

IBM Blockchain

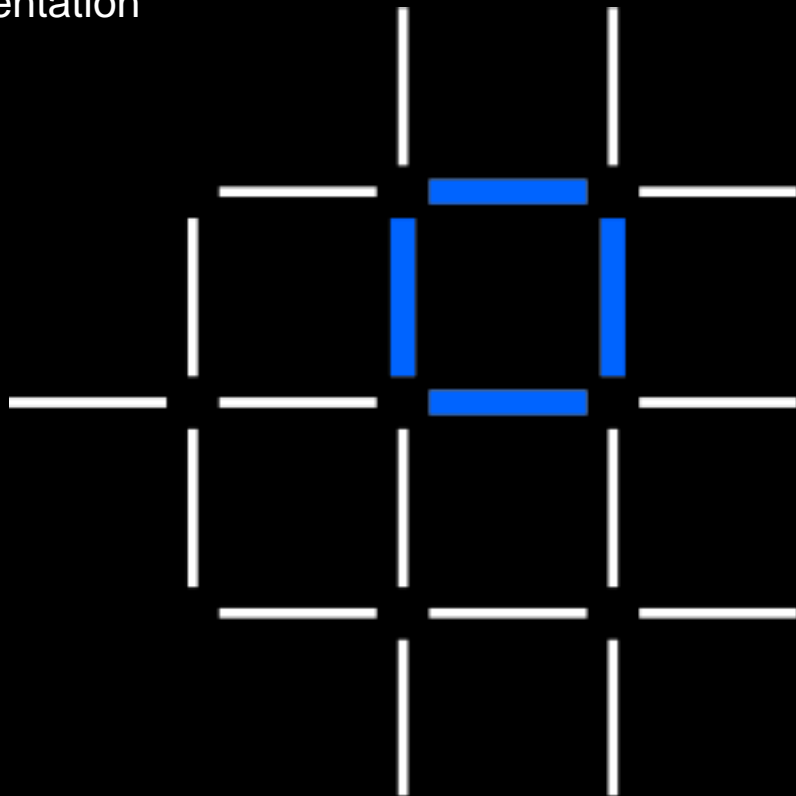
Important moments and risks with Blockchain implementation

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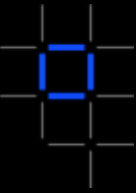
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Blockchain is creating extraordinary opportunities for businesses to come together in new ways



Create New Value

Exploit new business models and eliminate inefficiencies

Optimize Ecosystems

Streamline business processes and the exchange of value along your ecosystem


Reduce Risk

Replace uncertainty with transparency and a trusted decentralized ledger



Different types of blockchain

- All blockchains aim to provide **irrefutable proof** that a set of transactions occurred between participants
- Different types of blockchain exist:

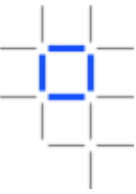
 **bitcoin** is an example of an unpermissioned, public blockchain

- The first blockchain application
- Defines a shadow-currency and its ledger
- Resource intensive

- Blockchains for business are generally permissioned and private, and prioritize
 - Identity over anonymity | Selective endorsement over proof of work | Assets over cryptocurrency



Good blockchain use-case or bad?



Dispute
resolution

Holiday
Tracking
Tool

Know Your
Customer

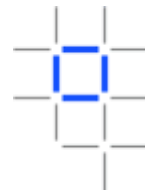
Food
Provenance

Track Your
Child

Electronic
Medical
Records



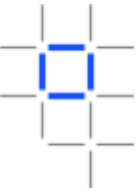
What makes a good blockchain use case?



- Identifying a good blockchain use-case is not always easy!
- However there should always be:

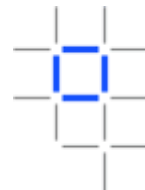
1. A **business problem** to be solved
 - That cannot be more efficiently solved with other technologies
2. An identifiable **business network**
 - With Participants, Assets and Transactions
3. A need for **trust**
 - Consensus, Immutability, Finality or Provenance

Use case examples...but this is not the point!



Financial	Public Sector	Retail	Insurance	Manufacturing
<ul style="list-style-type: none">• Trade Finance• Cross currency payments• Mortgages	<ul style="list-style-type: none">• Asset Registration• Citizen Identity• Medical records• Medicine supply chain	<ul style="list-style-type: none">• Supply chain• Loyalty programs• Information sharing (supplier – retailer)	<ul style="list-style-type: none">• Claims processing• Risk provenance• Asset usage history• Claims file	<ul style="list-style-type: none">• Supply chain• Product parts• Maintenance tracking

Requirements for blockchain applicability



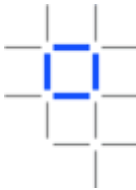
Multiple
Participants

Digitizable Assets

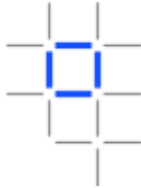
Multi-party transactional
process

Start Small (fail fast)!

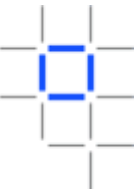
Right partner is a key to success



IBM Blockchain



IBM Blockchain Strategy



Drive the development of **applications** for specific business use-cases, to be deployed to active **blockchain networks**



Services

Collaborate with services teams from ideation all the way to production



Ecosystem

Tap into our diverse ecosystem to develop strategic partnerships and create your competitive advantage



Solutions

Solve critical industry challenges by building and joining new business networks and applications



Platform

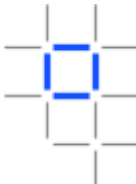
Develop, govern and operate enterprise blockchain networks with speed and security



HYPERLEDGER

A founding, premier member of Hyperledger, IBM is committed to open source, standards & governance

Making blockchain real for business...



Trade Finance	Pre and Post Trade	Complex Risk Coverage
Identity/ Know your customer (KYC)	Unlisted Securities/ Private Equity Funds	Incentive Program
Medicated Health Data Exchange	Government	Distributed Energy/ Carbon Credit
Supply Chain	Food Trust	Provenance/ Traceability

Thank you


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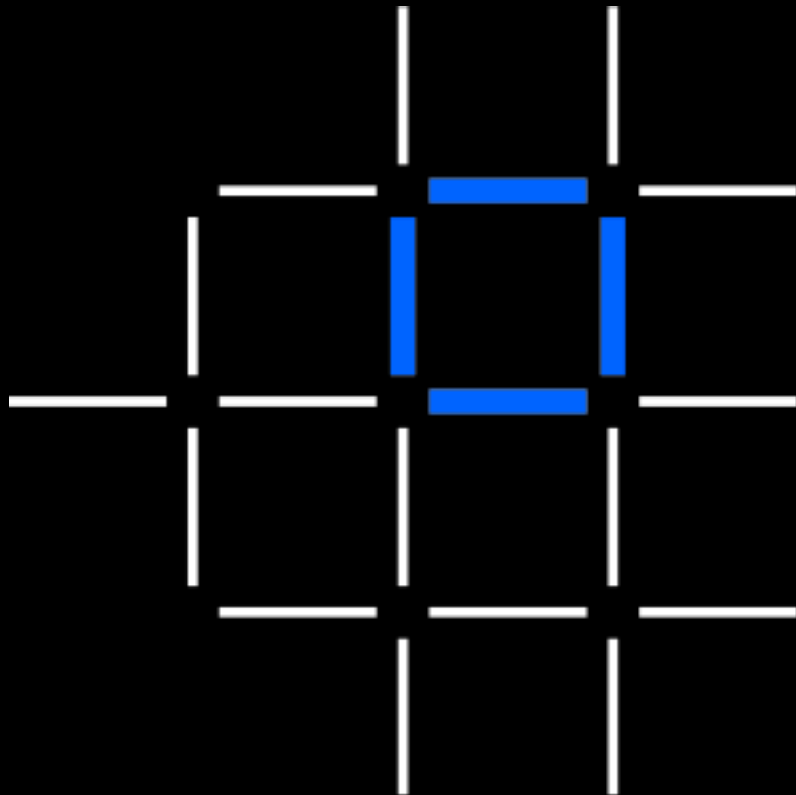
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