**HOW MICROSOFT & GOOGLE IS USING BLOCKCHAIN TO CHANGE THE CURRENT MARKET CONDITION**

The world of blockchain and the Cryptocurrency is causing a significant impact in the last 3-4 months of this year 2017. The rise of 770.55% of Bitcoin in less than 12 months, the increase of 2513.95% of Ethereum, the second most recognized currency, by people outside of cryptography and the blockchain, has sounded the alarms, for the most skeptical, and has put on the map, the world of the Cryptocurrency.

In this 3rd quarter of 2017, we have received mixed news, both positive and negative. We have passed, from the substantial increase in investors in ALTCOINS (cryptocurrencies that are not as well known as the main ones). Also have gone from a capitalization of 78 billion dollars in the cryptocurrency market to 185 billion dollars, in just four months, and more important, the market has withstood attacks, from companies and representatives of corporations and centralized management.  
  
The fake exchanges in China, Jamie Dimon, JP Morgan Chase CEO calling bitcoin to fraud, expanding the fear, and causing a wave of the panic vendor. Leaving a better entry point to the market for him and his company, which invested only three days than at a price 70% better than when he launched the news. A series of orchestrated attacks, to lower the price, and access to more advantageous positions, to improve their investments in BITCOIN.

All these attacks have only reinforced confidence, in a system that has not been able to be sunk, by external attacks, capable of overcoming adverse situations, and capable of reaching price highs just a month after these attempts, for violating and dynamiting the trust in Bitcoin, the emblem of the Cryptocurrency and BlockChain.

This is the current situation, in which economic giants, and big firms related to investments, brokers, and more financial elements, have felt threatened by this system, or just did not calibrate their possible relevance shortly.

It is not the same situation for the technological giants such as Google, Apple, Microsoft & Amazon, which have been studying for several years the feasibility of Blockchain and Cryptography, and their possible applications in the future.

We have come to value the contribution of the giants Microsoft & Google since it has surprised us, the difference of their strategies when positioning themselves in the Blockchain world.

**MICROSOFT**

Microsoft, decided about three years ago, to mix with the ecosystem of cryptography and the Blockchain. His strategy has based on working on the blockchain and focusing all his efforts on reaching alliances, productive in the medium to long-term.

One of its first movements was the implementation of the Blockchain with MICROSOFT AZURE. Its mission, with AZURE, is to help companies understand and implement this new era of secure multiparty collaboration by delivering platforms and services that any company-including ledger startups, retailers, health providers, and global banks can use to improved shared business processes.

Microsoft has continued to add BaaS modules to Azure, its cloud-computing platform, since 2015, making it accessible to all users, this past year.

Microsoft's BaaS has been designed to work with a high level of protocols, this has shown a preference for the Blockchain of Ethereum, and has led them to star in several collaborations.

One of the most important in this sense is the incorporation of Microsoft as a founding member of the Enterprise Ethereum Alliance (EEA), which has the function of exploring business adaptations for people interested in the Blockchain.

Another of the most significant alliances that Microsoft has had has been the one it has made with the Israeli Bank Hapoalim bank, creating a system that manages the guarantees of its bank. The result is that the clients of the said bank, will receive the respective documentation of their accounts, in a secure way, and powered by a blockchain. In this case, they use the Microsoft Blockchain (BaaS) service.

Microsoft has created a conglomerate of products around its Blockchain structure.

Technologies such as Azure BaaS, Coco Framework, Azure Enterprises Smart Contracts & the Bletchley project that brings together the whole of its structure.

Project Bletchley is made up of three elements:

* The Azure Marketplace. Offer smart contracts to users, allowing them to gain the benefit of a blockchain-based transaction system without the headache of creating it from scratch.
* Blockchain Middleware. A set of helper services that will aid enterprises in embedding blockchain contracts in a supporting computing environment. Examples of such services are cryptography, machine learning, and identity and key management.
* Cryptlets. : “Cryptlets are off-chain code components that are written in any language, execute within a secure, trusted container and communicated with using secure channels. Cryptlets can be used in smart contracts and UTXO systems when additional functionality or information is needed and provided via a “CryptoDelegate” or adapter.”

**GOOGLE**

On the other sidemoneda, we find the strategy, of Google, which has been based on investing economically in de Cryptocurrency and Blockchain projects, which have considered that they can provide a differential value, and to which they can give advice, and guides how to mentor the m.

Google Ventures (GV), one of the financial elements of Google, specialized in investments made investments in Ripple Labs, the company that is behind the creation and management of the Ripple currency protocol, and also invested in Buttercoin, a bitcoin exchange that He ended up breaking and ceasing his business activiempresarialty.

It has also financed Currencycloud, which entered the financial industrfinancieray, industry with a Blockchain-inspired technology that applies to a wide range of operations such as transaction facilitation.

The infrastructure of Currencycloud works as a cross-bank ledger that allows instantaneous transactions in a more secure yet cheaper ecosystem. With a simple API, banks can utilize Currencloud’s infrastructure to optimize settlement of payments.

Currencycloud raised another $25 mln funding round from Google’s venture capital arm GV, which puts their total funding to date at nearly $55 M.

Blockchain, a bitcoin wallet start-up, has raised $40 million led by venture capital firm Lakestar, Google's investment arm GV, and billionaire Richard BransonThursday.

Blockchain has created a bitcoin wallet which is mostly a piece of software to store the digital currency and carry out transactions with other users.

Alphabet IncThursday.'s Google is ranked t

his 2017 in second place, at cryptocurren cy investments, with six investments that span data storage provider Storj, cryptocurrency derivatives-trading platform LedgerX and merchant services with Veem.

**CONCLUSIONS**

Microsoft’s blockchain technology suite seems to be showing proficiency across incredibly diverse industries such as banking, retail or shipping insurance.

Microsoft's blockchain success is the result of its technological capabilities comb ined with a robust partner ecosystem built around its blockchain products.

Google has been surprisingly silent about the blockchain/cryptocurrency space.

*Microso* ft has gotten entirely into the blockchain market, and wants to take products and offer services concerning it

, Google, has remained, investing, and waiting for events; we will see in the future the development of Google about Blockchain, Sure, they has something waiting to see the light.