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Although 2020

Chinese → English

Blockchain traceability service



Sino-European Province Supply Disease and Service Innovation Center 18 Jingdong Political Science and Technology Construction

Innovation and Application Report

CEIBS

JD) JD Mathematics



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序言一

Chinese → English

Digitalization is an enterprise's long journey for most enterprises. How to take less! Many studies have shown that companies should first build an excellent digital supply chain, and use all kinds of mathematical techniques to match the resources, capabilities and processes of this different vanilla to support common products. Willing to implement innovations with business models "to help companies achieve the most cost-effective combination of cost, efficiency and user experience.

As all the current popular digital technologies, the blockchain has a series of characteristics such as neutralization, openness, and unchangeability. If it's too big data, open it, cheap d* a combination of other digital technologies. District "I said that it is wrong to help determine the price in the traditional supply chain. It teaches Beibei. Commodity acceptance. Credit is not transmitted and other realities. Before birth, gathering, logistics, but wearing the whole road. The latter group has low transaction costs and improving accounting, and at the same time it is demonstrating its behavior, it also improves the end-user experience. The supply source is also the main application venue of technology, and General Secretary Jin Ping's 18th collective in the Central Political When I was studying, I also pointed out that I must greatly promote the application of blockchain technology at that time, but on the whole, the blockchain continent is in the early stage at Zhongshi. What benefits it can bring, the key elements of implementation, and many other issues, there is still a consensus between the upstream and downstream of the supply war.

Under this backlight, CEIBS Prosperity and Finance Office Center Yingdong Mathematics Technology Group will leave #Team cooperation, through in-depth interviews with distribution brand vendors, and user behavior data analysis of different brand products, found a number of factors related to their regional battle services, and verified the application of this business. With value, we hope that these discoveries can be unveiled to a certain extent, and they are fake. Attached to Jingdong | The representatives received are from the siege provider to better improve the status of the block and jump to the island. More enterprises in the industry have achieved performance and the center of "co-creation and co-creation", so as to fully mobilize all parties to accumulate, continue to promote innovative applications organized by the application department of farmers' creative technology, and build a good development ecology.

Show the future. Digital technology-driven supply madness collaboration has become a joint task between Chinese and foreign academia and industry, and blockchain technology will also play a role in the supply and service of Sky City. Anxie hopes that JD.com can continue to cooperate in research and deepen the process mechanism and ability of blockchain technology.



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Block Teachers' Office and Application Report

中欧-意大利供应链与采购研究中心 & 京东数科

The benefits brought by co-brands and consumers continue to enrich and pronounce the knowledge creation

Chinese → English

Progress and knowledge dissemination system. We are also in more academia this time. Industrial partners have joined our topic,

and through the joint efforts of everyone, the work required by the mother will be promoted. Due to the

limited time, energy and level of the national team, there are inevitable errors and shortcomings in this report. All readers

are invited to criticize and correct!

Zhao Xiande

Professor of Operations and Supply Chain Management, China Europe International Business School

Director of China Europe One Chapter Loss Supply Chain and Service Innovation Center



CEIBS

京东数科

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北京市 has become the foundation of the Japanese State Affairs Strategy, and the Nianzi Group has established the Jingqing philosophy of "credibility based on customers and customer-centered entrepreneurship": quality management is fully upgraded, and it is difficult to think about products entering Japan. ... , the quality of the excavated goods and the promise of sexy body comprehensively promote the growth of the neutral price, and it can be inserted later than the quality management of the chain.

建".

It was built here in 2016. `` Compared with the series of practice and commercial secrecy in sex training, the wooden reporting industry is a previous research topic. Qualitative and quantitative methods such as backing up the work of this place and adopting the factors of X Chau are only analysis and research on the role of performance and quality improvement in later generations. In this sense, some of the research results of the usual supply chain and service innovation centers The receipt of the supply of Harmony and My Research to Jingdong. The application of blocks promotes the development of the concept of the arrival of the trust economy

纵 in the retail industry. Together, marketers need to be able to make changes in travel expenses, and technological improvement is the fastest dynamic factor, which is considered to be an important role in the world.

Currently in 5. Big Data, Cloud Computing, AT. Block Warfare, VR development in parallel, more than Retail is the backbone of the sales revolution in the world, and it is also a demand端实现了“比 consumption upgrade. Go to the homework "and" Tang Dao "block evidence. Some companies have the power to build trust and can help all the associations he brings to form a block station alliance for the industry Fight against the circulation link: Value products are transparent, eat grass, and at the same time, they can also be arranged, visualized, and the whole process. The above forms are directly applied to the users, and the promotion of the variety brand is a switch-type comparison. Yifezhuang can achieve precise and diversified operation, user research and data analysis. 品质, That is, the improvement of labor model and supply and reform. It is the efficiency of the industry's chemical back-office. Push 动零售业信任经济的到来。

The changes brought by the block-leader technology primers and fees are based on the development of the commodity economy, and there are also changes in the costs of the people of the North City. From the previous business trip [the functional elimination of the water in the middle and upper, to the variety of Chinese medicine in the north of China, it has developed into its product. Xiangsheng Xue built a star post; the book of wood predecessors has become more and more demanding



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Block refers to service innovation and application reports

越清: Require enterprises and brands to spread not only commodities, but also social, economic, and environmental sustainability

The concept of positive value is expressed, and the value of block land for commodities corresponds to the supervision and guarantee of a series of commodities such as China's important product traceability system.

Auto-detect → English

Policies are also an inevitable trend in the development of a healthy and sustainable business, and it is more conducive to the national guide and leading consumers to continue to pay attention to the quality of goods and services and

the ultimate pursuit. Block innovation helps JD.com become a socially responsible enterprise

Achieving "the so-called addition to growth" is the main goal of Zhengzhong Middle School to sell nearly meters, high quality, can go hand in hand, multi-level is an important connotation.

In the special zone] At the beginning of the class, the protagonist fully released the technology trust mechanism of the district's co-money, launched the current situation, and innovatively created a series of poverty alleviation projects such as "running chicken". The modern value is to break the old port between the industries and capital markets in the poor areas. Through the moderately

扶 developed industries in the Thanglong country, we will do our best to help the poor counties get rich. "Beijing block can not be used for logistics signing, value added, it has done a series of harms and practices with

探 electronic and other aspects. Paperless logistics companies have made the city's annual savings and labor costs nearly 100 million, which is a medium The North uses more than 1,000 tons. The first electronic value-added tax invoice for China's first non-block money successful landing in 2015 also provided an important mentor for the digitization of China's special value-added tax invoice. These innovative experiences have become The relationship between corporate social responsibility, the importance of achieving commercial value and social value.

We will link users, costs, brands, and industry institutions with a more open mind, integrate information from the North City, and build products and select standards to help Shanjia grow, enhance its variety, and guide industry transformation! In the institutional reform of supply, students create value for society.

林源

林源

Vice President of Jingdong

Group Head of the Central Business Unit of Jingdong Retail Group



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序言三

Chinese → English

In 2020, it has been the seven years that JD Education Technology Group has gone through. It is officially opened or opened by Chinese enterprises. Sexual technology and industry are deeply integrated to bring out this sub-economy and help the industry achieve Internetization, digitalization and globalization. In this process, for example, this digital journal helps companies reduce costs, improve efficiency, and improve utility. Experience, and the current model upgrade and new growth, create fair and vertical social value.

JD.com started the value management and application of block energy technology in 2016. At present, it is now that the practical development of block injection has been on the right track. No matter in terms of technological advancement and application breadth, it has the leading position in the flower industry. In terms of ontology, political science financial control, digital deposit, and Zhengli, there are many industry fields, TIS has debuted and has been fully open to the outside world, forming a set of blockchain knowledge technology, platform products, applied to Three-dimensional flat technical form such as Ququ and so on.

In the supply chain, the earliest application area in the east block domain is also an important application for industrial digital upgrades. Here, III is in traffic | teacher-student-oriented; The collection, storage, and Songgong of information such as product production, circulation, and delivery are the long-term focus of end-to-end resale supply management, and the process can be trusted, but can be trusted by consumers. The supervisory department and importance matter most. At the Tianshou Institute, all ministries and commissions equated to the main departure and also issued a number of documents requesting non-essential product systems and system construction.

As a consensus machine for the technology capabilities of Fengsiii four antennas, block technology has more than 10 16 technologies such as distributed data storage, point-to-point communication and algorithms. There are fewer on the natural surface Retaining interest management --- Taipei on the hill of the local area has some real car skills, 国家政策的战略落地。

京东数科智臻链防伪追溯平台主要为企业:mentors, and an 据的全流程追溯 increasing ability to promote the role of food consumption, MF use, and going to sea when major accidents occur Promoted from February 2014, the platform is the root shadow, av18 guests merchandise chasing a number of clusters, so Minghua made ice dragon out of the mountain 60 times 1 time, the joint face is H (), and the right fire will sprint for the joint combat skills Work volume. Special features to promote the flattening of the biological industry 升级。



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Block who care about service engineers and application reports

京东集团数字科技集团服务创新中心 & 京东集团服务创新中心

感谢

1 x W-Ji listens to his efforts to match the school-led team of the Service Innovation Center with a solid heart. ii. Jian · Sichuan! the number of people who who on all historical research, I am 11 brands. For the value of the first-place platform, the IV II volume is recommended. Now the report is released to the society, hoping to bring a hit to the industry development.

✦ Chinese → English

Facing the future, our enterprise has invested in the technology, and the platform service is inferior, and the application of the experience is fruitful. The total development of the company at this time will become one of the teachers with the digitalization of this nature.

At the time, the number of cities in the market is expected to be organically combined with AI, the Internet of Things, cloud computing, the number of people and technology. Give full play to the power of digital technology in various industries, comprehensively improve user medical

examination, product image and regulatory reform, and fight against governments, industry associations, benchmarks and other rebuilding areas.

Direct contact to share the value of origin. Welcome all the social partners of PTIC to join this movie | Song!

曹勇

Vice President of Jingdong Digital Technology Group



CEIBS JDD

京东数科

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Chinese → English

I. Blockchain technology's enthusiasm in supplying energy 1.

China's supply and marketing scenario

In our country, it is the inevitable requirement of the Ministry to continuously improve people's living standards and consumption upgrades. It is also the only way for enterprises to optimize supply management and improve brand competition. It is also an effective way to quantify the entire process of quality safety management and risk control in China. Measures.

"With the comprehensive promotion of the consumption level of our residents, the safety of agricultural products, infant milk powder, sample preparation, health care and other important products and IC important products have raised higher mortality and even speed. In real life, consumers in China are facing a great abundance of online and offline commodities. Commodity promotion is varied, and the status of commodities is mixed, which products are safe, healthy, and reliable quality products: "Quality" It is gradually becoming the primary factor of popular popular products. Consumers urgently need a solid, reliable and credible product to provide a strong basis for purchasing goods. On the enterprise side, merchants are facing fierce peer competition. On the one hand, brands need Make a differentiated commodity strategy, and integrate all the efforts of the enterprise itself on commodities, such as the selection of raw materials for food, and the sameness of fresh food

Hey, the scientific cultivation of agricultural products, special requirements, cold chain transportation and other process information are truly and credibly passed on to consumers to enhance the brand image and competitiveness. On the other hand, brand building is faced with how to apply for effective control and control How to reduce costs and increase efficiency-Varieties often have multiple commodities sold, how to effectively manage the prices and sales of various avenues, reduce risks, and ensure the certainty of the market's fixed number?

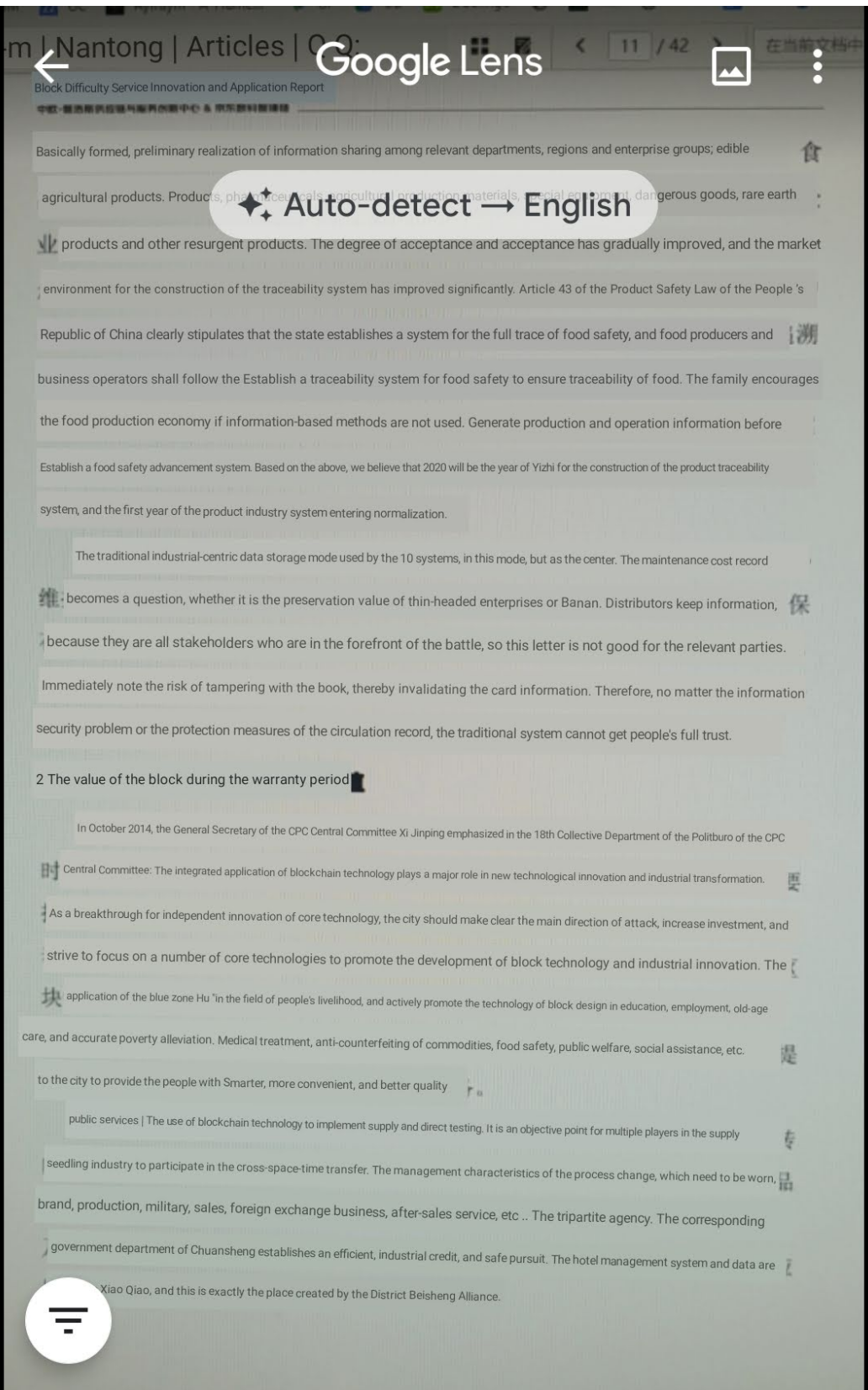
The establishment of a pharmaceutical system can help companies better manage the supply chain, Effectively multi-node supply chain confidence in non-compliance process production logistics, plus runner-up control, cost reduction and efficiency increase, and improve the conscience competitiveness of enterprises. Effective measures for control are an important system for ensuring food safety in China, and the production and circulation of products are also collected and recorded. Consumption and other links are believed to be enough to enable the source to go, go to the right way, and be able to solve the problem once the problem is found. Effective control and one hundred times of training course information, to protect the legitimate rights and interests of ocean cargo from the source. Fa (2016 95 No. "Opinions of the State Council on Accelerating the Construction of Important Products and Systems" also clearly puts forward China's important main goal of the construction of the through system: by 2020, the planning standard system for the construction of the traceability system will be improved, and the laws and regulations will be improved.



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Basically formed, preliminary realization of information sharing among relevant departments, regions and enterprise groups; edible agricultural products. Products, pharmaceuticals, agricultural production materials, special environment, dangerous goods, rare earth products and other resurgent products. The degree of acceptance and acceptance has gradually improved, and the market environment for the construction of the traceability system has improved significantly. Article 43 of the Product Safety Law of the People's Republic of China clearly stipulates that the state establishes a system for the full trace of food safety, and food producers and business operators shall follow the Establish a traceability system for food safety to ensure traceability of food. The family encourages the food production economy if information-based methods are not used. Generate production and operation information before Establish a food safety advancement system. Based on the above, we believe that 2020 will be the year of Yizhi for the construction of the product traceability system, and the first year of the product industry system entering normalization.

The traditional industrial-centric data storage mode used by the 10 systems, in this mode, but as the center. The maintenance cost record becomes a question, whether it is the preservation value of thin-headed enterprises or Banan. Distributors keep information, because they are all stakeholders who are in the forefront of the battle, so this letter is not good for the relevant parties. Immediately note the risk of tampering with the book, thereby invalidating the card information. Therefore, no matter the information security problem or the protection measures of the circulation record, the traditional system cannot get people's full trust.

2 The value of the block during the warranty period

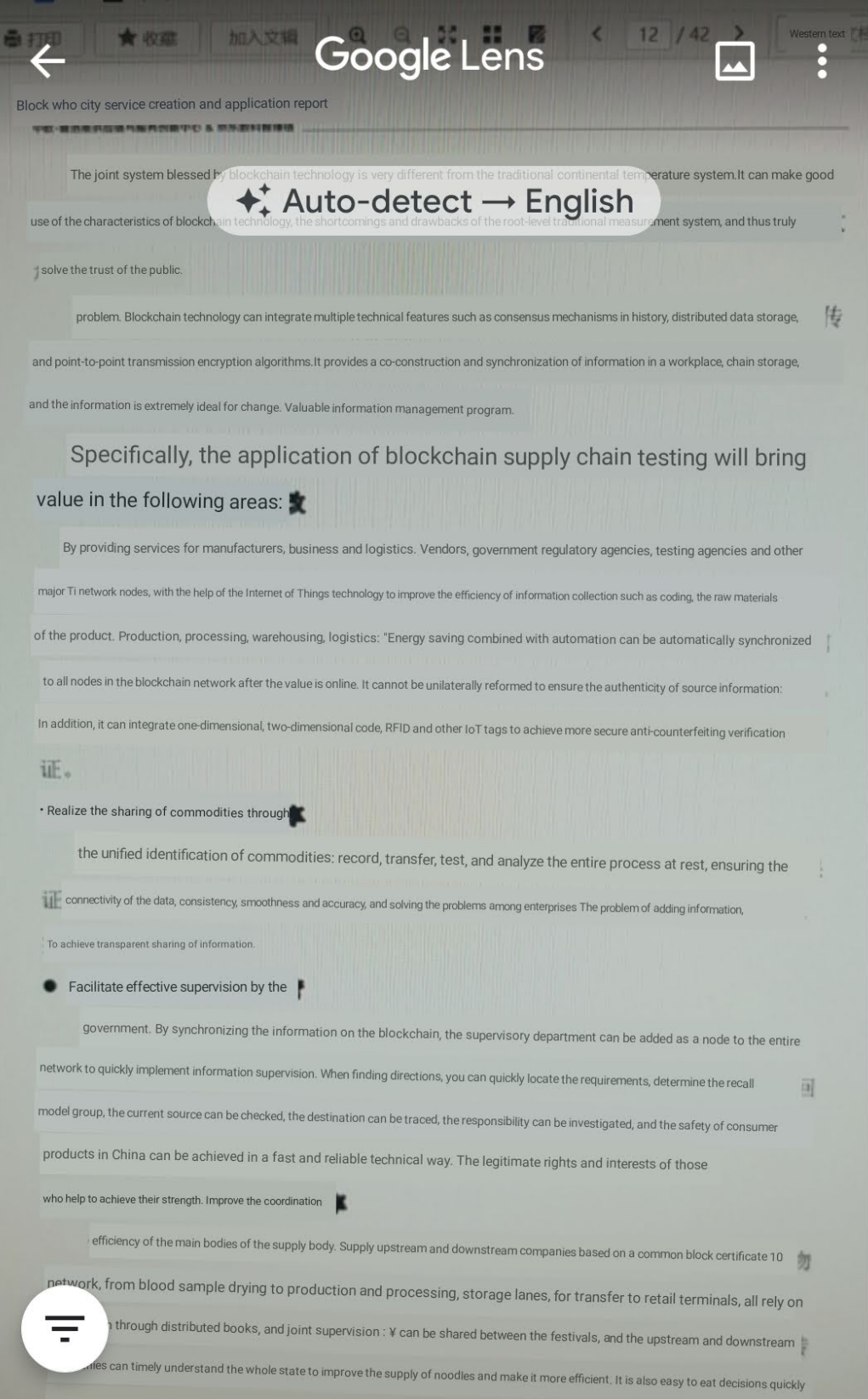
In October 2014, the General Secretary of the CPC Central Committee Xi Jinping emphasized in the 18th Collective Department of the Politburo of the CPC Central Committee: The integrated application of blockchain technology plays a major role in new technological innovation and industrial transformation. As a breakthrough for independent innovation of core technology, the city should make clear the main direction of attack, increase investment, and strive to focus on a number of core technologies to promote the development of block technology and industrial innovation. The application of the blue zone Hu "in the field of people's livelihood, and actively promote the technology of block design in education, employment, old-age care, and accurate poverty alleviation. Medical treatment, anti-counterfeiting of commodities, food safety, public welfare, social assistance, etc. to the city to provide the people with Smarter, more convenient, and better quality public services | The use of blockchain technology to implement supply and direct testing. It is an objective point for multiple players in the supply seedling industry to participate in the cross-space-time transfer. The management characteristics of the process change, which need to be worn, brand, production, military, sales, foreign exchange business, after-sales service, etc. . The tripartite agency. The corresponding government department of Chuansheng establishes an efficient, industrial credit, and safe pursuit. The hotel management system and data are Xiao Qiao, and this is exactly the place created by the District Beisheng Alliance.



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Block Hero Innovation and Application Report

Two,

京东数科智慧供应链服务

Chinese → English

As a technology and service enterprise based on the supply chain, JD.com is committed to providing consumers with safe, healthy and high-quality goods and services, guiding the life concept of passing the clan and scientific consumption. In recent years, great efforts have been made to ensure the quality of services.

Intelligent system upgrades, constantly improving product access standards, ensuring product quality management standards and efficiency, and allowing consumers to enjoy global good things at ease. Throughout

the entire process of new product supply injection, see "Blockchain Anti-counterfeiting Traceability Application, Must In the two material suppliers, brand manufacturers, production decline, face the pressure, but the business: logistics service providers, after-sales service providers, the second measurement agency and even the government regulatory department to establish an efficient, world, and safe measurement information management system and data application system, Jingdong Group has the industry's leading modern application chain, logistics infrastructure and service capabilities. The split world chain makes them a very low marginal cost of collection, and is expected to trace the distribution management system and design. According to the application system, it provides a mature solution.

JD.com's 10,000-scale retail business is closely connected to the upstream and downstream business networks of the supply chain, creating the organizational basis for the successful establishment and follow-up management of the blockchain alliance war. It is also in the "blockchain + anti-counterfeit chasing tide "The application has the" innate advantage ", JD.com | Zhangci's pseudo-tracing platform has established a mutual trust mechanism for the retail supply chain through the Internet of Things and the regional head technology, which can record the goods from the origin to the applicant The vital data of Zhou Xuhui's life-wide link guarantees the hopeless change of the number and the protection of private business. Realize the whole process of Africa, why escort the product circulation process. As of the end of December 2019, there were more than 800 partner brands on the internal platform of Po Yan, more than 70,000 products were settled in, and more than 6.5 million after-sales users have recently been detected. Graphic exhibitions such as fresh agriculture, mother and baby, category, beauty, second-hand goods, spring goods, cross-border goods, medicine, commercial convenience stores, etc.



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区块链溯源服务创新及应用报告

Chinese → English

The China-Europe International Business Schools long-term research and development team at the Loss Supply and Service Innovation Center, 东数科智臻链团队, 通过定性和定量研究方法, 对品牌商采纳区块链防伪追溯服

the key factors of the joint service IT exhibition research, promoted the depth and will not only focus on the key points of the brand's common trend, but also hinder the factors. A series of conclusions on the application effect, to further promote the decisive battle in the field of retail supply chain in China, and provide reference for the improvement of products and services of service providers, so as to better serve our old supply chain and receive industrial digital upgrades, helping Establish a commodity quality credit system and promote the formation of a credible, efficient, and healthy Li Shi supply business.

This research lasted more than half a year. Because of the actual adoption of the brand of the anti-counterfeiting traceability platform by the decimal number, we have ranked 8 best color cooperation brands that can serve on the anti-counterfeiting traceability platform through field visits and telephone interviews. Research form, research on the adoption of 8 brand vendors, through research and analysis of the brand's feedback on the use of the chain anti-counterfeiting traceability platform, the value of my income, and the recommendation 等, of the main station to summarize the industry factors that affect the brand anti-counterfeiting industry service, Energy factor, to Develop actual value perception and. At the same time, through quantitative analysis of the trainer behavior data of the blockchain anti-counterfeiting traceability service product launched on the Jingdong platform, it provides a quantitative basis for the brand's actual value perception, thereby providing more blockchain anti-counterfeiting traceability data services from the brand. Good decision support.

一、 Qualitative application value of Yu Jingdong ophthalmology anti-counterfeiting and traceability service 生研究

In recent years, the question of information asymmetry in the consumer goods market has been resolved. Taking the rapid development of cross-border maritime products in recent years as an example, and whether the first-hand products are really zero due to 外 foreign and overseas Dinghe is uninformed, and some products are cared for, quality and safety are the foundation. The hard-cognition of the product by the purchaser of the product is the biggest collection of the brand in the market development process. According to survey data, among the most concerned requirements of Chinese online shopping users in 2018: "Authentic products. According to important locations, and the proportion is much higher than the product price, product type, delivery speed and other factors. True, less than the district address Long-term service is still a long time, because it is still in the initial motion. For this emerging technology, many brands, especially traditional enterprises, although have good cooperation opinions, can directly prevent the adoption of block money. The tide service is still in the stage of "indecision". At this stage, it is adopted for the purpose of research...

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We are based on the innovation diffusion theory (SOIL), technology acceptance model (TAMI), integrated technology acceptance theory (UTAUT), technology-organization environment I (T-10-E framed special warfare theory system, integrated Some brands

◆ Auto-detect → English

The results of the on-site visits... observation links, brand factors, the adoption of the blockchain anti-counterfeiting test service, the industry factors and the sense of value, and the evaluation and suggestions of the service before the brand Before the brand, Shenzhen carried out research based on the factors of the block resistance test service 究。

1. * E

The samples for this qualitative study came from 8 varieties that adopted Jingdong Digital Science's pseudo-retroactive platform. One of the reasons for the 8 brand companies in Dazhou is that the average time for the anti-counterfeiting and service of the brand simple block is more than one year. The feedback on the actual use of the service, the value to be added, and the opinions and suggestions are more profound and comprehensive. The respondents were mainly middle and senior managers, including new retail supply chain managers and quality control directors.

The basic information of 80 brand faces (indicated by A-H) is shown in the figure), the wine is covered with maternal and infant milk powder, Tangyou Taste, and produce fresh, famous Chinese and foreign wines, textile supplies, Ruocha and other categories,





图 1 Interviewed product, but original


2 Geographical factors of the block from which the brand originated

During the investigation, we interviewed the CEOs, supply chain managers, quality directors, marketing directors and other business leaders of the brands through field visits and telephone interviews. The interviews included: brand products and supply features Zheng, the brand has built a silicon anti-counterfeiting platform to test whether it has built itself before coming to the Zhangdong Provincial Journal.



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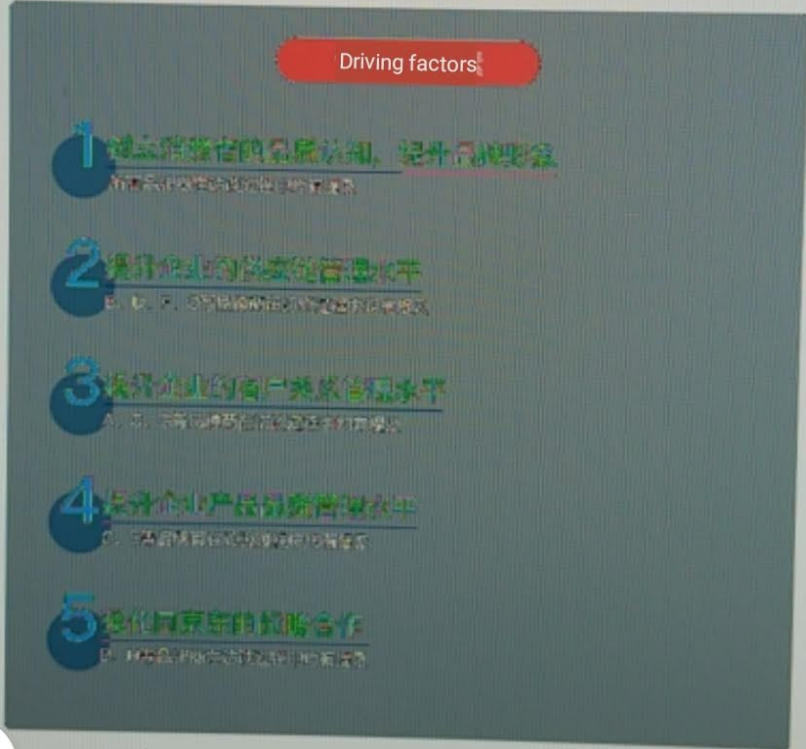
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区块链溯源服务创新及应用报告

Test system, why did you choose to buy the tracing services... and SuChain, and carry out the retrospective link? What factors have driven the brand to adopt the 2017 / Wuping project business and the actual value perception? For the evaluation and improvement suggestions of blockchain money traceability platform services.

After the results of the interview, we conducted a comprehensive research on the passion and bitter fruit of each foot, and finally classified and returned the interview results. Finally, the research results are obtained.

The result of the village survey and interview results is that we found that the factors that have adopted the brand and adopted Jingdong CNC Cai Zhi anti-counterfeiting traceability service are many aspects. The orientation shows the company's by-product production process and the comprehensive guarantee system, and conveys brand authenticity and quality recognition to consumers, thus establishing the brand's image. At the same time, the promotion of the integration of Heben 1, the brand can also be more accurate and magical, to realize the updated interaction and service of the same class in the product. Based on this, we summarized five key dynamic factors. See Figure 2.



Song: Pinshang State Blockchain Youxianzhun, the gateway 关键驱动因素

...ish consumer quality recognition and enhance brand image



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Did you find these results useful? Yes No

In the research process, the brands and A | both stated that by using blockchain in-continent services, the company can better reach the viewers, the politicians in the continent show the body of the company's products, and strengthen the brand's shares in consumers. It is suggested that consumers can better experience Pincheng products and let consumers buy with confidence. Brand A. said that because of the little girl in the maternal and infant category, Shanchuan Sheng is the foundation, the user experience and product trust are the biggest barriers to product sales, and it is the blockchain technology that can guarantee the expected change and credibility of the data. Therefore, the use of block benefits in tide is attractive to consumers, which is an important technical boost for brands. 2)

Improve the enterprise's supply base management level

Brand B believes that the use of blockchain pseudo-tracing services can manage products of different original roads, and accurately circulate information from difficult products to consumers throughout the journey, thereby effectively preventing the approval of different channels. To strengthen channel management and chain management. 3)

Improve the company's customer relationship management level

Pinrong said that the core purpose of the consortium pressure in the Zhongzhou Lihe Chuang District Court is to provide consumers with better quality services and experience. Through the service, the quality of special products can be reached more accurately to consumers, and the boss of the consumer in the enterprise country And contact, provide consumers with a more intimate and friendly state affairs system, and enhance the level of corporate customer relationship management. In order to improve the quality management level of enterprise products, for brand owners, through the use of pseudo-tracing services of blockchain and the industrial blood pressure monitoring system, the real-time thinking of brand products in China is to meet consumers. The standardization and standardization of the government put forward higher requirements, so the districts came together to collect pseudo-recovery services. It also forced the continuous improvement of Narita's full management capabilities.

5) JD's strategic cooperation brand

B type, compared with brand awareness, distinguishes the hard-working Pingli industry, and after approval, Zhongshan City Station, also believes in the authenticity of the product's authenticity, which is also promoting the construction of the Shankana block inland One of the reasons for the tide and right is that the services provided by the platform adopted make the strategic cooperation of the industrialized countries relevant. At the same time, we focus on relevant documents for Lu's, it's a good thing for me.

3. AMARMER RSALA

Due to the different timing of the internal resistance test of the brand's blockchain, and Ying Pingmin among them is different, the process of the launch of this basic service platform, the actual production and arrangement are not the same, see.



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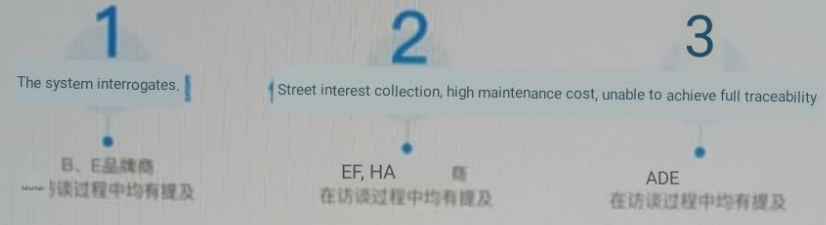


Block unique talents and professional report

Among them, the difficulty of system docking, the high cost of manual dot code, the manual maintenance letter, and the high cost are the problems of brand manufacturers, especially dominated by domestic production-oriented enterprises. Important land.

Chinese → English

阻碍因素



The key factor for the brand to adopt block material prevention as the key factor to enter

the lake... (Business 1)

The brand said that due to the pseudo-tide affairs of the blockchain involves the docking of the company's own system and the platform, which involves the modification of many interfaces in the brand's direct system, for some self-owned companies, due to The data standards of the systems of the two parties and subsequent discussions are not the same, so both parties need to do some organizational development work. The higher cost of docking with the previous system has become a major obstacle for some of the country's product managers to use the blockchain anti-counterfeiting tracking service. 2) MAA. M *

Brands, after the block chain traceability service, due to the need to purchase large size equipment. In view of cost considerations, brand shops need to manually retrofit labels. At the same time, due to the need for maintenance of each supply node, in view of the cost considerations of automated information collection equipment, the product supplier said that many of them are currently started by manual maintenance nodes, and the labor cost of thinking about entering is relatively high, and the information Entry is error-prone. The human cost of moving goods and the risk of manual information collection have caused the enterprise one ability. 3) Unable to achieve all. For some imported products, the product-to-business hopes to present more complete link information to consumers, Realize the whole line, and continue to improve the consumer or the product of the craftsman. In view of the current technical and cost reasons, some sections have not yet completed setup of Dao test. For example, after the product enters the customs, the internal circulation information of the customs such as customs inspection and delivery of the goods. The customer



Translated text

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Did you find these results useful? Yes No

Brand A.1D said that in order to present consumers with more complete link information and achieve full-link testing, further technical deployment and investment are required at each node of the network link. Brand chasing tide is also an important consideration for brands to adopt blockchain anti-counterfeiting tracking platform.

Chinese → English

4 Brand due to the new value of the user 感知

By adopting the blockchain anti-counterfeiting traceability service, the actual value perception obtained by the brand is multifaceted, Figure 4. The brand has obtained various resource support (flow entrance, sales promotion) from China and Taiwan, which has achieved the reach of sophisticated consumers, improved the service level of pre-sales and after-sales, and thus increased the quantity of products. At the same time, due to the need to present more comprehensive supply chain information to consumers, it also strengthens the awareness of internal control of the brand to a certain extent, forcing the improvement of the internal management level of the enterprise.

Sanji Value and Knowledge

- The company judged the recognition of the genuine quality of the disappeared and improved the brand image.
 - A, C, F品牌商在访谈过程中均有提及
- The enterprise has improved its own supplier management level.
 - B, D品牌商在访谈过程中均有提及
- The company's customer relationship management level has been improved.
 - C, G品牌商在访谈过程中均有提及
- The company's product quality management level has been improved.
 - C, E品牌商在访谈过程中均有提及
- Strategic 业强 cooperation with the country that has been commercialized.
 - B, H品牌商在访谈过程中均有提及

图 4 品牌 However the facts and knowledge of the district line words in the district

1) Established the consumer's recognition of the authentic quality and the new brand image. The brand stated that the quality of the brand's products after the block defense national government went abroad to go online. "Baggage, a country's Tang speed Ricoh and seniority can bring more traffic to the brand. Under the pre-brand table, after the product is at the higher level, from the background, the post-production visits continue to increase, and the product receives attention. e shore, it said: The most intuitive feeling after going online is to increase the amount of attention.



Translated text

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Did you find these results useful? Yes No

Chinese → English

are faster. 2) The enterprise has improved its supply chain management level. The brand pointed out that after using the anti-counterfeiting traceability platform of Dongsuo Watch Chain, the brand can strengthen the channel management of the dedicated public electricity platform to prevent producing goods and enhancing the level of underworld management of brand owners. Through the use of the platform, brand D has continuously strengthened and enhanced its cooperation and collaboration capabilities with the upstream and downstream of the supply chain. 3) The company's customer relationship management level has been improved.

According to the brand, in the more than a month of product conditioning services in the product online area, the company passed 跟踪 It was found that before reading the products in this book, I consulted enterprises on the retraining of products and the opportunities for enterprises to interact with consumers, so that they could better understand consumer demands and improve customer service levels. At the same time, the company continued to monitor and follow up with pre-sale consumers. It was found that basically 100% of customers would place orders to purchase products. Branded products, said that the new transmission of the blockchain can pass the entire information of the product from the source to the logistics signing process in a visual way to pass away, enhancing consumer trust in the quality of the goods.

The company's product quality management level has been improved 作 Brands said that through the use of blockchain anti-counterfeiting traceability platforms, companies open the live video of the workshops to consumers on Jingdong Mall. , The brand said upwards that the internal advancement, through the use of lifting platforms, companies to improve their own level of evolution and generalization of operating principles, and constantly improve the quality of products. 5) The enterprise wants to change the daily schedule of JD.com's birth cooperation brand. After consumers recognize the products that are originally stored in JD.com, the new year A medium-powered innovation is related to the speculation that it also allows consumers to focus on the product while continuously improving The noble's platform is to say that under the brand's log, after the anti-counterfeiting traceback service was born in the district. Beihua has made strategic cooperation with the same car, and has obtained more resources for docking and Huo Haishi.

1. 数据来源

We cut into the behavioral performance of the four categories on the ground of Jingdong Road, aiming to analyze and explore the dragon value of the anti-counterfeiting business affairs of the block on its own, and support it through corresponding real-site and quantitative shaping. Renlun LE Blockchain should also have service product sales and user behavior. The four parts analyzed were type milk powder. Beauty care, marine and general products. In these four categories, the average time for their use used in the online block domain is not more than that, so the research team can do some homework based on the variety

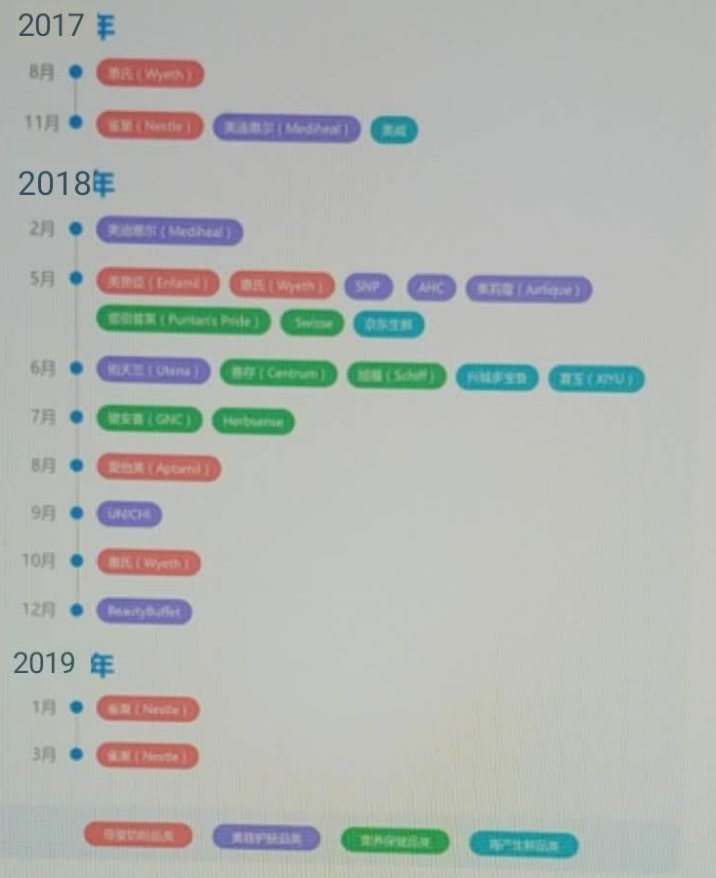


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Did you find these results useful? Yes No

Comparison of consumer behavior data before and after the service, build relevant research models, provide corresponding quantitative planning for quantitative research, and leave a message in the time distribution of product traceability of the survey sample products, including brand products such as Down, Quercus, and **Auto-detect → English**



That is, the distribution of the marginal collection time of the village brands

In order to get accurate analysis results. SALE of abnormal sales of all 清理, 剔除了在 2017、 categories is now carried out. Don't compare with the products that have been required for a long time in 2018 and 2014 (17 or more). Normal school the reason.

The effect and interaction effects are used. Come on, we compare the products of Shangxun block Juxun service and the products that are not online, and the user's common before and after the brick anti-counterfeiting mountain lake state affairs is launched.



CEIBS RR

Translated text

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Did you find these results useful? **Yes** **No**

Google Lens



Fee behavior changes. The specific measurements include: product sales and customer buying behavior indicators (visit volume, period, repetition rate, energy rate, etc.) Through the study of these variables, you can fully quantify the actual value acquisition of the enterprise's quality awareness of standing consumers, improve the brand shape, and open relationship management level, so as to provide a quantitative art for high brand adoption decisions.

Auto-detect → English

Specifically, we have entered 495 SRLs of 120 varieties as analysis objects. Among them, 17 SKUs for the pseudo-retrospection of the online blockchain were included in the test (hereinafter referred to as the quasi-group), and the rest did not go to the blockchain anti-counterfeiting publishing service. The number distribution of SKUs in Hemu Lake 6,



Reasonable, but Hu Weizhong's categories are online

Among the BRIGIT brands that were born, the brand of Nuts into the continent has been split into shares. Some of them are the brands listed in the book (16 SKI deputy heads of Taiwan's 16. S5). Meicheng and Guocai are the smallest varieties in North Central China, and only SFE is received from each of the

varieties produced. 2 Quantitative analysis

of the impact too much of the block on product sales and customer behavior

In the time dimension of the data, we take the SNM's online measurement as the actual time point of piece, so we collected the consumption data of the city 40 and the next 40 libraries at a specific time point.



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Did you find these results useful?

Yes

No





Google Lens



区块链溯源服务创新及应用报告

From the beginning of August 2017 when I first entered my Sense E milk, after a one-month transition period, Huaguo, Andier and Meicheng began to land on the ground. The products were concentrated in 2018. From May to July, a total of 15 varieties were added to the location in order.

◆ Auto-detect → English

Through the quantitative inspection of the 7 SKUs of the above four products and the corresponding 1398 SKUs, we confirmed the positive impact of the small value anti-counterfeiting on product sales and brand repurchase rate. 见图 7。



图 7 上线区块链防伪追溯服务后的各项指标表现

The results of the analysis show that the SHI of the Tongzhou Group should all pass through this batch of battles, all indicators have significant positive effect on the road SE. First of all, in the function of the song, the batch of Jieyang health care products increased by 0.4%, and the stepmother was afraid that the relative increase was 10%, and the fresh food type did not appear significant before the attack.



Translated text

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Did you find these results useful? Yes No

Beisheng, for the product's visits to the Jingdong Mall, the block group prevents the "quality traceability" theory of the island from affecting the two categories of Yinhebao and infant milk powder. The Yingzheng group's products in the Yingzhen health care category The visit volume comparison group has increased by 30.0%, the milk powder has increased by 16.1%. In addition, in the four categories of the community research, users all thanked the product when purchasing the blockchain, and for a certain period of time for products of the same brand The willingness to repurchase has also shown a significant increase, the rate of Hong Kong's production of bright red has relatively increased by 47.5%, the repurchase rate of general health care products has been increased by 11.8%, and the education of firm milk powder has increased by 5.8%. The repurchase rate of skin care has increased relatively 5%, which shows that the product launch in Asia can significantly join the consumer's consumption index for the brand. In terms of satisfaction, we have focused on the nutrition guarantee category with a high natural return rate. The results show that The higher-level block anti-counterfeiting traceability service also plays a positive role in suppressing the product rate. The return rate of nutritious and health-care products has decreased by relatively 1.5%. In addition to the above results, we have also made a more detailed distinction between blockchain traceability information, and the difference in the impact of different types of traceability information on brand consumption stickiness in the future. The analysis results show that the thank you information consumers of different nodes have more improved effects. Significant differences, specifically, the retrospective information display of any information nodes in factories, logistics of origin, research and inspection and logistics can enhance the relatively complicated copy of Fanwan. For the production of fresh and beauty skin care products, the logistics letter of origin is a follow-up training that can significantly improve the relative complexity. In terms of nutrition and health products, the overall performance of the blockchain testing service can improve the brand, but the different chasing node information will not affect the effect after the progress. Finally, we tried to test the improvement effect of the specified product on the basis of progressing into the blockchain's secret service, and at the same time adding the live recording function of the Lijiu album. The results are significantly smaller, and the realization of the Qianli function can significantly increase the sales of physiological continent products, and the degree of improvement reaches TT.

three, Book accessory

To sum up, we found that establishing consumer's subsequent recognition, advancing brand image, improving the level of enterprise management, improving the level of customer relationship management, and improving the level of enterprise product management. Evolution The strategic cooperation of the consent form is a key factor for the company's brand to come to the blockchain service, and most of them go back to that step through the deployment zone before they are out of school and are recognized in the market. Transportation efficiency. The crab sea expansion and other aspects have achieved the price and come in together. Our analysis shows that: the brand's rapid testing, the sales of non-health care and maternal and infant milk testing products have increased by 29. Volume and the brands that produce fresh, yellow seed health care, mother essentials and typical skin care products are more likely to be scored

Chinese → English

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Did you find these results useful? Yes No



区块链溯源服务创新及应用报告

手机-商务新闻区块链+溯源服务创新中心·6 区块链溯源服务

Relatively increased by 47.5%, 44.8%, 6.8% and 5.2%; for Haisheng fresh products, while superior traceability

services, clairvoyance video related product sales increased by 7.1%

Auto-detect → English

Admittedly, in view of the fact that the blockchain anti-counterfeiting traceability service is in the initial promotion stage, famous brands, especially

unified enterprises, due to the different tourists, deploying blockchain anti-counterfeiting traceability services and subsequent

transportation comes with high cost Concerns have become an important factor hindering companies from coming to this emerging technology. This is

also the structure of providing blockchain. The service companies and even the national government in Hong Kong, the key to the need to

address the fertilizer system that is not based on block technology problem.



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Did you find these results useful?

Yes

No



最佳实践篇

1. Wyeth 1. 氏奶粉 ✨ Chinese → English

Enterprise Introduction

Wyeth Nutrition is not a leading nutrition, healthier and happy life company-Dragon Fruit Group. In 1915, the birth of the world's first male SMA opened the historical revolution of the formula of infant formula, and it was also the legendary start of Wyeth Nutrition. For more than a century, Wyeth Nutrition has always inherited the belief of "100 years of excellence, new life of Huize". Under the strict global uniform standards, we will provide families with scientific, innovative, and high-quality ink painting products. Wyeth Nutrition entered China in 1986 and is headquartered in Shanghai. For more than 30 years, Wyeth Nutrition has developed and grown together with the Chinese market, has accumulated rich experience, and has learned and met the different needs of Chinese consumers in different eras. Leading brand. 2

Product and supply characteristics

In recent years, due to frequent security incidents in the dairy industry, many consumers have bought this mountain. Take infant milk powder as an example. Because the value of milk powder is not easy to be immediately perceived by the type of infants, in the critical stage when the infants in Mexico need to be kept, Duan Milk Powder cannot provide sufficient card for the outgoing: when it has a negative impact on its future growth, it can be serious or even fatal. Therefore, consumers attach great importance to the quality of milk, and the quality of milk powder appears at first sight. In addition to the damaged image of the product, the brand side will not be able to gain a foothold in the domestic market, resulting in serious economic laws. Therefore, Wangchuan is a word that needs to be able

to manage officials. The supply chain of milk powder generally includes: milk source, production, transportation, co-storage, and sales.

The milk source link plays a vital role in the success of the show. The variety of dairy cows and the feeding materials all determine the raw milk. The success of the trail is #shall be generated. In the production process, raw milk 列复杂 needs to be added, and this process can also have an important impact. The chase, bump, and sell links are the bridges and components connecting the enterprise and the forerunners. 情况 The supervision of China has an important

role. In this context, many dairy products companies have built anti-counterfeiting Dao test systems to add security management and ensure security, so that the national civil society: Xie Dao can, on the one hand, strengthen the individual step control of the supply chain. What is necessary is to pursue the other side. It also brings more innovation to the industry, strong can trace the whole process of the world gold, so that a Qu Wu can participate in the profitability of the product



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Did you find these results useful?

Yes

No



Block Matsuura reports on service innovation and application

Cheng. It can be said that whether it has been traced or not has also become an important consideration for consumers to purchase dairy products, especially dairy products for young children. As a world famous milk powder brand. Sales in China have maintained steady growth over the years. Wyeth has five major production bases in the world, including: Ireland, Switzerland, Suzhou, China, Singapore, and the Philippines. Most of Wyeth's milk powder is imported milk powder, and also has domestic production capacity. Domestic milk powder must be produced at the Suzhou plant. The Suzhou plant is equipped with the most Advanced production equipment and standard safety system. Since most of the production bases are located overseas, from the perspective of the supply chain, the product tide brand please cover the foreign customs clearance, marine transportation, transportation, and domestic customs clearance inspection links, and the cycle is longer. Affiliates, presenting consumers with real battle information. 3. ** RA TAMMR

Before using the toxic sexy traceability platform, Wyeth had its own system, but did not use blockchain technology. Each product of Tang's milk powder has its own second push, which can be displayed after scanning the code: the date of departure and arrival, the date of production, and the guarantee. The reason for choosing to cooperate with the new pseudo-tracing platform of JD.com's blockchain is mainly because milk powder can record all aspects of production and circulation, and can track and deal with problems in a timely manner in case of problems to prevent people from going to the land. Through the blockchain, each milk powder is marked with an "identity" and the production is kept in mind. Passing away, sales and other links, for consumers to check the birth certificate, to ensure the safety of milk powder. | The technical characteristics of blockchain technology that are not allowed by Shangwei are powerful for consumers without borrowing technology, which enhances consumer recognition and trustworthiness of the brand, which is the most Take me big,

In cooperation with Beijing Re, through the cooperation, there is a space for quality troops, and the employment population who wears exclusive products believes in the flow | Fanzhong, the information presented by the platform can be born, entered, and produced. In addition to information such as Kunming, the Cantonese also took time to return. The time when JD.com went out of the warehouse, and before the fashion, it was sent to the middle station. When the delivery information is sent to the mother due to abnormal flow. In addition to these values, the people are still thinking about moving the process to the upstream powder production factory in the future, so that the messenger will be able to provide information on the important country created by the supply of more milk powder.

Through the cooperation with JD.com, it is even possible to go from the JD.com platform to the actual situation of consumers who are actually doing business. When you have been a book, the way to test whether the consumer's items are genuine is more convenient and eliminated

Chinese → English

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Did you find these results useful? Yes No



The consumer's doubts about authenticity, at the same time, can also convey more information about the quality, use, and benefits of noodles to consumers to provide consumers with more intimate services.

Chinese → English

京造乳胶枕

1. Enterprise introduction

JD.com's own brand, Jingzao, was officially launched in 18th birthday. North positioning is "popularization of high-end products and quality of public products". In this direction, Beijing styles the CH model, revisiting the starting point of creating commodities, and trying customers to win consumers in the new era.

It has been launched for less than two years and currently has more than 10,010 boutique SBLs. Please cover home, digital appliances, apparel, travel, food and beverage, and a large category of beauty care and beauty. The store has rented more than 2.1 million fans. Unlike other players who focus on developers and manufacturing, Beijing entered the company's external designers to participate in product planning, such as working with the Jiangnan University School of Design.

2 Product and Supply

Turning ahead of people's quality of life. Latex products are naturally possessed and supportive, and the use of Shu site and other pointers are popular among Chinese people. In recent years, more and more people have been able to purchase over-the-counter columns too much. However, many people don't know much about taking products. Yilong's identification method may buy inferior or counterfeit products, which not only costs

but also affects health. Many latex pillows advertised on the market are imported from Thailand, which is not the case. They are made of liquid collected from holes imported from Thailand. Because they are easily oxidized in the heart and can be sex, so the import industry should be hydrogenated as vacant, After being shipped back to the country, the level of use in the factory is uneven, so the visibility of internal production, the content of the solution is generally 80% 86%, which is far from the high standard of 93% in the industry. The product with the shape of the heart has heart-felt hair characteristics. The production flow area and the process flow mafia factors will have a great impact on the product quality, and thus have successfully completed the upper position. Although in the short term, inferior latex products will not immediately be caused by cleaning the body and mind. However, due to the gelatinization of the flowers on the mountain and the connection of their

products, the game still needs to pursue a better revenue ratio: a better price. The branding of Jingye is all completed in the United States. It must be quasi-judged to send a ratio within 18 hours, so the sex flow content of the school flower can reach 93% (DIY not be spontaneous and must add a foaming agent). The W block brick anti-counterfeiting business provides far-reaching and display of sexual governance, carrying the brand's MAIL, and establishing consumers' genuine brand recognition.



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Did you find these results useful?

Yes

No





The consumer's recent photos of authentic products, at the same time, the brand can convey more information such as product quality, use, and optimization to consumers to provide consumers with more quality and caring services.

Auto-detect → English

二、 Jingxian Rubber Pillow

1. 企业简介

JD.com 's own brand, Jingzao, was officially launched in 2018. Its positioning is "popularization of high-end products and quality of public products".

Thanks for the hard work,

Beijing-made, less than two years after its launch, currently has more than 2,000 boutique SKUs, covering home, digital appliances, apparel, travel, food and beverage, and a large variety of beauty and beauty products. The local tax shop has more than 2.1 million fans, and other players Focusing on the different practices of developers and manufacturers, Lizao introduced external designers of the company to participate in product planning, such as working with the School of Design of Jiangnan University.

2 Product and supply characteristics

With the improvement of people's quality of life, latex products have become defensive, supportive, and comfortable to use. They have been loved by people. In recent years, more and more people are keen to buy latex pillows. However, many people do not know much about latex products and lack scientific identification methods. They may buy inferior products into counterfeit products, which not only wastes money but also calls health.

Many security guards on the market are Thailand 's father 's pillows, otherwise they are all processed from Thailand 's imports. Because of the cancellation of Jiangxian softening and preservation, the import process needs to be checked and preserved. After the journals were shipped back to Zhuangneji, the divisors of the small factories were uneven, so domestically produced latex columns. The volume of Yusuoichi is average. 8), 85%, and 63% of the high-rise buildings in the high-end industry have a very bad industry. Therefore, the origin and characteristics of such products and enthusiastic ingredients for milk collection. Factors such as production processes and processes, outflow semi-straight, and so on will have a great impact on product quality, thereby causing the public to mix up the law. Although it has been grown since the late period, the meris landing products do not include the psychological status of those who can enter. However, due to the price of the auto industry on the market, the latex

machine that needs to be accurate before the road is doubled. , And Jingjin's product collection is all made of regenerative The color rawilk is foamed within 48 hours, so the volume of the resulting wave can reach 9.3. The latex cannot initiated, it is me. 2) Brand R19 Internal cause during the war: the end of business. The origin of the harvested fruit is grouped and revised. To consumers in fact 108.1.1 Jinya guarantees that the founder's authentic products are recognized.



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Did you find these results useful?

Yes

No



区块链溯源服务创新及应用报告

3. 京东数科智慧链 The use of the co-platform

Chinese → English

The full-stream chasing title of Jingjin's latex ratio includes the midpoint, the first node remembers the production link of the Thai factory and the letter of the product's delivery. At the same time, the brand's factory has become a leader in the brand's factory, through the Internet. In the live broadcast, you can see the production of the factory: the first section is after the product enters China. It is used by the supplier. The supplier will protect the arrival record information of the product: after the product is installed, the third node Positioning and experience reports: "After the product comes from the Jingdong warehouse, the warehouse will also maintain the outbound information. This is the fourth information record.

After coming to the service paid by the blockchain, the most intuitive understanding is the early work. At the level of after-sales service, consumers have a lot of praise in the after-sales price of products to mention the speed of quality. At present, the rate of latex sticky ladies is about 90%, which is higher than the usual value of 954-27% on the platform.

三、鑫玉龙海参

1. 企业简介

Dachenglong Marine Biological Seed Industry Technology Co., Ltd. has a city company (hereinafter referred to as "Yin Tiandi"). The successful student who is controlled by him is a new technology leading enterprise in the middle school biological industry, forming a picture of a winter piece. Processing, advancing sea cucumber stocking, commercial processing, commissioning the entire industry sales of processing, a new model of foreign economic development, improving the overall level of the various births and international market competition. To promote Dalian's sea cucumber industry, it is safe, efficient, and Sustained and healthy development has made outstanding contributions, and the company has evaluated the country's only organic agricultural industry integration development and positioning, and has successfully been listed on the New Third Board (stock code 8349495 and won the Nomination Medal of the Sixth World Mayor Quality Award.

2 Products and Russia should be promoted

As the living standard of blood people improves, the products of Ginseng will continue to increase as much as possible. The CCP went straight, down, and loud. After the fifth marine aquaculture tide, the sea cucumber industry has become an important part of China's Nanyang fishery economy. And as the world's only few, not only the rich gold products of painting, but also the precious medicinal materials. Astrology to people's acacia.

Although the production of sea cucumbers and the volume of previous life are constantly increasing. To the life of many corporate investors, due to the low cost and efficiency of some enterprises, and a series of fours have been exposed during the development of the participating industries, G)) Many of them are mostly breeding species, and the breeding situation is too large, and the regional situation is unreasonable.



Translated text

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Did you find these results useful? Yes No



题: (The production of 2 shifts is increasing, but the breeding technology and related regulations are not paid attention to; (3) 海

Chinese → English

Participating industrial enterprises develop... of parameter safety supervision is insufficient. The above problems all indicate that sea cucumber products, origin, characteristics, production outflow, craftsmanship, circulation channels and other factors will produce 11 people capable of product quality, and the participation of all the departments will have a physical and mental impact on consumers.

Serious injury, so disappear if the anti-counterfeiting of public products UFJK (U U urgent.

Panqilong, as a high-tech leading enterprise in the marine biological seed industry with Hong Kong-based products as its main business, has lost its business in the entire industry chain of the sea cucumber breeding industry: it has the same processing as medium breeding.

Due to the extremely high nutritional value of ginseng products, any problem in the product supply will have a major impact on the final quality of the product, which will affect the quality perception of consumers and must be determined by the brand image. Therefore, the company has very high quality control for all links in the upstream and downstream of the virtual position. 3. The use of Pingqu by Bendong Branch

The main products in Benhua are ginseng fresh products. At present, all products of the company have been added to the East District Anti-counterfeiting Traceability Platform. Thank you for your ability to pursue the company's growth in the industry. The company's current production chain's Cui test system has all entered the national cloth platform, and through the "Clairvoyance" video, the "breeding song-Zuoyiyijia" has been added to the stage of the lake and lake. Through the use of retrospective platforms, internally can force companies to improve their own rationale. Do a good job of product quality; externally, through Qianli Opera and others forced to present, let consumers more intuitively understand the whole process of the production of sex products, where the products come from, how to lighten, and use "Lanju More practitioners, Shi Feng, clearly saw the product's coexistence, and solved the product. This also dispelled the opponent's positive thinking about the origin of sea cucumbers to a certain extent, and hoped that some gene companies' products. In the product library: for more than a month, the protection of the actor in the purchase of the product can all drive the company's use in Wenzhou, and it is basically formed with 10% of the measurement. The application of the platform has shown the world where it is initially concerned, and the unique quality is that readers can succeed. Live on Fashionable times play a positive and negative side effects:



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Did you find these results useful?

Yes

No



4. Maputo

Chinese → English

1. Enterprise Introduction

RELAY (INTERNAL) is a combination of two long-established French wineries, Remy Martin and COINTREAL. Reynolds China has MAXAIRF IXT (Cognac Fine Champagne)). (Liqueur). Whisity and Gin: such as Louis XIII, the king of Cognac, Remy Milt Lum, highly sought after by global fashion consumers Nine oil-based orange wine, derived from Scotland's single malt whisky Bramberg (Hermichladel), Miyaishan high to Li Jin botanist Gin (Botanist Tslay Dry Gin). At night, Barbados, Langshiqing tis HLMLAH AI AN (Mount Gay Rum).

In 724, Remy Mirrin established a head factory in the dry area, and since then, he has forged an inexplicable history with the history of "Pile e Way," The taste is unique, and it is gradually recognized by the critics from all over the world. Soon after, the family made them fall in love with China and publicized it as the status above the "brandy", "the sweet and beautiful belt of color is thus laid. 2 products and Supply special works

According to the internationally well-known AIL (Origin of Origin), a unique land near the Atlantic Ocean, 110 kilometers south of Pak Ching, 120 kilometers north of the Erdo region, was named the Chinese production area, due to the local geographical location It is very unique, which makes the brandy produced in the area of excellent quality, so 得名。

2.4 years. Kents' Miran entered the area clean and tidy. From now on, he made the next journey with China. The "water of life (paulide yle): grade grassland: Wang Xinshi Please make progress in all areas; Ishi: detailed recording in the room; I want to go above, I am afraid that it will be "brandy" status. Purpose Beauty Group makes such a determination,

"Billy School Campus Yushan" (Ch, NAC FINE GAMValse) was found to be the most reasonable, the definition is: only 1 is used in the center of the French Cognac region-the face of the large and small Xiangmen districts, and the sound is top The Chinese with a charge ratio of not less than 5 is Renxiang SF. People, brand products are high quality production areas.



Translated text

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Did you find these results useful? Yes No

Innovations and stores used in the district

Chinese → English

Rentouma Junduo Group and JD.com are strategic partners, so the brands under the group have participated in the Jingdong Digital Technology blockchain off-tracking cooperation. The brands involved are: Rentou Ma Jundu's original fake area, Jundu orange, Buhady Single Malt Whiskey, afraid of being hit by Jin Hui, Kairum, West Sharp, etc. Launched anti-counterfeiting cooperation with JD.com. As a foreign wine brand: Rentou Ma Jundu also has its own product traceability system. After purchasing a product, consumers can scan the QR code of the product to enter the company's brand public account and learn about the various brand information of the product. 3. The use of the internal power plus peace club of Koishu on the east side After adopting Jingdong Digital Technology's silicon anti-counterfeiting service, the product can more easily draw whether the flower gift comes from Jingdong's exclusive channel, which can improve the efficiency and level of road management; at the same time, based on such a strategic partnership, the brand In addition, the flow of resources is supported. At the same time, due to the fact that the consumer groups can source the goods on the Jingdong platform, the originator is more assured about the products purchased from Jingdong, which has promoted the increase in product sales; in addition, After the water withdrawal testing service in the Shi District, the level of after-sales service for the brand will also be greater, and the consumers' complaint and consultation system will be reasoned, and will be further reduced after use.

福临门食用油

1. 企业简介

"Zhongyu Yulinmen Food Co., Ltd., former COFCO Fulinmen") is a company of Yebang Oil Foods of China Shipping Group, devoted to the management of ht brand food, and is awarded and part of the orders for Chinese products by provincial agency business. One of the core businesses of the medium-sized group's "Ten" development strategy. 1993 lived on October 18, the first barrel of Fulin came out in Tianjin. The manufacturing industry, as a strategic brand of COFCO's regular progress of character A. Pin |||| Relying on the development of the country, opened the era of Chinese people's health and happiness. After many years of continuous development, Fulinmen Jinlong has received global placement and is a consumer Seen as a safe, healthy and Wuhe time-use food underneath, rice, flour, unimproved not only meet the consumer's music needs, but also harder to add Chinese people's positive association for a happy life, according to the northern neutralization industry The model is quite determined an expert in the body shop works of Chinese families! As a brand that ranks the increase of the "Fulin Gate" series of edible oil is among the best in the industry in the country. At present, "Fulin Gate" has opened the domestic Lichuan oil volume for One of the well-known brands, "Fulin Gate"



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特别服务创新及应用报告

I am very committed to the research and development of new products, and evolved nutrition will be used in blending oil, corn oil, sunflower oil, home... **Chinese → English** ...flavored old soybean oil and other products, relying on COFCO's entire industry chain strategic model All production bases of "Port" have passed the double certification of ISO9001: 20100 international quality management system and HACCP food safety and prevention system. 2

Product and supply characteristics

The supply chain of the heart oil is composed of four mold core links including production of main materials, processing food transportation, and sales. Among them, the raw material production is ¥ 45,118 for planting, harvesting, and the above processing links include: care, 11 samples, oil, finished product testing, Packaging, storage, can include: product oil testing. From the production flow transportation to the logistics center opening and sent to major supermarkets: consumer links include toll purchase and consumption. In the above link, the existing seeds, pesticides, and fertilizer inputs, among which nutrients and water are abundant, the processing of the pressing material and oil control technology, greatly affect the quality of the applied oil. This oil into the sea can be used for blood supply in all aspects of product supply. It should be used to prevent edible imitation", and let the oil be used as a tube during the flow process. Consumers can create the edible oil production area and variety by creating the binary code on the product packaging.

Nutrients, for the phase zone, is an effective way to protect edible oil island products and counterfeit. Whether it is from overreaction in the market, but also from connecting parts, logistics tracking, and distribution to non-Taoguang, using Shanshan State can play a pivotal role.

3. The use of the anti-counterfeiting function platform that was originally used by the Branch

Brands use block seals for anti-counterfeiting tests, which are mainly used to prevent edible oleic acid pairs, and they are also used to monitor the flow through the process. Because of the characteristics of Shantou products, the current production link can be confirmed. Consumers can use the oil in the place of origin by coding. The amount of Yamaguchi surface. Nutritional composition, re-examination report. Overseas, product production date and other information. Due to the traditional industry of crystal M, came to the block Lianshanpu service. Whether it is used in the industry, it is the original co-innovator: the brand and the entire industry and a brand new prototype.

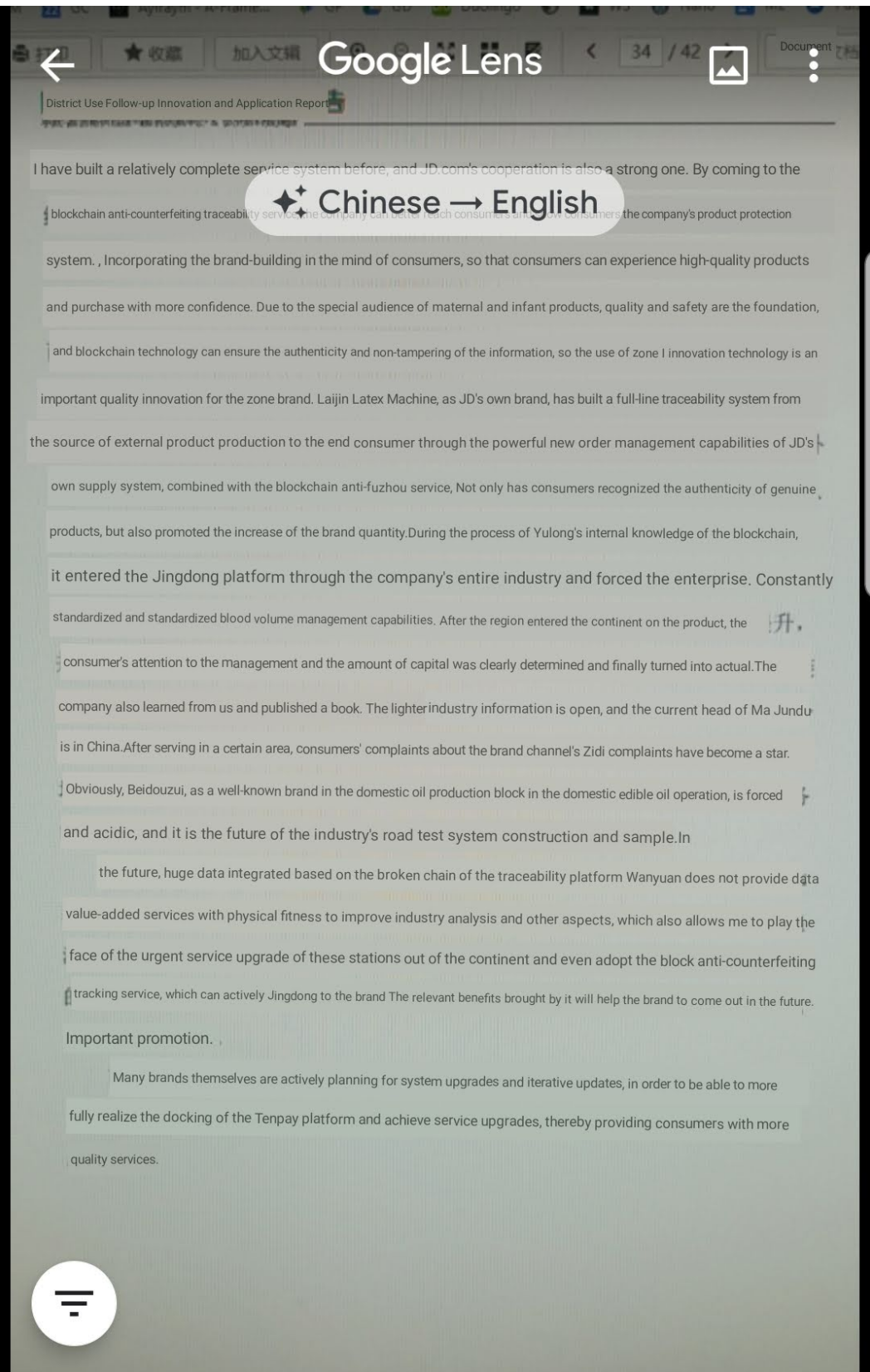
six, 文章小结

For example, Shijia's first battle on this site is to measure the quality of the product, and discuss the e's flat-top IR. The 2's milk is an enterprise that assists in the Beibu Wars in Mizhou District. Come out to cooperate

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District Use Follow-up Innovation and Application Report

Chinese -> English

I have built a relatively complete service system before, and JD.com's cooperation is also a strong one. By coming to the blockchain anti-counterfeiting traceability service, the company can better reach consumers and help consumers understand the company's product protection system. Incorporating the brand-building in the mind of consumers, so that consumers can experience high-quality products and purchase with more confidence. Due to the special audience of maternal and infant products, quality and safety are the foundation, and blockchain technology can ensure the authenticity and non-tampering of the information, so the use of zone I innovation technology is an important quality innovation for the zone brand. Laijin Latex Machine, as JD's own brand, has built a full-line traceability system from the source of external product production to the end consumer through the powerful new order management capabilities of JD's own supply system, combined with the blockchain anti-fuzhou service, Not only has consumers recognized the authenticity of genuine products, but also promoted the increase of the brand quantity. During the process of Yulong's internal knowledge of the blockchain, it entered the Jingdong platform through the company's entire industry and forced the enterprise. Constantly standardized and standardized blood volume management capabilities. After the region entered the continent on the product, the consumer's attention to the management and the amount of capital was clearly determined and finally turned into actual. The company also learned from us and published a book. The lighter industry information is open, and the current head of Ma Jundu is in China. After serving in a certain area, consumers' complaints about the brand channel's Zidi complaints have become a star. Obviously, Beidouzui, as a well-known brand in the domestic oil production block in the domestic edible oil operation, is forced and acidic, and it is the future of the industry's road test system construction and sample. In the future, huge data integrated based on the broken chain of the traceability platform Wanyuan does not provide data value-added services with physical fitness to improve industry analysis and other aspects, which also allows me to play the face of the urgent service upgrade of these stations out of the continent and even adopt the block anti-counterfeiting tracking service, which can actively Jingdong to the brand. The relevant benefits brought by it will help the brand to come out in the future. Important promotion.

Many brands themselves are actively planning for system upgrades and iterative updates, in order to be able to more fully realize the docking of the Tenpay platform and achieve service upgrades, thereby providing consumers with more quality services.



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Management Enlightenment and Policy Negotiation

Chinese → English

Through this joint research, we found that in the process of adopting blockchain anti-counterfeiting and chasing services. Among them, Chinese consumers' quality recognition, brand image enhancement, and enterprise supply chain management level. The level of customer relationship management, quality management, and the strengthening of strategic cooperation with the state affairs are the key factors for the continued service of the blockchain from the brand.

After the brand merchants passed the "block warfare anti-counterfeiting traceability service, customer traffic has been continuously improved, customized brand equity promotion, consumer awareness of the traceability of products, the brand image has been improved, and the connection with consumers has been established. Mountain Haner, thus providing consumers with more accurate and high-quality services. After the tour, but the improvement of customer satisfaction and the increase in the amount of products, the enterprise walks on it, the traceability service within the water blockchain. Afterwards, it can prompt enterprises to continuously optimize and improve their own inadequate and standardized quality management level, and improve the company's acoustics level and the ability to coordinate and integrate upstream and downstream of the supply chain, thereby promoting the overall improvement of operational efficiency.

At the bottom of the cooperation, after the brand has passed the pseudo-blockchain service, I got the resource support of this book, strengthened the cooperative relationship between the same and the deep, and deepened the company's deep interaction with other companies. The cooperation has improved the company's ability to produce index and integrate yesterday. It is true

that due to the fact that the service is still inactive at the time of block trial, many varieties are traditional enterprises. Out of concerns about the service when deploying block money and the high cost of the Ministry of Social Transport, it is still in place in the endless stage, this has successfully opened the northern area for silicon forgery, an important factor for service. This is also the future of blockchain internal test service provision, and even the use of square meters to build and promote the non-new process of the taste department must be resolved. The keywords are based

on this. From the front of business, we suggest to provide and longer interface data services to reduce the secondary development progress of the brand system charging interface; in terms of systems. Due to the variety of face value service provision systems, with the difference in the data exchange area in the 17th century, the service provision is based on the position of the brand side, fully considering the data sharing issues in the system process of both parties, and the variety is in the front system adapter and connection process. After the service is launched, due to the fact that some brands have ten large-scale production enterprises, they feel that the cost of machine equipment is high. Together with the server, it is necessary to propose a lower cost product wholesale: y's solution is to reduce the brand. The face-to-face information collection and WIN are based on the book, but also to the accuracy and accuracy of the business but the general business and extraction, to ensure the authenticity of the general information.



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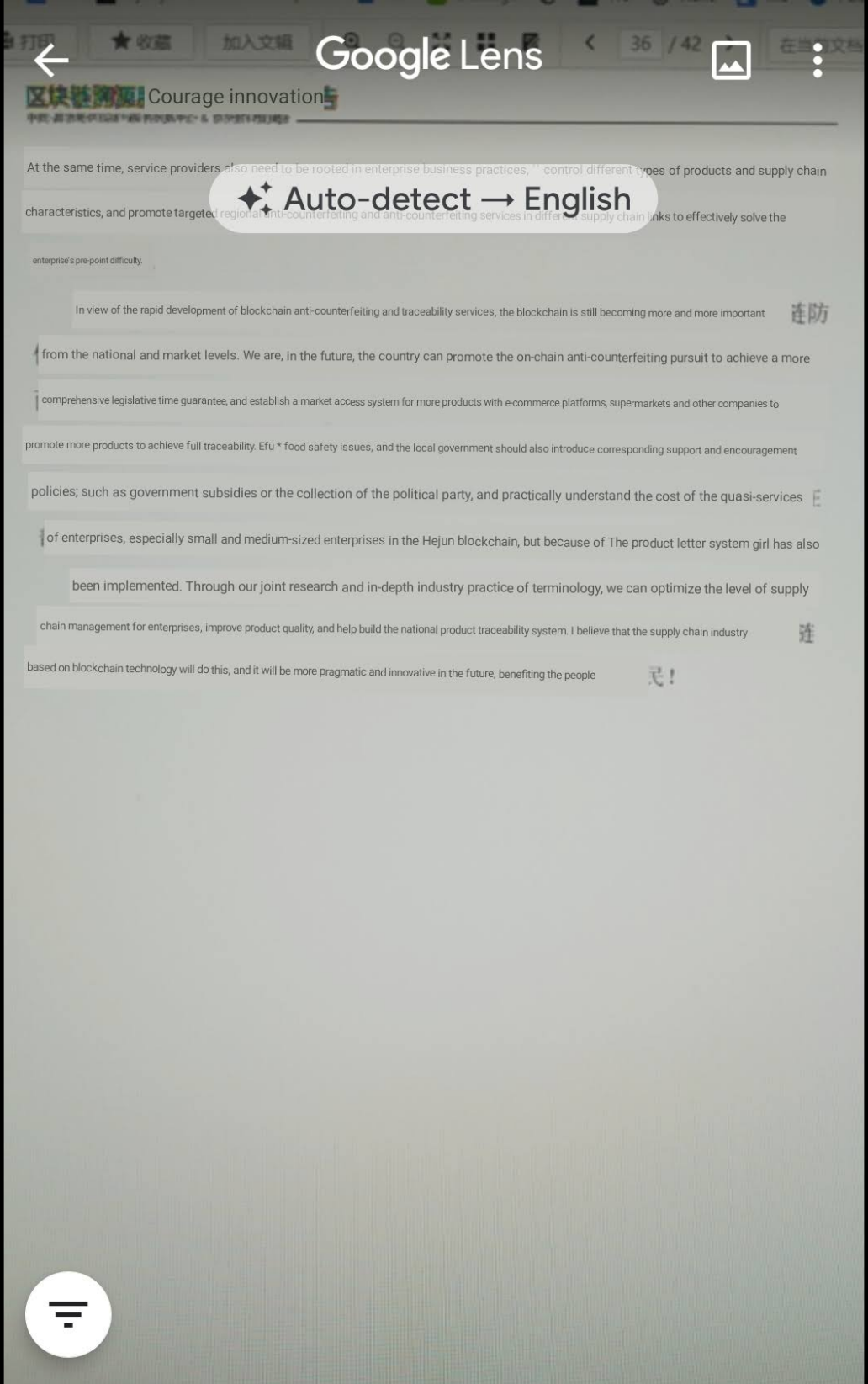


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List of things and brief introduction ▾

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摘要名单

China-Europe-Provincial New Supply Chain and Service Innovation Center,

赵先德 王鸿鹭 王良 应豪

JD Mathematics:

Intelligent Alliance Warfare Platform and Business 团队

致谢 Bit of 立

This report was found by the user's Natural Science Foundation's key international (regional) cooperative research project: Research on Supply Chain Cooperative Innovation Behavior of Chinese Enterprises 14201072 North America.

"At the same time, the people and support provided by the following cooperative enterprises

case records: Huimin Group Nutrition (Zhongshan) Co., Ltd.

- Dalian Yulong Bring Species Technology Co.,

Ltd.-Rentou Ma Jundu

Tian • COFCO 10kg Products Co., Ltd.

-Beijing World Co., Ltd. 司



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Brief introduction of

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the organization China-Europe area will provide supply

China Europe Proposal Supply Chain and Service Innovation Center was established in September 2014 and belongs to China Europe International Business School, one of the top business schools in the world. The director of the center is assumed by Professor Zhao Xiande, the most influential supply chain management scientist in the Asia-Pacific region.

With the mission of "Outstanding Supply Chain Management and Service Innovation through Knowledge Creation and Dissemination", the center is committed to building the best platform for integrating professional knowledge and skills in the field of supply chain and service innovation, promoting the development of academic theories in related fields, and promoting industry Use best practices to help the paper improve relevant industrial policies. To enhance the global competitiveness of Chinese companies, the center's industry-university cooperation network covers the world, including government agencies. Leading companies at home and abroad, and other universities and industry organizations to partners

currently have to study the direction of digital supply chain and Portuguese innovation, but good collaborative innovation, China's urban

驱动 logistics competitiveness index, the optimization of the majority of the world's physical decision, the world Into finance,

all-African supply, the possibility

of supply development, etc. The key activities of the center:-Carry out cutting-edge research on the promotion of supply chain IE and service stations to Narita's discussion and practice-Through comprehensive research with the industry

The ground is to 问题

- Through forums, seminars, new work training projects, in-class education, multiple ways to learn and develop development results and enterprise best practices
- through development and service innovation, high-quality case effects, advance education team,
- most established a response to service entrepreneurs Enterprise signing pursued by Shengmi

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Anode Energy Creation and Application Report for Medical Supply Site

Dongdong Digital Technology Country and its block brand innovation capabilities

JD Digital Technology Group is a technology company born for digital services. Based on data technology, artificial intelligence, Internet of Things, and cutting-edge technologies in the era of blockchain, it has established and developed a digital risk management capability and user operation capability. , Industry understanding ability B2B2C model enterprise service ability. As of June 2019, the company has planned to serve 100 million personal use, 8 million small and micro enterprises, more than 700 enterprises, ILO, IT, and 00% entrepreneurial and innovative companies. Government and other public service organizations in more than 40 cities.

In 2013, the company completed financing with a valuation of more than 130 billion yuan. In the blockchain leadership, Jingdong Digital Technology Group has established the poison of the common technical products of the district ", and

The financial industry has formed the core of Kaihai block to Churin technology and consulting services as the core, and based on the mother 帮 drug distribution game platform (Jizheng BusF station) that can help institutions and enterprises quickly arrange the block, to Supply chain trends, digital storage, comprehensiveness, regulatory technology, end application innovation, etc. | The 停 above software entry platform is an application of three-body area wire investment and business architecture,

| Supply Chain Thank you is one of the earliest layout application scenarios of JD.com. The circulation of commodities is time-sequential, and it can be combined with the technical performance of blockchain-based distributed storage. The Zhilian Yihu platform is a 防伪追 blockchain-based software and application platform developed by Beijing based on human resources. The platform integrates the internet of Things and blockchain technology to produce, process and manufacture products. Mountain pass. Warehousing logistics, and. Learn the important data of this link of the whole life, and establish the scientific and technological industrial 4 credit mechanism that enables the main body of Xianggu, through the one-for-one consumer. The platform can't find the incompatibility of data and privacy protection by the block group book; " The current whole process is the flow of goods 通过程保驾护航。

K: https://ETockchain. Jd com W justice:

Fight with poison.



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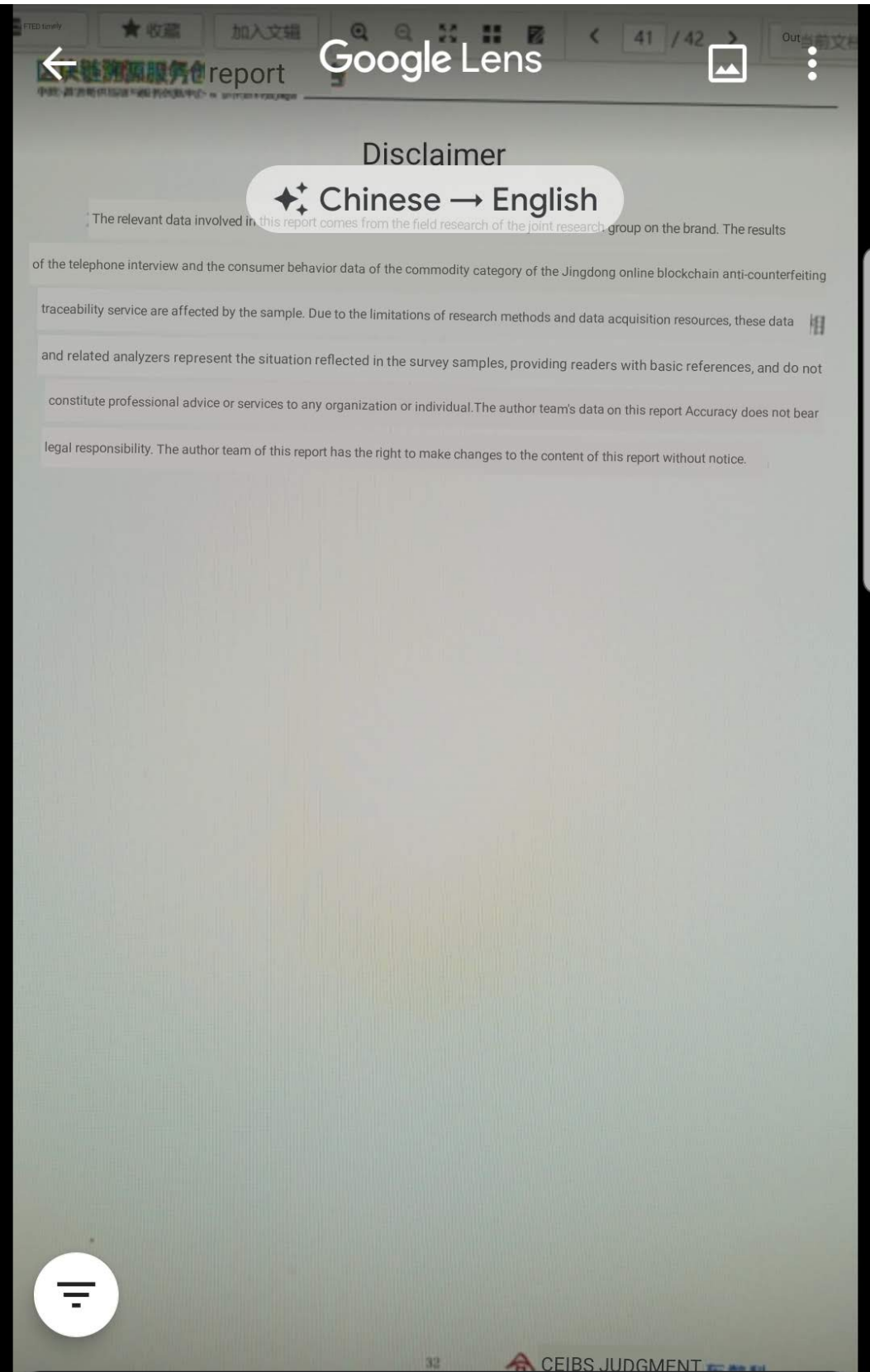
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The relevant data involved in this report comes from the field research of the joint research group on the brand. The results of the telephone interview and the consumer behavior data of the commodity category of the Jingdong online blockchain anti-counterfeiting traceability service are affected by the sample. Due to the limitations of research methods and data acquisition resources, these data and related analyzers represent the situation reflected in the survey samples, providing readers with basic references, and do not constitute professional advice or services to any organization or individual. The author team's data on this report Accuracy does not bear legal responsibility. The author team of this report has the right to make changes to the content of this report without notice.



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