



# SAP Innovation Awards 2019 Entry Pitch Deck

Ocean-to-Table Blockchain

Bumble Bee Seafoods



## Company Overview

### Bumble Bee Seafoods

### Ocean-to-Table Blockchain

Bumble Bee Seafoods actively promotes the responsible stewardship of global fisheries resources and is a founding participant of the International Seafood Sustainability Foundation (ISSF) – a global partnership of scientists, tuna processors, and WWF, the global conservation organization.

The Bumble Bee Seafoods corporate social responsibility program reaches beyond fisheries and across all aspects of business, encompassing operations, packaging, supply chain, consumers, communities, and employees.

# Ocean-to-Table Blockchain

## Bumble Bee Seafoods

### “Quote”

“Our blockchain project will transform the way we manage our social responsibility with the suppliers and fishing villages of Indonesia.

We share a united passion and commitment to the environment and sustainability with the Indonesian fisherman which will result in improved livelihood for them and their communities.”

Tony Costa  
SVP, CIO  
Bumble Bee Foods

### Challenge

- Increase Corporate Social **Responsibility**, Local **Livelihood**, & Sustainable Catch **Awareness**
- Maintain **Transparency** & Data **Integrity** as Tuna moves from **Source** to **Consumer**

### Solution

- **Blockchain** Technology maintains Data **Integrity** & **Transparency** through **Supply Chain**
- **Sharing** Information across **Suppliers**, Strategic **Partners**, Non-Governmental Agencies [NGO's] to insure best **Outcomes**

### Outcome

- **Integrated** Supply Chain results in **Efficiency**, **Transparency**, & Data **Integrity**
- **Education/Promotion** of **Sustainable** Fishing
- Increased **Transparency** to **Consumer**, resulting in Market **Premium** where Fair Trade **Products** are sold
- **Increased** Local **Livelihood**, such as additional **Income** from the **Fair Trade** Premium paid to **Fishermen** for their Catch

Drive supply chain efficiency around **Fair Trade Tuna** that is projected to grow more than **70%** in the coming year

Improve **Transparency** for Retail **Buyers & Consumers** resulting in Enhanced **Brand Equity**

Provide Fish Buying **Trends & Data** through the SAP Analytics Cloud to help identify Historical **Performance & Improve** Fish Catch with NGO **Education** to Fishing Villages



# Business Challenge & Objectives

## Challenges:

1. **Transparency** is a requirement in the **Food Industry**
  - Many Stakeholders are involved in the Supply Chain Process, as the Tuna moves from Source to Consumer
  - Data is entered into Supply Chain by many individuals, as the Tuna moves from Source to Consumer
  - Stakeholders need tangible Guarantee that they can trust the Data of the Supply Chain
2. Many **Stakeholders** throughout the Supply Chain have **limited** or non-existent **IT Budget**
3. Only **Data** which is **pertinent** to a particular **Stakeholder** should only be seen by that Stakeholder

## Objectives:

1. **Track** Tuna from **Source** to **Consumer** using **Blockchain** Technology
2. Maintain **transparency** with NGO's & Consumers around **Sustainable Fishing**
3. Show **value** of **Blockchain** in Sustainable **Fishing**
4. Become **Thought Leader** in the **Food Industry**, successfully using Blockchain as a SAP Lighthouse Customer
5. **Promote** Fair Trade, **Increase** Business and simultaneously, **positive** Social **Impact**
6. Increase Local **Livelihoods** through Fair Trade **Premium** to fisherman



# Project / Use Case Details



## Ocean-to-Table Blockchain with Bumble Bee Seafoods

### Project Timeline:

1. September 2018: Proof of Concept
2. December 2018: Pilot Deployment
3. February 2019: Live Deployment

### How it Currently Works:

1. Consumer scans QR code of a Fair Trade Bumble Bee Seafoods Product.
  - *Think Tuna Steak at Whole Foods Market*
1. Consumer receives information about the type of Tuna, name of Indonesian Island where the Tuna was caught, information about the fishing community that caught the Tuna, and the sustainable fishing practices used to catch the Tuna.

### In the Medium-Term:

- Suppliers & NGO's affiliated with Bumble Bee Seafoods will analyze the number of fish caught over time, study sustainable fishing from source-to-consumer, and use the model to improve fishing practices in other areas.

### In the Long-Term:

- Create Mobile App for Fishermen, that will predict Fishing Conditions & Fishing Areas with Highest Potential for Tuna Catch
- *Example of Consumer Engagement on following slides!*





# Benefits and Outcomes



## Business / Social

- Maximized Supply Chain **Transparency & Efficiency**
- Education/Promotion of **Sustainability & Food Safety**
- **Promoting** Importance/Value of Consumer **Trust**
- Improve Gross **Margin**
- Competitive **Sales** Advantage
- Enhanced **Efficiencies** for Government Agency **Reporting**

## IT

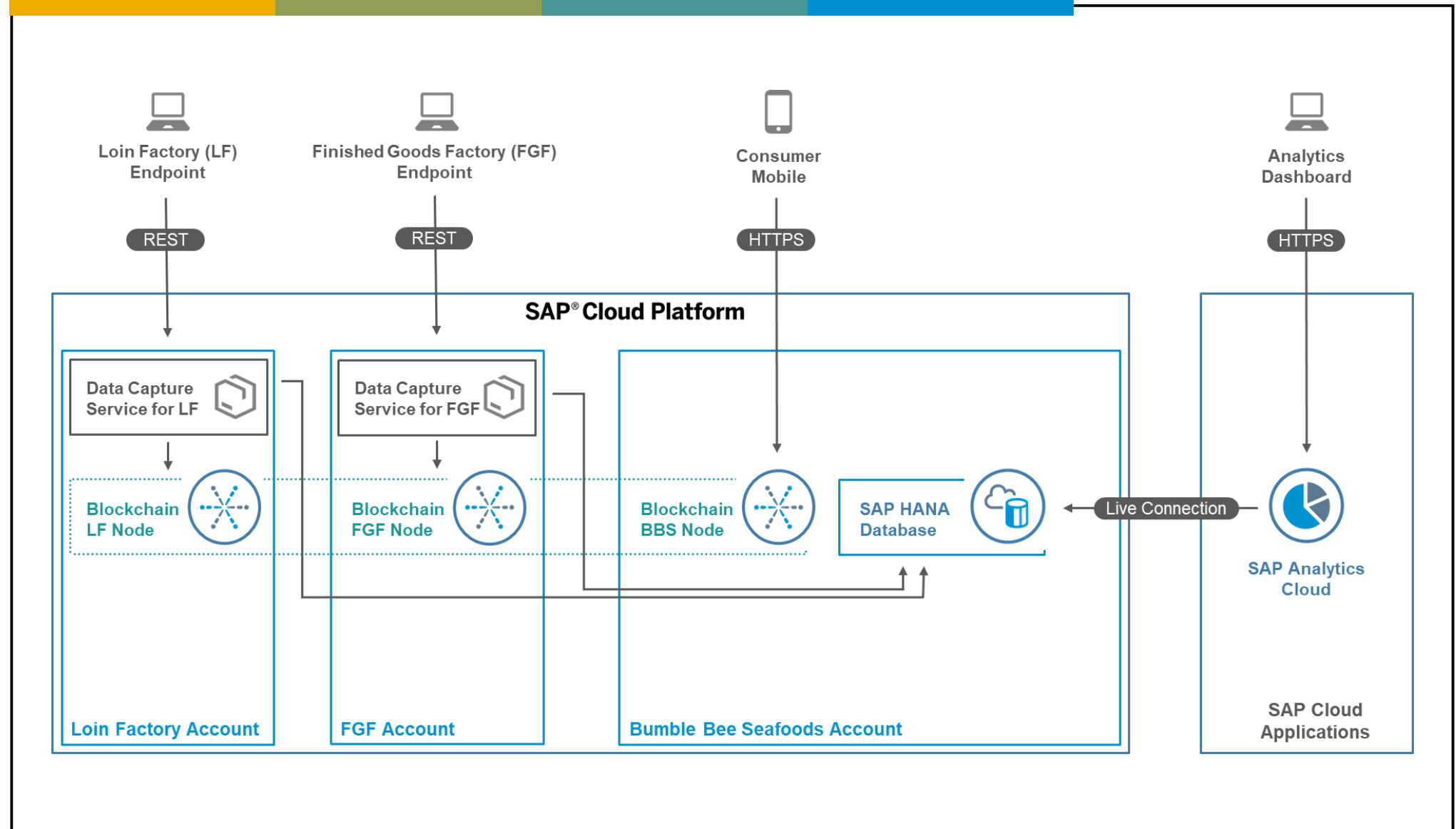
- Maximize Data **Accuracy & Integration**
- **Integrated** Supply Chain
- **Data** Visibility & Analytics
- **Sharing** Information **Across** Suppliers & Strategic Partners
- Drive **Automation** by Leveraging New Technology [Blockchain]

## Human Empowerment

- Improved **Livelihood** of **Fisherman** & Fishing **Villages**
- Increased Catch through shared efficient & sustainable Fishing Practices
- Increased in Wages from **Fair Trade Premiums**
- Fair Trade: Meeting **Sustainability** & Community **Enhancement Objectives**
- **Corporate Social Responsibility**: Confirmation of responsibility **objectives** for NGO's & contributing Foundations
- Introduction of Technology to **enhance** Fishing **Practices** & provide New **Skills** for Fisherman
- Analytics & Technology **increase** visibility & processes at the Buying **Post** [Supplier]
- Supply Chain **Efficiency** for Strategic **Partners** by **integrating** Processes & Data – Harta, BOGI, BMI



# Architecture





## Deployment

Date of Deployment or POC: December 14, 2018 (POC), solution will go live February 2019

Number of live users: 5 supply chain partners, n consumers

### SAP Technologies Used:

SAP Cloud Platform	PoC live, solution go-live Feb 2019
MultiChain Services	PoC live, solution go-live Feb 2019
SAP HANA database	PoC live, solution go-live Feb 2019
SAP Analytics Cloud	Solution go-live Feb 2019

Server Processor: Not applicable

Linux Distribution: Not applicable





## Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	No	--
2.	IoT	No	--
3.	3D printing	No	--
4.	Blockchain	Yes	Blockchain traces Supply Chain information & maintains Integrity
5.	API Economy / Integrate the Intelligent Enterprise	No	--
6.	Cloud Native / Event Based Architectures	Yes	Native development on SAP Cloud Foundry
7.	Extending the digital core with SAP CP / ABAP in SAP CP	Yes	MultiChain Services Deployed on SAP Cloud Foundry
8.	SAP Leonardo Application (extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	Yes	SAP & BBF: Design Thinking Sessions, Iterative Design & Development, using Blockchain as Core Component

# Ocean to Table Blockchain - Demo



Live Demo:

**Scan QR Code** to learn  
about out the origin of  
the Tuna you are buying!



# Ocean to Table Blockchain – Demo Screen Grabs

