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IBM Global Industry Leader Freight

Blockchain and Digital Reinvention

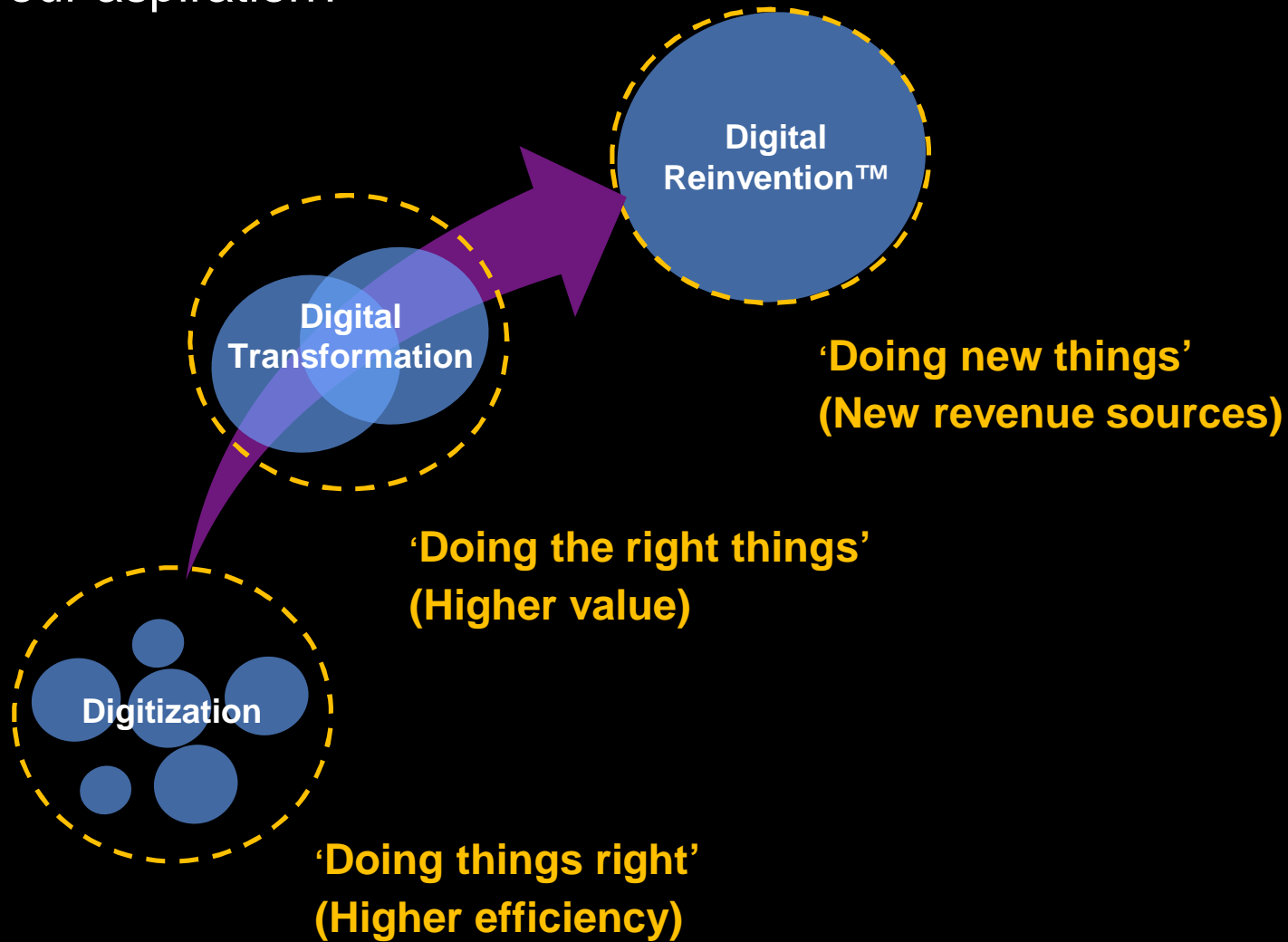
What business are you in?



\$1.6 TRILLION
OF UNTAPPED OPPORTUNITY IN
THE SUPPLY CHAIN

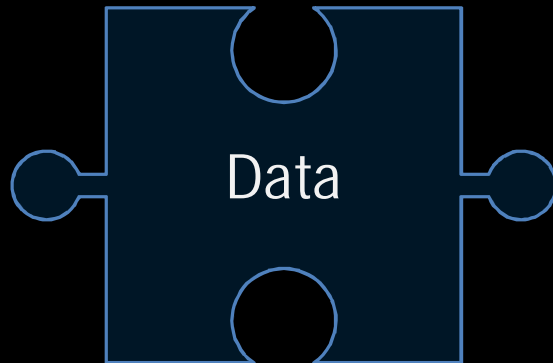
Stages of Digital Excellence

What is your aspiration?

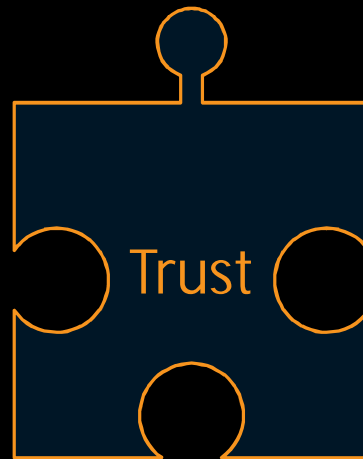


Blockchain creates the trust necessary to TRANSFORM BUSINESS processes

We can connect the ever-increasing sets of data...



- 80% of worldwide data sit in silos
- 90% of data in the world today has been created in the last two years
- Less than 0.5% of all data is ever analyzed



BLOCKCHAIN

...with the ever-more-powerful analytics



- \$130B+ is spent on big data and business analytics globally
- 73% of global CEOs report AI will play important role in the future of their organizations

Blockchain addresses the underlying challenges inherent in collaborating across a distributed, fragmented supply chain ecosystem



SHARED LEDGER

Append-only distributed system of record shared across business network



SMART CONTRACT

Automating Commercial Processes



PRIVACY

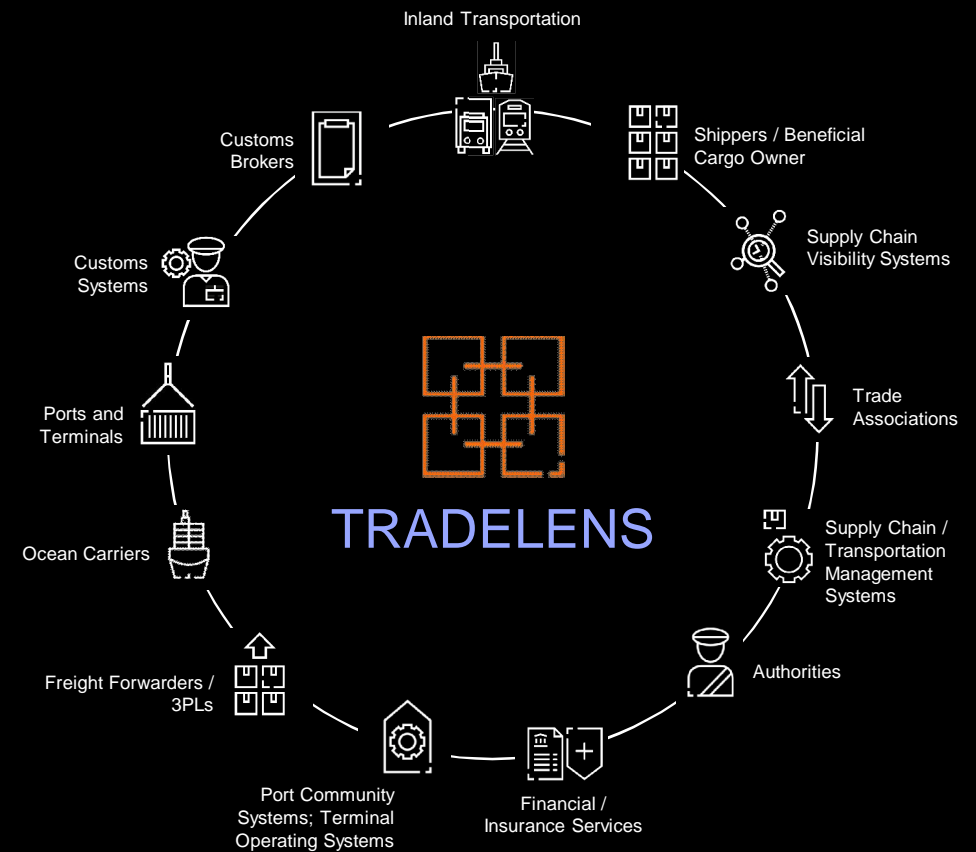
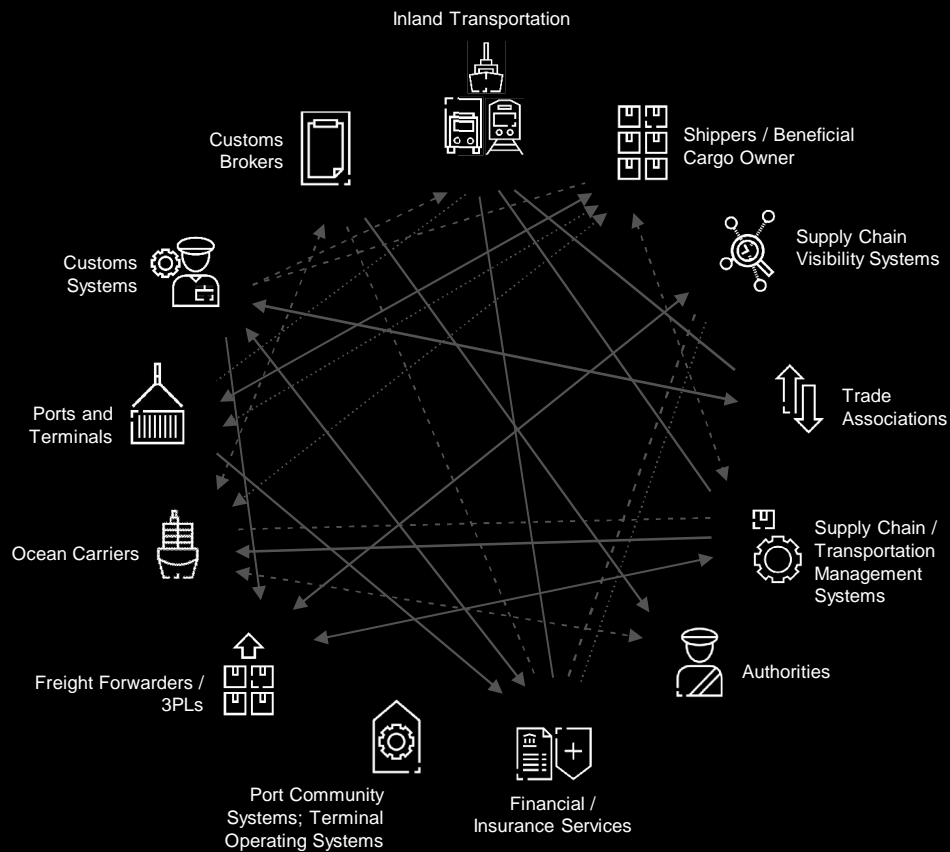
Ensuring appropriate visibility; transactions are secure, authenticated and verifiable



TRUST

Transactions are endorsed by relevant participants

Tradelens enables the Digitization of the Supply Chain



THE PLATFORM IS BUILT ON AN OPEN TECHNOLOGY STACK AND IS UNDERPINNED BY
BLOCKCHAIN TECHNOLOGY

Tradelens enables the Digitization of the Supply Chain

- Connects the entire ecosystem
- Drives true information sharing
- Fosters collaboration and trust
- Data Drives Information,
Information Drives Insight,
Insight Spurs innovation

