

IBM Fuses Blockchain, AI and Cloud Computing Into One Unit

By **Richard Kastelein** - September 4, 2016



To help developers quickly begin exploring the use of blockchain in the enterprise, IBM today announced new blockchain services on the IBM Cloud and IBM Garages to open in London, New York, Singapore and Tokyo. These and other advancements using IBM Blockchain will rapidly enable the use of distributed ledger technology across multiple industries. IBM blockchain user experience designers, Dante Guintu and Andrea Lee, work on secure blockchain apps at IBM San Francisco on Tuesday, February 16, 2016. (George Nikitin/Feature Photo Service for IBM)

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IBM is launching a new business unit called Industry Platforms that encompasses Blockchain, artificial intelligence and cloud computing which will be headed by its global business services chief, Bridget van Kralingen. IBM's Blockchain leadership will make the

transition to the new division.

In a press release IBM CEO Ginni Rometty said:

“The Industry Platforms business will bring clients radically optimized processes and marketplaces that leverage Watson, IBM Cloud, IBM Systems, Blockchain, deep domain expertise and ecosystems of partners and developers.”

“This is an important move by IBM as we increasingly focus on Blockchain.”

In an employee memo [leaked to Zdnet](#) IBM said that the industry platforms business is designed to focus on

“...radically optimized processes and marketplaces that leverage Watson, IBM Cloud, IBM Systems, Blockchain, deep domain expertise and ecosystems of partners and developers.”

“Bridget van Kralingen is an excellent choice to run the new unit,” said Charles King, principal analyst at Pund-IT.

“She’s held a variety of roles at IBM since joining the company in 2004, including leading its Global Business Services (GBS) organization. She also led

the partnership effort between IBM and Apple, established IBM Interactive Experience and launched the company's first cognitive consulting practice."

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Founder of Blockchain News and The Hackitarians Foundation, Richard Kastelein is an award winning publisher and editor, hackathon organiser and entrepreneur. He has written over 400 articles at Blockchain News, has a massive network in the Blockchain arena and is available as a speaker and consultant. (richard@the-blockchain.com) Kastelein has spoken (keynotes & panels) on technology at events in Amsterdam, Barcelona, Belfast, Berlin, Brussels, Brighton, Copenhagen, Cannes, Cologne, Curacao, Frankfurt, Gdansk, Hollywood, Hilversum, Geneva, Groningen, London, Las Vegas, Leipzig, Madrid, Melbourne, NYC, Oxford, Rio de Janeiro, Sheffield, San Francisco, San Jose, Sydney, Tallinn, Vienna, and Zurich. A Creative Technologist & Canadian (Dutch/Irish/English/Métis) his career began in the Native Press (Canadian Arctic) and he later spent a decade in the Caribbean media. Currently, he writes occasionally for Wired Insights, Guardian & Virgin and his articles have been translated into Dutch, Greek, Polish, German & French.

