

SNAPSHOT

# Blockchain



Blockchain is a peer-to-peer technology that imbues trust and transparency into a wide range of crucial business operations. It's a system that "cuts out the middleman" in any kind of transactional process while maintaining very high security. As such, it's utterly upending the financial sector. But the implications for retail are equally significant.

## BOLSTER YOUR BOTTOM LINE BY ELIMINATING PROCESS INEFFICIENCIES

- Blockchain will significantly enhance almost every major component of the retail enterprise: accounting & finance, supply chain, inventory, loss prevention, data security, logistics, marketing, sales and inter-departmental business processes.
- The key lies in eliminating profit-draining delays, mistakes, fraud and the dependence on (often expensive) third parties for accountability – even legal agreements can become self-policing.
- Blockchain-powered retailers will be far more agile, far less vulnerable to fraud and far more trusted by their customers.

## ACCELERATE GROWTH OF REVENUE AND NEW CUSTOMER ACQUISITION

- People want to do business with retailers that: a) truly provide the nature and quality of products that they are claiming, and b) handle the customers' data with much greater security.
- Blockchain delivers both, which allows you to deliver true authenticity and peace of mind. And that is what defines a superior brand in today's world of ever-rising customer expectations.

## CONSIDER THIS

- Blockchain will disrupt retail disruptive but it won't happen overnight. But it's no longer a question of if your enterprise will embrace blockchain. It's a question of when and how.
- Multiple enterprise software companies including IBM, Oracle, Microsoft and Amazon already offer blockchain enablement platforms. Expect to see many more very soon.
- An entire sub-industry of point solution providers is rapidly emerging to bring the luxury of choice to otherwise challenging change management decisions.

### READY TO LEARN MORE ABOUT HOW BLOCKCHAIN WILL IMPACT RETAIL?

Download The Innovation Office Spotlight on Blockchain report today:

[fitforcommerce.com/blockchain/](https://fitforcommerce.com/blockchain/)

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