

# Fireside Chat | [Blockchain] How the Blockchain Technology Would Help Future Proofing Your Customer Data Strategy?



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**Have you used blockchain technology in marketing or customer data management in your company?**

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**What according to you is the biggest advantage of BlockChain technology?**

- **Question 1:** We have always heard about blockchain technology being used in fintech or supply chain areas, what is blockchain application in marketing and customer data being used in your company?
- **Question 2:** What are the key challenges you faced when using blockchain technology in your company?
- **Question 3:** What are some of the growing marketing challenges which may be solved by BlockChain Technology?



- **Athikom's Takeaway:** Blockchain is not the appropriate solution to every problem. But it is a perfect candidate when you need to solve the digital footprint traceability that happens across many stakeholders. If you have such business requirements, try using the blockchain.
- **Avneesh's Takeaway:** Blockchains is currently at a nascent stage of its life cycle. We need to keep in mind is BlockChain is a technology, a tool. The responsibility falls on the user to choose the right tool for the job and make sure the tool is used correctly. For me, a blockchain technology is useful when there is a certain degree of decentralization required while maintaining a record of each interaction, and when you need transparency of operation while controlling data security & privacy.



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