Both IoT and blockchain in supply chain are more mature. There are a lot of parties involved in coupons, which has hampered the adoption of digital coupons, and blockchain isn’t going to suddenly align all those parties’ interests. But the technology-enabled, still exist, and blockchain alone is not going to fix it.

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THE PLAY:

Scoring Chances:

A PLAYBOOK OF

First and Goal

Retail / Grocery Automation

from Basic Blocking and Tackling to Big Plays:

From Basic Blocking and Tackling to Big Plays:

1. Track all actions taken across multiple parties to deliver goods

THE PLAY:

From Basic Blocking and Tackling to Big Plays:

2. Track all actions taken across multiple parties to deliver goods

THE PLAY:

From Basic Blocking and Tackling to Big Plays:

3. Track all actions taken across multiple parties to deliver goods

THE PLAY:

From Basic Blocking and Tackling to Big Plays:

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THE PLAY:

From Basic Blocking and Tackling to Big Plays:

10. Track all actions taken across multiple parties to deliver goods

THE PLAY: