

Use Case Library

Blockchain Platform for Customer Relationship Management

Executive Summary written by GBBC

As companies develop more digital systems and are in possession of more data, interoperability of systems and the ability to securely share data becomes important. Existing centralized ledgers and databases make it difficult and time-consuming for companies to safely share information with partners.

To address these growing issues, Salesforce developed Salesforce Blockchain, a platform that allows companies to “harness and share massive amounts of data with an ever-evolving network of partners and third parties, all without sacrificing trust.” The blockchain tracks and authenticates data that is shared between companies. This system can be used for advanced, secure, and fast asset management and workflows.

The 21st-century economy requires that businesses develop innovative new ways to work together. As workflows and data sets become larger and more complex, it is crucial that companies have an effective platform that facilitates sharing without jeopardizing security. Blockchain technology is already being used by some of the largest corporations in the world to create efficiencies while protecting valuable and sensitive data.