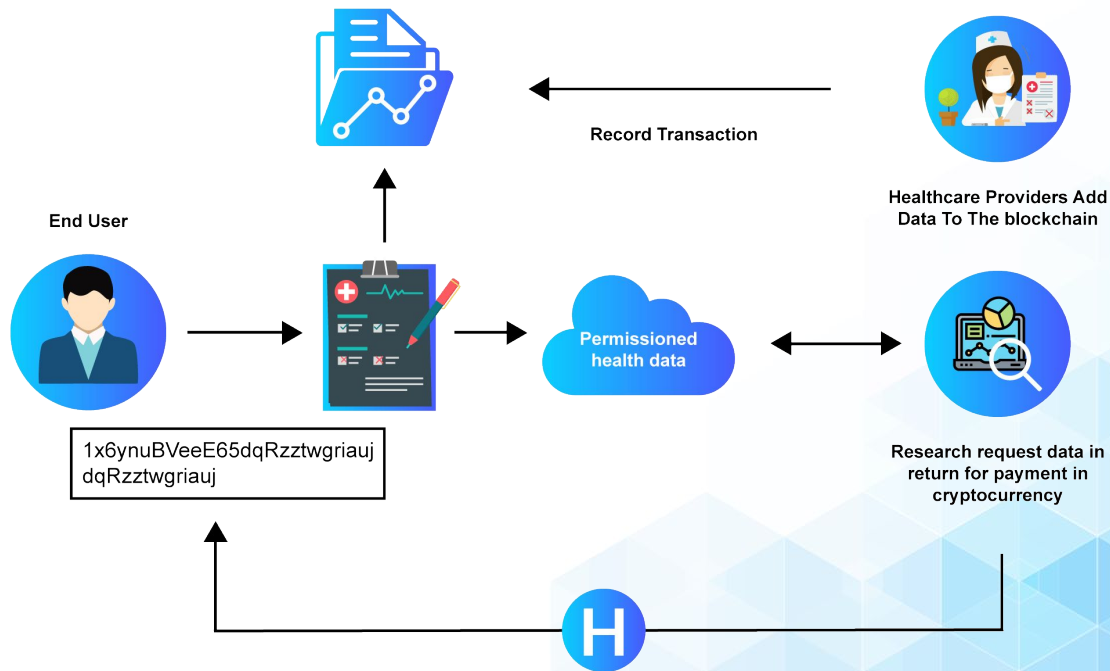Unable to Track Data

No Access to Data Records
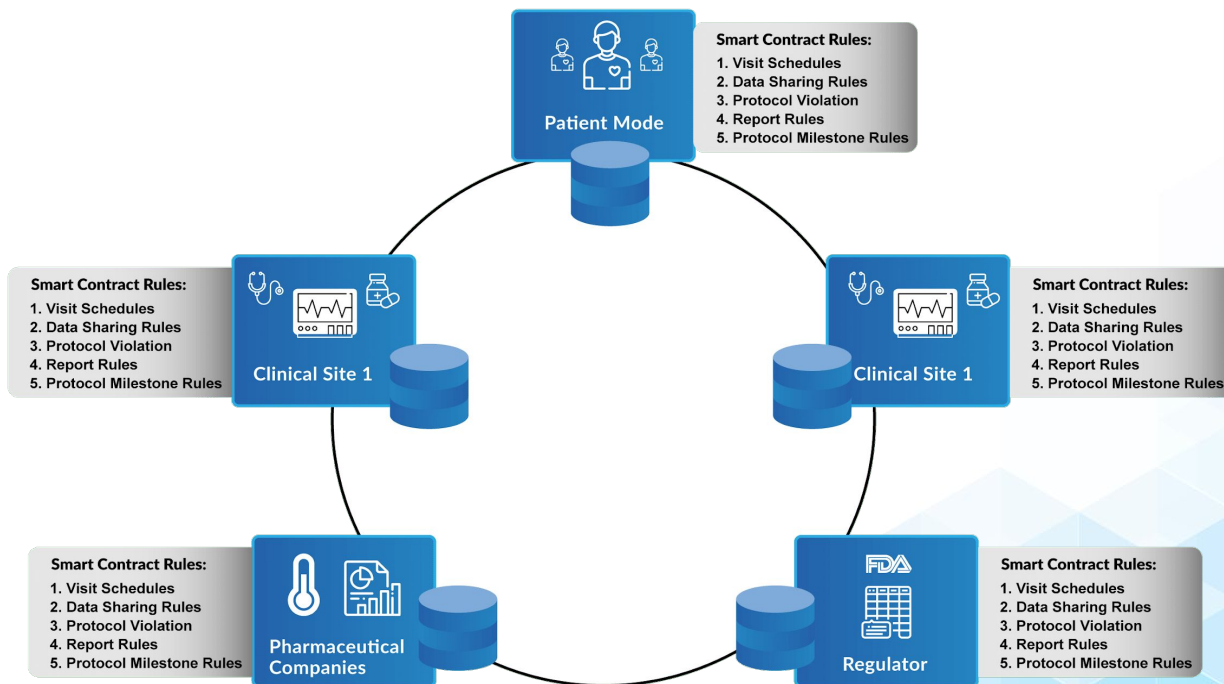
Blockchain in Record Management

Blockchains can enable sharing as well as security.

Combined with IoT sensors in wearables, data can be automatically uploaded to the Blockchains.

Smart contracts can be defined to govern the rules of access for different entities.

**End User**

Record Transaction

Healthcare Providers Add Data To The blockchain

Permissioned health data

Research request data in return for payment in cryptocurrency

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Blockchain in Clinical trials

Blockchain in Media Industry

- The current media industry is facing issues regarding slow revenue growth caused by saturation in the market and an increase in competition while battling persistent issues of copyrights and content availability.

- With blockchain technology, content and media can be monetized efficiently while reducing the cost of maintaining copyright issues and protecting the integrity and security of content and content creator.
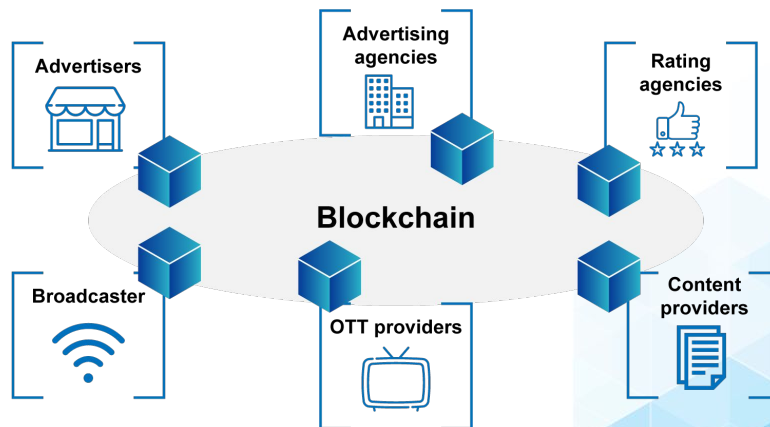
Blockchain in Media & Entertainment

- **Telecom supply chain management** – Processes in a telecom industry follow a complex supply chain, including multiple parties managing various assets. Its efficiency can be greatly improved as it brings transparency in sharing data across suppliers and distributors.

- **Linear advertising sales** – In the advertisement space, Blockchain brings transparency among different parties such as publishers, agencies, and advertisers, by streamlining the ad sales process.

- **Dispute resolution** – As most equipment and services are provided by Telecom,Blockchain improves the efficiency of commercial financing business by sharing data securely and transparently. This reduces disputes across multiple parties.

Blockchain in Media & Entertainment

**Providing services built on blockchain:**

- **Roaming, fraud, and overage management** – Using a Blockchain-based system can improve the visibility of billing and payment records, fraudulent activity, and surplus case visibility.
- **Music royalties collection** – A Blockchain-based solution helps concerned parties track the royalty payments accurately. Such a system can also be used to automate the costly reconciliation processes.
- **Identity management** – A decentralized, trusted identity managed and provided on the blockchain, can result in innovative customer engagement by bringing in more trust in the system.

Blockchain in Media & Entertainment

Collaborating in business ecosystems:

- **Mobile number portability** – Using blockchain, the processing time can be reduced as the cost of information handoffs is minimized. This also reduces risk as error-prone steps are streamlined.
- **Mobile payment with eSIM activation** – A CSP can use blockchain to build an application that collaborates with key partners to let an intelligent vending machine for tracking devices using IoT.
- **Transparent ad supply chain** – Blockchain can be used to streamline this supply chain and can be used by the concerned agencies.

Blockchain in Real Estate
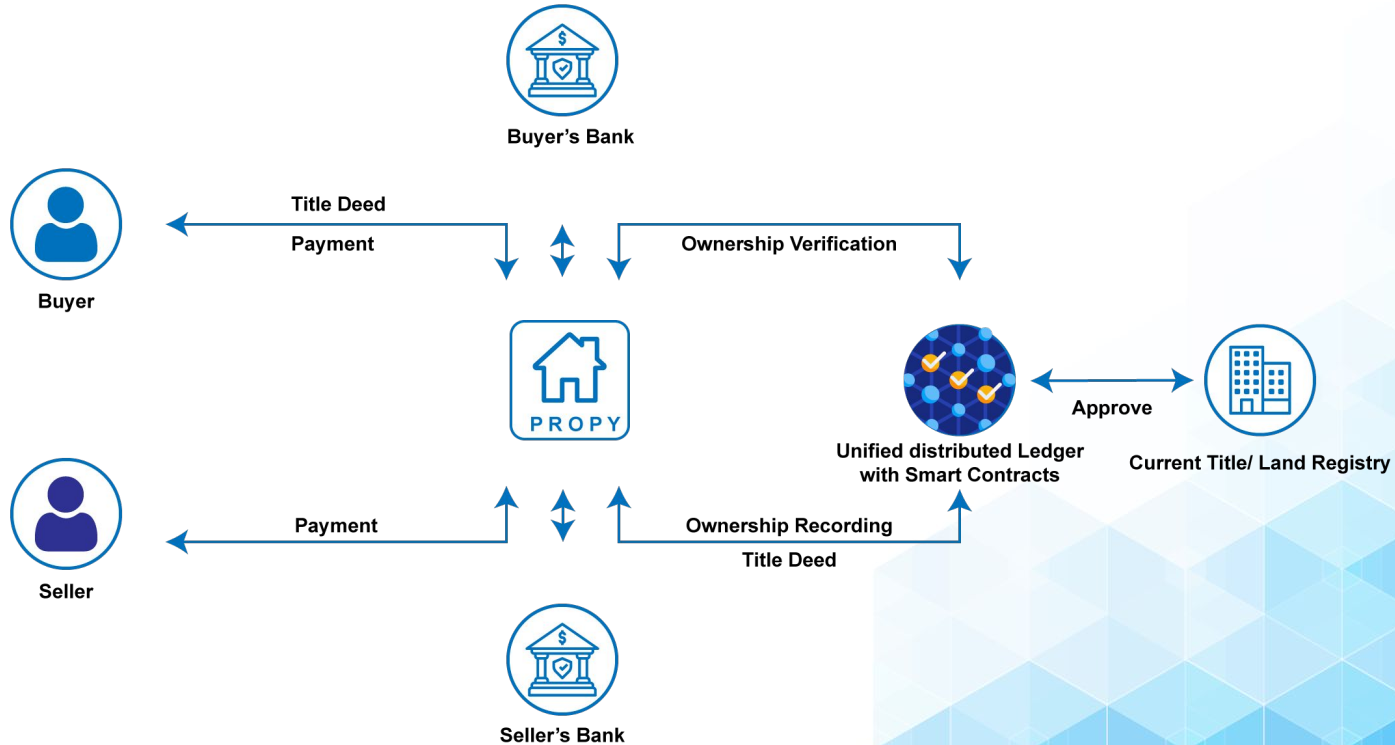
Benefits of using Blockchain in Real Estate

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Easier property search

Improves pre-purchase due diligence

Reduces the need for intermediaries

Provides smart property contracts

Safer property transactions

Lowers the enterance to the real estate investiing

Turns real estate into a liquid asset

THANK YOU!

Any Questions?

Visit

community.blockchain-council.org 🔍

Mail Us

hello@blockchain-council.org ▶

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