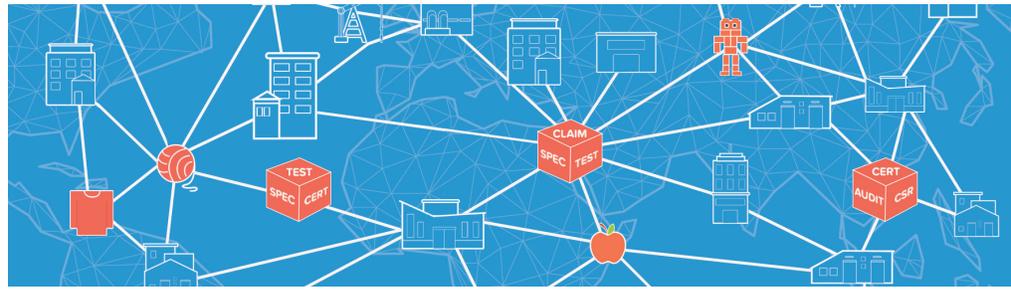




Active Transparency.
Brand Protection.
Customer Trust.™



Collaborative Business Network
On a Distributed Ledger
Ensuring Verified Data
For Supply Chain Transparency

Solution Benefits:

- **Protects your reputation** with transparency into your global supply chain, enabling you to proactively manage issues before they arise
- **Ensures information integrity** through a combination of validated data from 3rd party verifiers, strong authentication and security, and tamper-evident transactions
- **Improves customer trust** by enabling permissioned access to key supply chain information in order to meet the increasing demands of modern consumers

Example Use Cases:

- **Supply Chain Transparency**
- **Product Traceability**
- **Product/Food Safety**
- **Corporate & Regulatory Compliance**
- **Corporate Social Responsibility**

ICIX: Blockchain for Supply Chain

Applying Key Blockchain Design Principles to Deliver Supply Chain Transparency

The ICIX Active Transparency Platform™ for supply chain risk management is based on a distributed network and has been tailored to the complexities of global supply chains. ICIX has been applying key blockchain design principles for over 14 years to help our customers achieve Active Transparency™, brand protection and customer trust.

Blockchain Design Principles on the World's Leading Cloud Platform

ICIX solutions are built on a powerful set of leading technologies. Its core is one of the world's best SaaS platforms, Salesforce. Additionally, the ICIX architecture has harnessed key blockchain design principles since its inception - long before blockchain became the buzz it is today.

This has enabled ICIX innovation such as a distributed network, peer-to-peer sharing, data integrity, tamper-evident transactions, transparency, traceability of products, and more. Blockchain essentials are the foundation of an ICIX cloud platform hosting more than 48,000 trading partners. ICIX is positioned to deliver a new era of transparency in global supply chains.

Key Business Problems to Solve in Supply Chain

- Efficient collaboration across distributed, global supply chains
- Permissioned access to respect confidential information
- Ensuring data integrity and trusted communication
- Delivering supply chain transparency and traceability

A Permissioned Blockchain Based on a Distributed Network

ICIX has been providing supply chain solutions based on blockchain principles over 14 years.

The ICIX Solution:

- Connects all participants in the ecosystem (e.g., vendor, manufacturer, raw material provider, testing lab, government, etc.)
- Facilitates collaboration on both product and trading partner information
- Provides validated, trusted information between connected parties
- Manages safety, quality, compliance and corporate social responsibility
- Drives active transparency, brand protection and customer trust
- Delivers safe, quality products to market faster

ICIX Key Characteristics

- ✓ Distributed Ledger / Network
- ✓ Tamper Evident
- ✓ Peer-to-Peer Sharing
- ✓ Transaction & Data Integrity
- ✓ Optimized for Supply Chain
- ✓ Enables Collaboration
- ✓ Protects Confidentiality
- ✓ Secure, Scalable, Reliable
- ✓ Mature, Proven Solution

Ensuring Data Integrity

Validated Transactions

- All transactions are validated on the chain
- Transactions updated and verified across connected network participants
- Ensures all permissioned parties have access to the same information

Validated Content (Information)

- Integrated, trusted 3rd party data verifiers including testing labs and certification companies
- Ensures data quality and reliability

Transaction and Data Integrity

- Immutable Transactions (optional) - where appropriate, lock down each transaction
- Collaborative Editing - the flexibility to collaborate and jointly edit shared data as required
- Tamper Evident Transactions - in all cases, full visibility, audit trail of all changes and transactions

For More Information

To learn more about ICIX and our blockchain approach to managing supply chain risk, please contact us directly via one of the following:

Phone - within the US:
1- 877-888-4249

Phone - outside the US:
+1-650-581-2000

Email:
info@icix.com

Additional information can be found at www.icix.com

Built on Top of the World's Leading Cloud Platform: Salesforce

The ICIX solution is built on top of the Salesforce Platform and has developed the first business network on Salesforce. This distributed network provides:

- Peer-to-peer information sharing
- Distributed ledger capabilities
- Permissioned data access
- Potentially unlimited distributed computing power
- A virtual enterprise solution to every participant node

As a result, ICIX delivers a collaborative business network optimized for the complexities of global supply chain risk management.

Key Foundations of the ICIX Blockchain Solution:

Permissioned Blockchain Approach

- Permissioned access to secure information blocks
- Information does not have one sole owner; information is shared and updated across all involved parties

Distributed Network

- Distributed business network for collaboration and peer-to-peer sharing
- Many-to-many model connecting participants across industries

Transparency and Traceability

- Full audit trail - all actions monitored and tracked
- Full visibility for parties who need access (private/permissioned)

Transaction and Data Integrity

- Ability to lock down, where appropriate, each transaction for immutability
- Flexibility to collaborate and jointly edit shared data, when required
- Validated 3rd parties ensure integrity of critical business data (tests, audits, etc.)
- World class security based on the Salesforce platform
- Data is secured and redundant across the ICIX network

Mature, Enterprise Technology

- Delivered via Salesforce - the leading cloud platform
- Trusted network, strong authentication, secure transactions, straight from the validated source
- Leading edge security, permissioned data access and sharing

Ensure Integrity, Reduce Risk, Drive Trust

ICIX has a functioning, viable, mature, scalable solution that solves critical supply chain issues across safety, quality, compliance and corporate social responsibility. Our proven solution incorporated key blockchain design principles from its inception and has continued to evolve over 14 years to address the expanding needs of retail and consumer goods companies managing global supply chains.

The ICIX solution helps facilitate trading partner collaboration, ensures transaction and information integrity, delivers active transparency into the supply chain, and ultimately helps companies reduce risk, protect their brand and drive trust with their customers.