

# What's Blockchain Really All About? Data Sharing.

Effective data sharing starts with GS1 unique identifiers for products and locations, and standardized data structures that allow parties in the supply chain to speak the same language.

You can't enable technology without the right data. When you think of blockchain (technology/ledgers) implementation, think of GS1 Standards (data structures) as foundational to the information sharing that blockchain can only enable, not substitute.

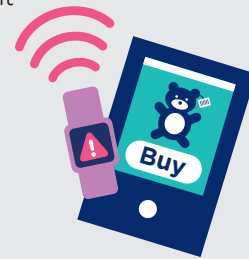
To learn more about leveraging the power of global standard data structures and identification, go to [www.gs1us.org/blockchain](http://www.gs1us.org/blockchain).

## Blockchain and GS1 Standards—How Do They Work Together?

### + To Facilitate Business Applications

#### What problem are we trying to solve?

- ✓ Track & trace, anti-counterfeit
- ✓ Order-to-cash processes
- ✓ Electronic commerce



### + GS1 Standards Can Enable Data Sharing Between Parties

#### What are GS1 Standards?

GS1 Standards are foundational data standards that provide unique identification of products, locations, and assets along with standardized data sharing formats.

This interoperable global language of business can be used to exchange information about the “what, when, where, and why” of events occurring in the supply chain.



Identify



Capture



Share

- ✓ Standardized identifiers
- ✓ Transaction data
- ✓ Visibility event data
- ✓ Master data

### + Through Different Platforms, Including Blockchains

#### What is blockchain?

Blockchains are shared databases (or indexes) of information about transactions and events.

Storing traceability or event data about your products or other assets in a shared database is not a new concept. In fact, entire industries have been sharing such data with each other for years with GS1 Standards.



### Do GS1 Standards Support Blockchain Ecosystems?

Technology providers are launching blockchain applications at a rapid pace, creating various enterprise ecosystems for the supply chain community to choose from. Eventually, these ecosystems will need to communicate using consistent data formats. You can only expect interoperability across ecosystems when you have a common foundation for data. The most widely used supply chain standards in the world—GS1 Standards—can serve as this foundation, built on:

- Globally unique, persistent identification for organizations, locations, and things
- Standardized language (data format and vocabulary) for supply chain events
- Scalable network governance model that crosses ecosystems

As your teams evaluate blockchain, and especially if you're looking to explore nontraditional applications in the field of transparency or traceability, be sure to have your technical teams or your solution providers reach out to GS1 US® to learn more about leveraging the power of global standard data structures and identification.