



Blockchain
GOES GLOBAL

Dale Chrystie

“We’re quite confident that **Blockchain has big, big implications in supply chain, transportation and logistics. It’s the next frontier that’s going to completely change worldwide supply chains.”**

- Frederick W. Smith

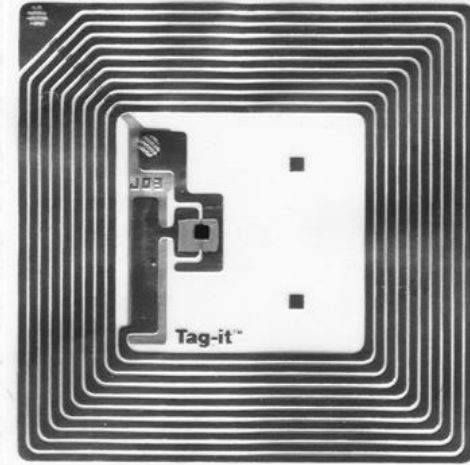
“If you are not operating at the edge of technology to face up to real threats, you will be **disrupted.”**

- Frederick W. Smith

“When you stop innovating or when you stop embracing change, you are really in the process of commoditization at best and **extinction more probably.”**

- Frederick W. Smith

WHICH OF THESE THINGS COULD BE PLACED ON A BLOCKCHAIN?



THE KEYS TO REMEMBER

- It's just data
- Digital Ledger – Permanent, transparent, and shared
- Creates a common data language
- Secure chain of custody
- I don't need a centralized party/aggregator
- Any two (or more) can manage using smart contracts



PEER-TO-PEER IMPACT

Peer-to-peer, using cryptography, disrupts the middleman, and allows us to create a secure chain of custody for potentially billions of records moving in/out of our systems

Think of it as a big secure database, with a big secure search engine on top.

We believe there will be no “winner”, there will be multiple blockchains, and we need to play in an interoperable world.



**WHAT VALUE
DO YOU
PROVIDE?**



**The answer
will likely be
different in
a Blockchain
world.**

“and here comes **Blockchain, that’s sort of
the chain of custody system that FedEx
invented that’s on steroids.”**

- Frederick W. Smith

Blockchain is

USELESS

AND QUITE

BORING

Cooperating to develop the
non-competitive, open
source platform on which
blockchain will be based

co • op • e • ti • tion



prov • e • nance

USE CASES

AUTHENTICITY IS CRITICAL IN

**AEROSPACE
*PARTS***

MEDICAL DEVICES
PHARMACEUTICALS

HEALTHCARE

GLOBAL CLEARANCE



How will
BLOCKCHAIN
affect your
C-Suite?

BLOCKCHAIN AND THE C-SUITE

Early, specific POC's are important to gain understanding, but, in parallel, this should be thought of at the C-Suite level, e.g., how will this impact the CFO, CIO, COO, CLO, etc.

Contrary to current competitive norms, companies and entire industries will and must work together (consortiums, alliances, etc.) to create this new common language around all aspects of blockchain technology.

Blockchain in Transport Alliance (BiTA) Members



internet of
THINGS

----- *And* -----

ARTIFICIAL
Intelligence

