

BLOCKCHAIN IN THE ENTERPRISE

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Engineering

Blockchain

A brief definition for the enterprise context

“ **Blockchain** is a completely novel architecture for business — a foundation for building a **new generation of transactional applications** that establish **trust** and **transparency** while streamlining business processes. ”

Source: IBM via forbes.com



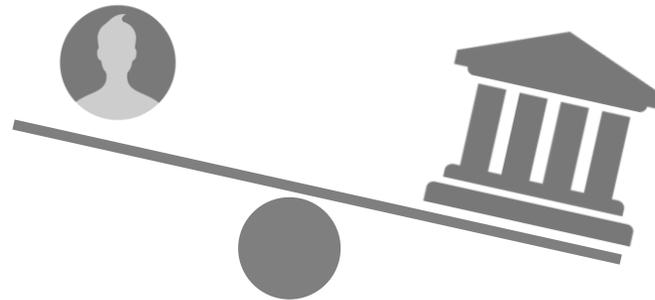
BLOCK
CHAIN

Blockchain Value Drivers

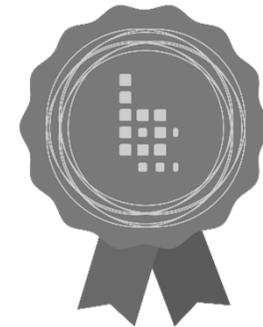
MULTI-PARTY



INFORMATION IMBALANCE



TRUST



Blockchain Value Drivers (continued)

SECURE



DIGITAL ASSET FOCUS

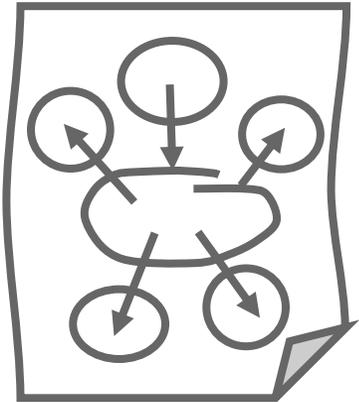


TRANSPARENCY

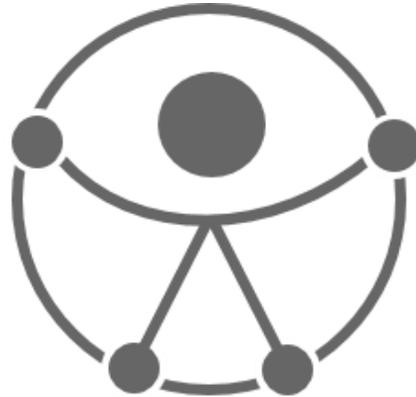


What is needed for adoption?

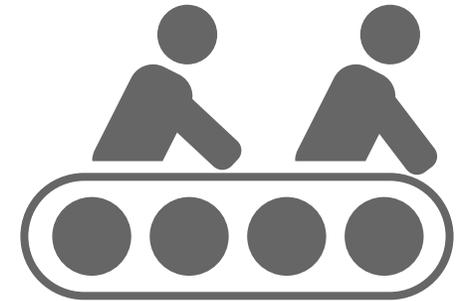
SHOW ME THE MONEY



EASE OF TECHNOLOGY



PRODUCTION CASES



What is a good start?

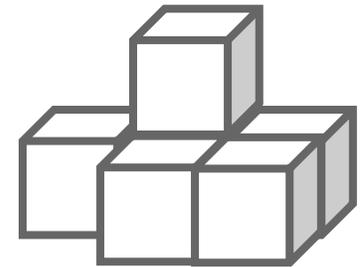
UNDERSTAND



DISCUSS & ENGAGE



REALIZE





“Just because you are big and successful today doesn’t mean you won’t be extinct tomorrow!”



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