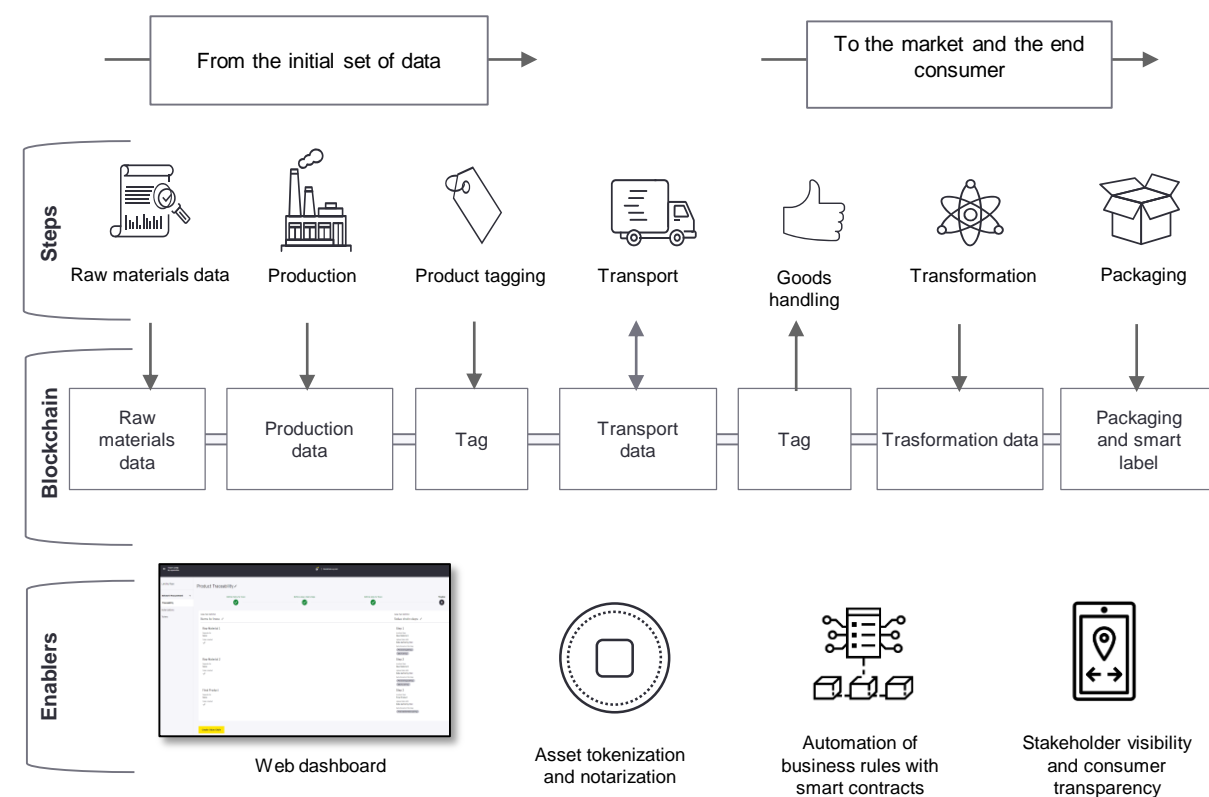


# EY OpsChain Traceability

Bringing transparency and privacy into any supply chain



**Shared ledger** brings visibility into the supply chain.

**Decentralization** gives everyone responsibility for their data and solution.

**Zero-knowledge proof** technology enables automatic execution and settlement of the transaction without revealing sensitive data.

**Consumers are an integral part of the supply chain.**

## Business issue

Consumers, business partners and regulators are increasingly demanding transparency. Organizations struggle to provide the data due to the lack of connectivity between the networks of the supply chain. This leads to highly manual efforts and reconciliation activities which are often outsourced and exposes data to third parties. Moreover, it is increasingly strategic to improve tracking and visibility of qualitative and sustainable activities and parameters.

## Solution description

EY is helping organizations to transform so they can give consumers, business partners and regulators the transparency they demand in ways that create lasting business value. The EY OpsChain Traceability solution provides a trusted platform for traceability and transparency within an ecosystem through the use of Notarization and Tokenization. Our full range of business and blockchain-enabled technology capabilities helps clients deliver long-term value by improving brand equity, sustainability, revenue and operational performance across the supply chain.

## Business benefits

- ▶ Increases transparency across the network
- ▶ Enhances authenticity with asset tokenization
- ▶ Provides flexibility into sourcing and planning
- ▶ Eliminates manual reconciliations
- ▶ Automates contract execution
- ▶ Provides one immutable truth for authorized stakeholders
- ▶ Improves tracking and visibility of sustainability parameters
- ▶ Integrates siloed systems into one environment

## Blockchain credentials

- ▶ Peroni – the first industrial user of the EY OpsChain Traceability software-as-a-service solution
- ▶ Canadian Blood Services and other clients – blood/plasma traceability
- ▶ Carrefour, Bofrost, House of Roosevelt, Spinosa, Nastro Azzurro – food and beverage traceability
- ▶ Merck Animal Health – vaccine traceability
- ▶ ANSCheck – News source transparency

## Why EY

- ▶ Delivered blockchain pilot and production solutions around the globe
- ▶ One software-as-a-service infrastructure, blockchain.ey.com
- ▶ EY's full range of consulting capabilities provides the support and guidance needed to drive results in terms of better brand equity, business revenue and operational performance to enable a successful transformation
- ▶ Globally recognized as a technology leader in blockchain

## Industries

- Cross-industry with focus on:
- ▶ Consumer products and retail
  - ▶ Life sciences
  - ▶ Energy
  - ▶ Advanced manufacturing and mobility
  - ▶ Agribusiness

## Stakeholders

- ▶ CSO, head of sales
- ▶ CIO, technology principal
- ▶ CMO, head of marketing
- ▶ VP supply chain
- ▶ VP innovations
- ▶ VP sustainability

## Technologies

- ▶ Blockchain, Internet of Things
- ▶ Smart contracts for Notarization and Tokenization
- ▶ ZKP
- ▶ Enterprise resource planning integration of application program interfaces

## Key contacts

**Paul Brody**  
Global Blockchain Leader  
[paul.brody@ey.com](mailto:paul.brody@ey.com)

**Giuseppe Perrone**  
EY Blockchain EMEA Sales Leader  
[giuseppe.perrone@it.ey.com](mailto:giuseppe.perrone@it.ey.com)

**Federico De Poli**  
Product Owner  
[federico.de.poli@it.ey.com](mailto:federico.de.poli@it.ey.com)

**Gerardo Volpone**  
Product Manager  
[gerardogabriele.volpone@it.ey.com](mailto:gerardogabriele.volpone@it.ey.com)



Building a better working world



## EY | Assurance | Tax | Strategy and Transactions | Consulting

### About EY

EY is a global leader in assurance, tax, strategy, transaction and consulting services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via [ey.com/privacy](https://ey.com/privacy). For more information about our organization, please visit [ey.com](https://ey.com).

© 2021 EYGM Limited.  
All Rights Reserved.

CS No. 2006-3535399  
ED None

EYG no. 006322-20Gbl

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax or other professional advice. Please refer to your advisors for specific advice.

**[ey.com](https://ey.com)**

