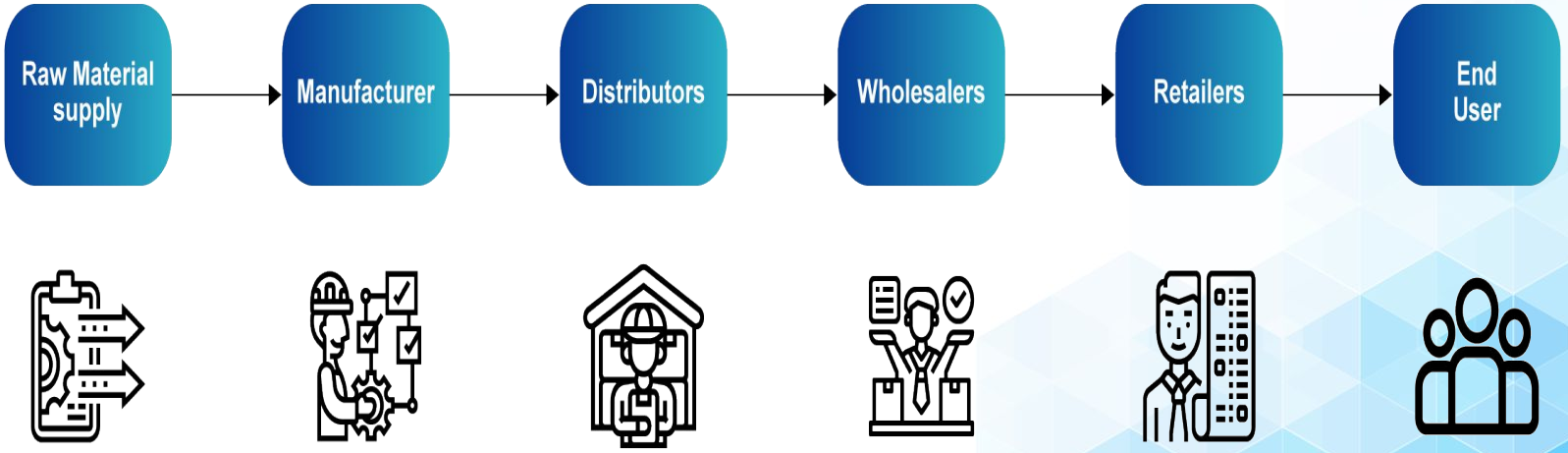
Blockchain Use Cases in Business Sector

Traditional Supply Chain Management

Supply chain management includes integrated planning as well as the execution of different processes.

A supply chain is a network of individual entities, businesses, resources as well as technologies, combine together in the manufacturing of a product or service.



Key Issue in Supply Chain Management

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Globalization

Fast-changing Markets

Quality And Compliance

High Cost

Lack of Communication Between Departments

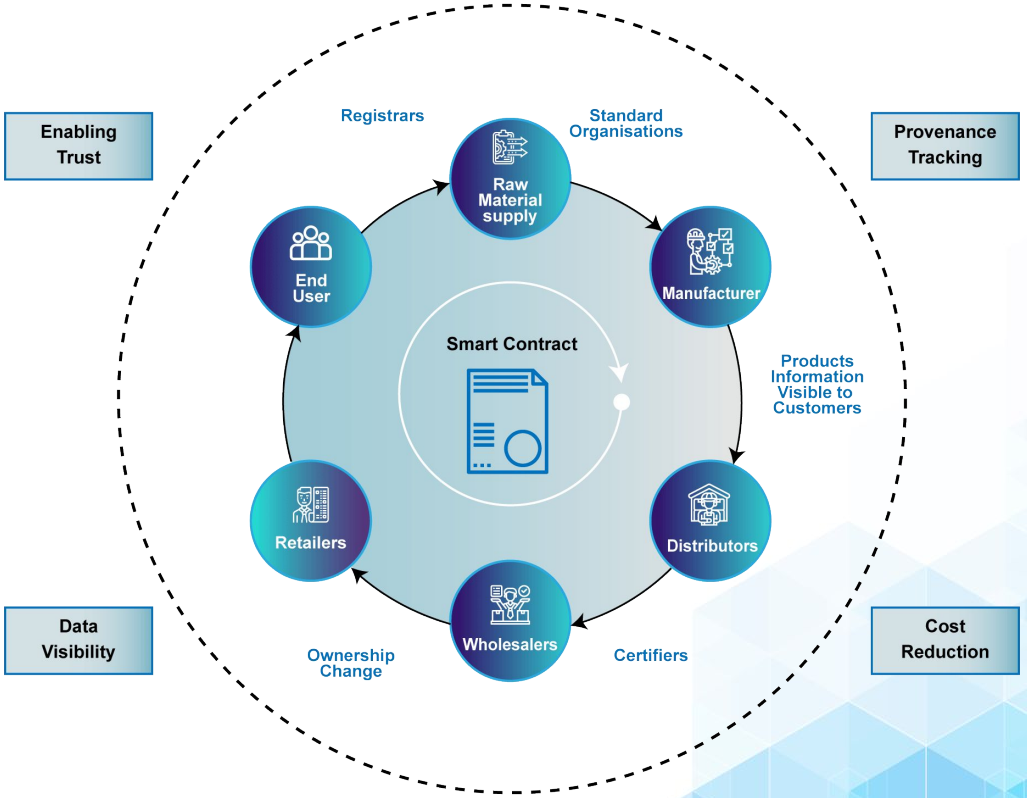
Manual System In Ordering process

Periodical Reviews Are Missing

Lack of Knowledge In Database

Out of Stock Control with Suppliers

How Blockchain is Reforming Supply Chain



Blockchain and Oil Supply

Abu Dhabi National Oil Company (ADNOC) with IBM, piloting a Blockchain-based automated system to integrate oil and gas production across the full value chain.

It will reduce the time taken to execute transactions between ADNOC's operating companies and significantly increase operational efficiencies across its full value chain.

Blockchain application will eventually be linked to customers and investors, providing seamless integration among stakeholders.

Blockchain and Diamond Supply

In general, diamonds are mined under violent circumstances or in unsuitable conditions, and in the continent, sales of diamonds often serve for funding various conflicts in the region.

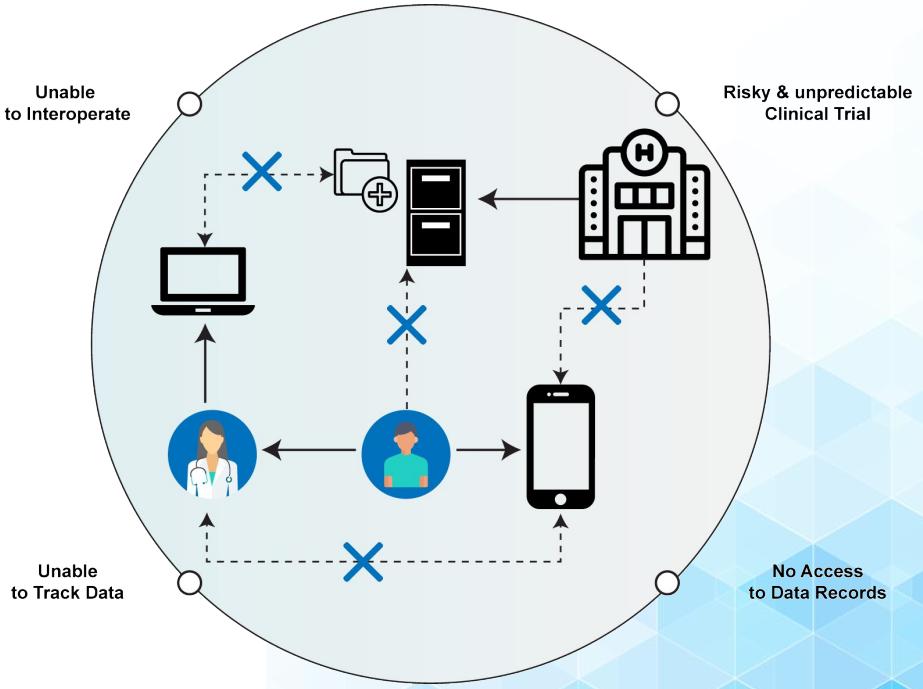
De Beers put an end to these issues with the help of a blockchain supply chain program.

Tracr, an Ethereum blockchain-based platform, tracked diamonds from the mining stage until the product reaches a retail store.

Blockchain in Healthcare

The risky and unpredictable nature of the clinical trial process is a major driver of high costs for pharmaceutical drugs.

Blockchain streamline the communication between doctors and patients during the trial.

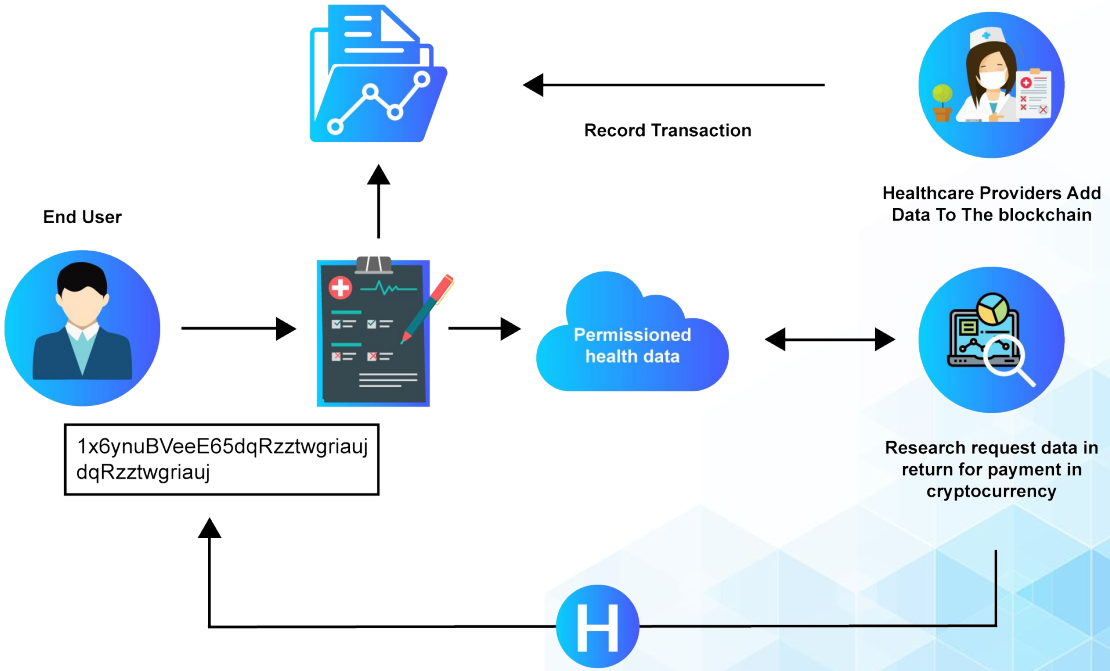


Blockchain in Record Management

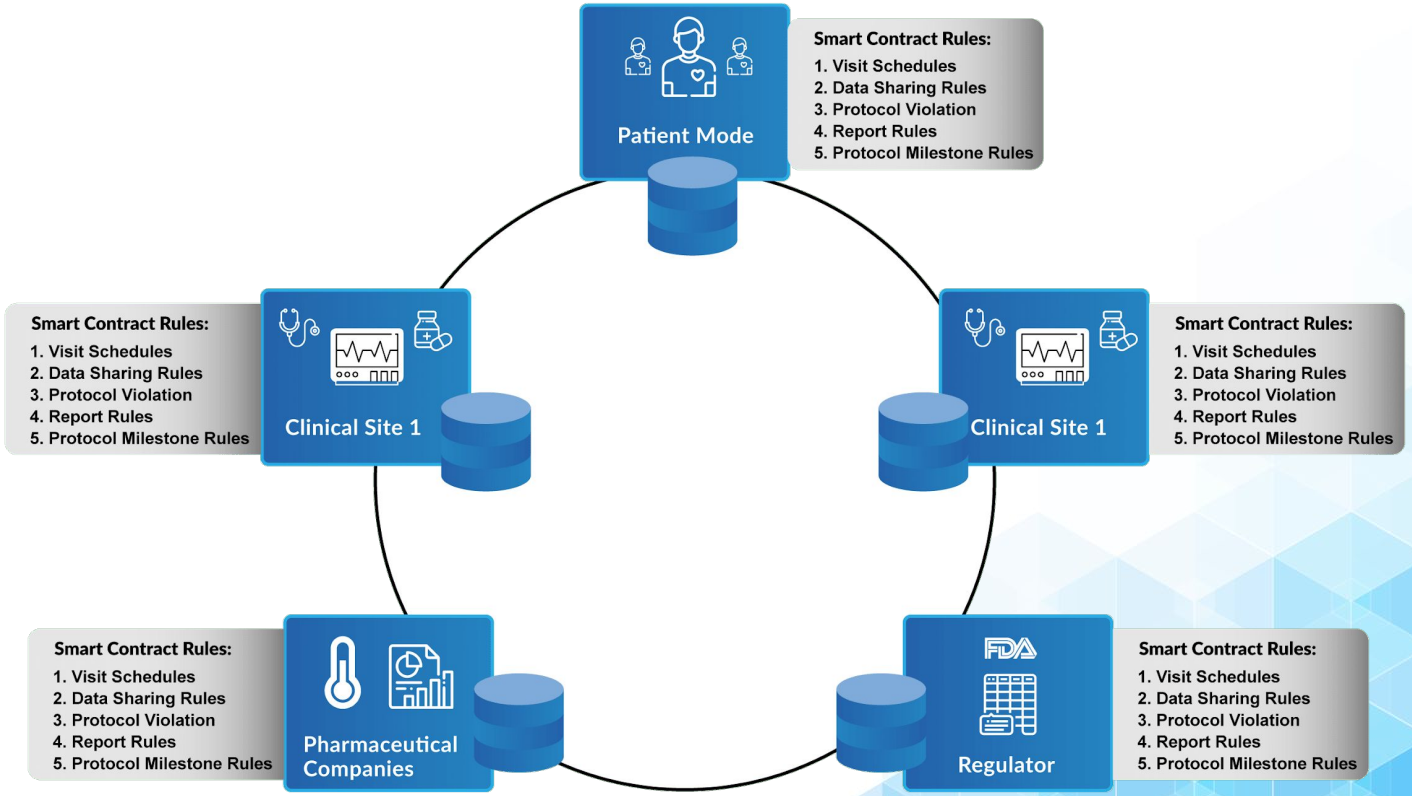
Blockchains can enable sharing as well as security.

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.



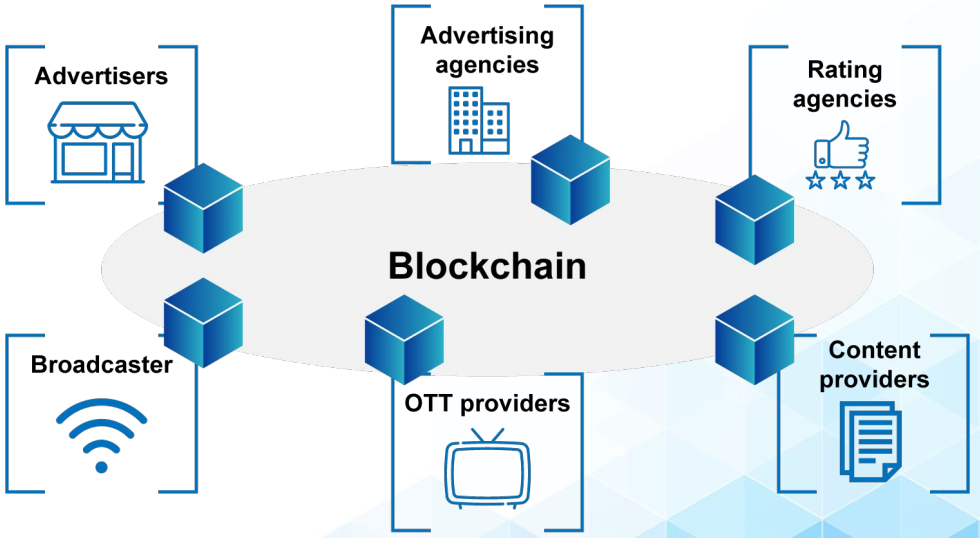
Blockchain in Clinical trials



Blockchain in Media Industry

The emergence of Blockchain in Media industry is triggered by further transforming content mass-market commodity and security practices, undermining the content security.

Through offering real-time monetization models, Blockchain helps content creators combat these challenges and maximize their revenues.
This approach has the potential to slash payment costs by 40-80%.



Blockchain in Media & Entertainment

Streamlining Internal Processes:

- **Telecom supply chain management:** Telecoms provide a dynamic supply chain that relates to the management of physical and intangible infrastructure through various parties. The quality of the supply chain can be dramatically increased across manufacturers and distributors by using blockchain to exchange data in a safe and open manner.

- **Linear advertising sales**: Streamlining the ad sales process among publishers, agencies, and advertisers in the TV ad space using blockchain increases clarity across the various parties and has a positive effect on the media companies' bottom line.

- **Dispute resolution**: Telecoms fund much of the infrastructure and resources they deliver, and blockchain can be used to boost the competitiveness of business funding by exchanging data in a safe and open way, reducing conflicts between the respective parties.

Blockchain in Media & Entertainment

Providing services built on blockchain:

- **Roaming, fraud, and overage management:** Complying with roaming contracts, reports, and payment settlements between communications service providers (CSPs) and recognizing possible fraud with user authentication through roaming networks is a common issue for telecoms. When subscribers travel through various networks, Blockchain can be used to increase the visibility of core components, such as billing, fraud, overage, and identification.

- **Collection of music royalties:** Monitoring copyright metadata to streamline the method of obtaining royalties for the music industry directly influences media corporations' income. The use of blockchain helps the multiple parties to control copyright fees more efficiently, simplify expensive reconciliation procedures, improve the negotiating authority of the digital rights agency, and promote engagement with consumers of digital music.

- **Identity management:** A decentralised, trustworthy identity that can result in creative interaction with consumers with sizes. This identity service can be offered by telecoms when they have access to consumer data that can be combined using sources from industries with blockchain as the underlying trusted data driver.

Blockchain in Media & Entertainment

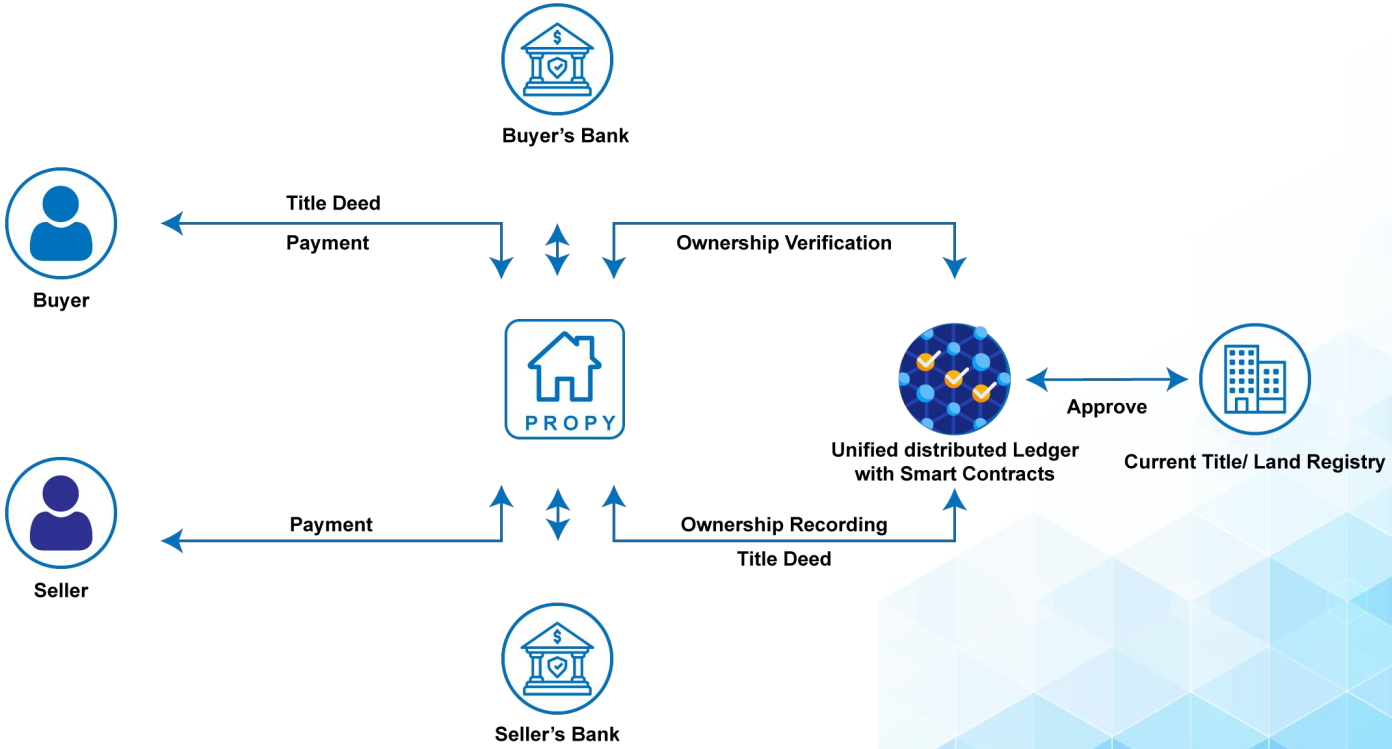
Collaborating in business ecosystems:

- **Portability of mobile numbers:** various stakeholders, including authorities, the donor CSP, the receiver CSP, and the subscriber, need end-to-end control of number portability. With access to reliable records, CSPs are able to minimize procedure times, reduce costs by reducing information handoffs, and reduce risk by streamlining error-prone measures.

- **Mobile payment with eSIM activation** has excellent benefit, delivering facilities built on top of established CSP deals. For e.g., a smart mobile payment vending machine and eSIM activation for IoT monitoring devices are added resources that a CSP can develop on top of the blockchain when partnering with key partners.

- **Transparent ad supply chain:** Due to lack of auditability, lack of evidence, and a broken system of documents, the existing ad supply chain is complicated. The digital advertising supply chain can be automated and optimized using blockchain for advertising companies, marketers and publishers.

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