



## BTC - Regional Logistic Center

BTC is one of the largest business, shopping, entertainment, recreational, and cultural centers in Europe. It is also a leading regional provider of integrated logistics services including storage, commissioning, and distribution.

BTC is using Trace Labs' nOS as a third party logistics (3PL) provider to connect their partners, vendors, and retailers who wish to share data.

### The Challenge

Supply chain data shared between BTC vendors and retailers was limited in visibility. Traceability data was living in silos and being collected in more than one system. These systems were not communicating with each other because they operate under different standards. As a result, report generation was difficult, and advanced reports were mostly impossible. All basic reports were different and specific, without any common standard, and defined separately for each goods owner.

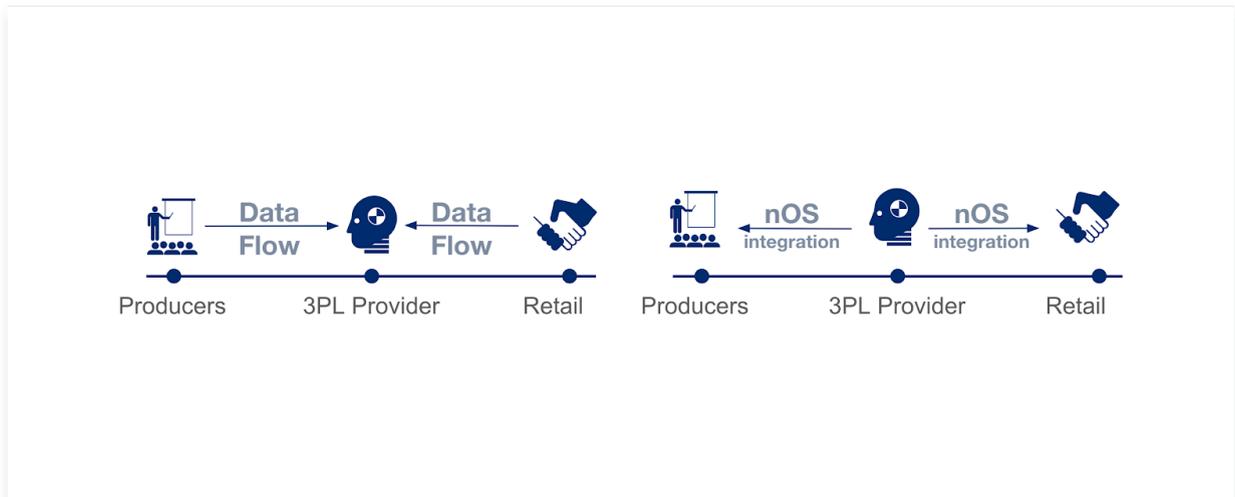
Another problem was that there was no data compatibility check between parties in the supply chain, and therefore, data was prone to errors.

Finally, there was a strong incentive to offer access to data to third parties for data analytics and operations management. However, third parties could not access the data in the BTC system as the system was not built with that purpose.

## The Solution

BTC, in cooperation with Trace Labs, started a project that uses the OriginTrail Decentralized Network through proprietary software, the **nOS** (Network Operating System). The project allows BTC to connect their partners, **vendors** and **retailers**, enabling them to share data, with BTC as a 3PL provider.

Data collection is now being done through the utilization of GS1 standards for data sharing and identification, in particular, the **GS1 EPCIS**, which is one of the integral features of the OriginTrail protocol. The collected data is not only stored, but interconnected, providing additional value for users through multi-party consensus over the data and fingerprinted on the **blockchain** for immutability. Multi-party consensus and immutability are inherent features of the OriginTrail protocol. nOS also allows for data to be fingerprinted on different blockchain ecosystems, such as **Ethereum** and **Hyperledger**.



## The Result

As a result of this setup, BTC can connect data sent by vendors and retailers and provide full traceability of all products. This allows for better business analytics, consistent reports that include advanced reporting, and avoidance of errors as data is checked for consistency.

Above all, this provides new business opportunities for BTC in optimizing their logistics by allowing for smart algorithms to be implemented into analytics. It also enables BTC to broker the collected data as a 3PL provider to their service network for the purposes of:

- **Inventory Management:** Optimizing replenishment and managing inventory on the distributor’s premises;
- **Sales Operations:** Check which stores are selling products according to the contract in place, and gain insight into sales patterns and inventory deviations;
- **Marketing Activities:** Data access to knowledge vendors for more efficient marketing.

