

Consumer Goods & Retail Traceability with Blockchain

Consumer goods supply chains are increasingly complex, with increased pressure on product safety, quality and recall management. However, this surge also brings numerous product challenges. Checking for authenticity, provenance, compliance, performance and recall handling - are some of the common challenges that Consumer Goods companies and Retailers have to address. In addition, many things could go wrong during the supply chain that can impact product quality and consumer safety.

Oracle's Consumer Goods Traceability with Blockchain (CGT) is an elegant solution that addresses the above challenges. Retailers and Consumer Goods manufacturers can now easily track and gain visibility about product quality, compliance, product journey, authenticity, performance and recall related information.

CGT is 100% cloud-based solution that brings together the power of IoT, blockchain and Supply Chain Management cloud services. The solution showcases how to plug the visibility leaks and have end-to-end transparency across the product lifecycle, including the supply chain.

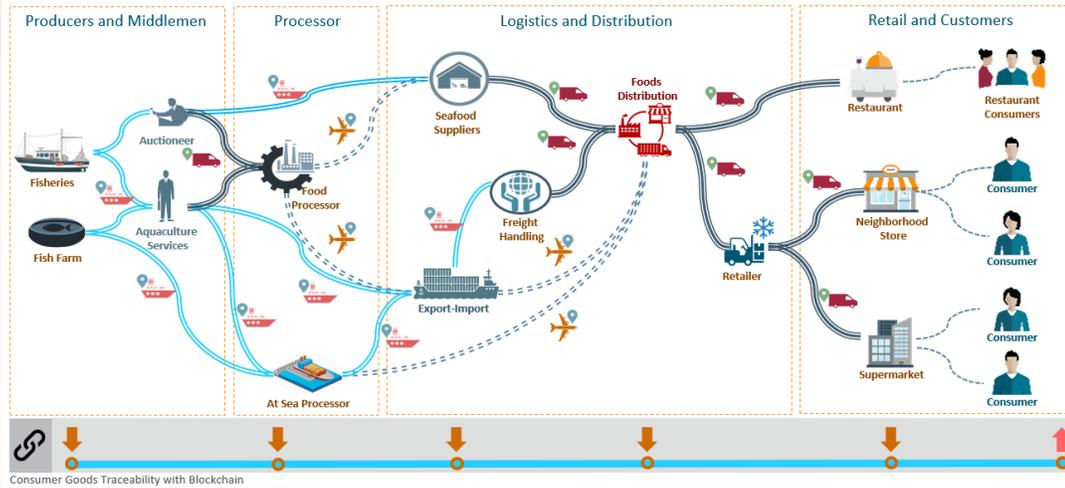
Key Features

- Product Authenticity, Provenance & Transparency
- Product Location & Performance
- Product Journey Tracking
- Recall Traceability

Key Business Benefits

- Better transparency of place of origin, authenticity, and provenance of products. This reduces risk and improves compliance management
- Detect and track supply chain incidents and anomalies with fine-grained detail. Improves transparency, mitigates risk, and unexpected surprises with products. It also helps to reduce tampering and counterfeits creeping in.
- In case of recall, pinpoint the root cause, identify affected products and mitigate the impact on business operations and brand reputation.

From Hook to Fork

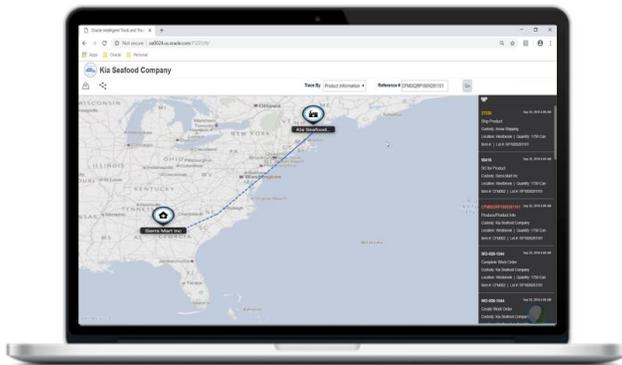


PRODUCT AUTHENTICITY & PROVENANCE TRANSPARENCY

Issues like counterfeited products, incorrect country of origin, incorrect supply chain handling can wreak havoc on product and consumer safety. In addition, tracking change of ownership and change of custody is important for liability management. Until now, these issues are handled mostly through manual coordination, or traditional BPM processes at best. Neither are effective enough.

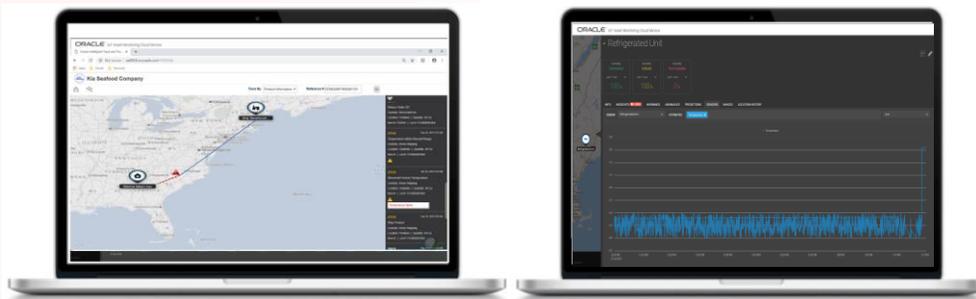
Oracle CGT solution showcases how IoT and blockchain can help simplify tracking, management and process automation for authenticity and provenance tracking. This reduces risk, improves product quality/safety, and simplifies compliance.

In this solution, IoT tracks various aspects of the product, from original capture through the product's journey in supply chain; while blockchain acts as the shared, verified, trusted, common system-of-record that captures the entire string of events for future verification and process automation. Together, they provide visibility and transparency for all the participants of the ecosystem to fight the risks.



TRACK PRODUCTS IN REAL-TIME

Consumer goods manufacturers and Retailers spend considerable time locating and managing products throughout the supply chain. CGT solution showcases how IoT Asset Monitoring provides real-time location of products. This helps to ensure quality, reduce wastage and minimize revenue loss; while improving customer satisfaction.



PINPOINT SUPPLY CHAIN ANOMALIES WITH JOURNEY TRACKING

Products have specific attributes that can be monitored such as temperature, moisture, vibration. This warrants careful handling of the products during logistics and shipment. In addition, supply chains also introduce the risk of theft, product tampering and counterfeits.

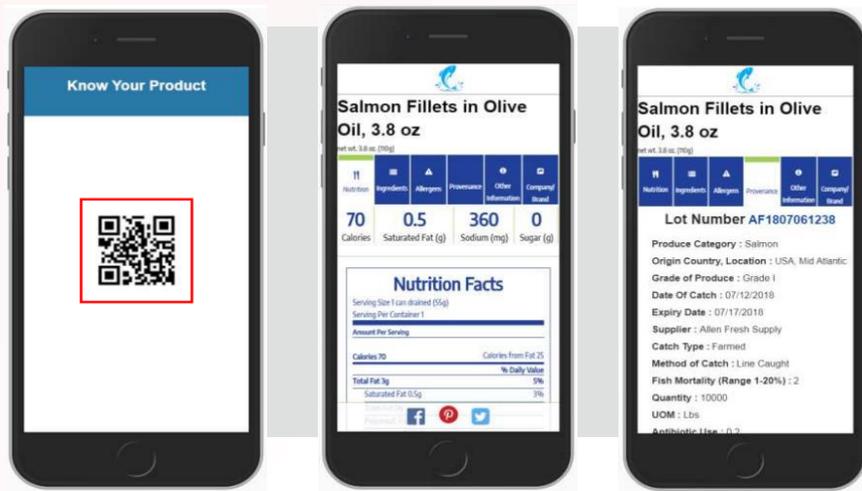
CGT solution showcases how IoT and blockchain can help to track and pinpoint any anomalies and 'events of interest' during shipment such as temperature spikes. They capture a tamper-proof trail of events, that simplifies root-cause analysis and auditing. Such capabilities are helpful for situations like product recall and claims adjudication.



TRUSTED DIGITAL TRAIL FOR QUICK RECALL TRACEABILITY

For many products, incidents during manufacturing are trackable, but incidents during the supply chain go undetected. Such incidents could impact product quality, performance and safety. Due to a lack of detailed information on accurate root cause, manufacturers end up recalling the products.

CGT solution showcases how this technology makes fine-grained tracking of various supply chain incidents feasible and facilitate better recall traceability.



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