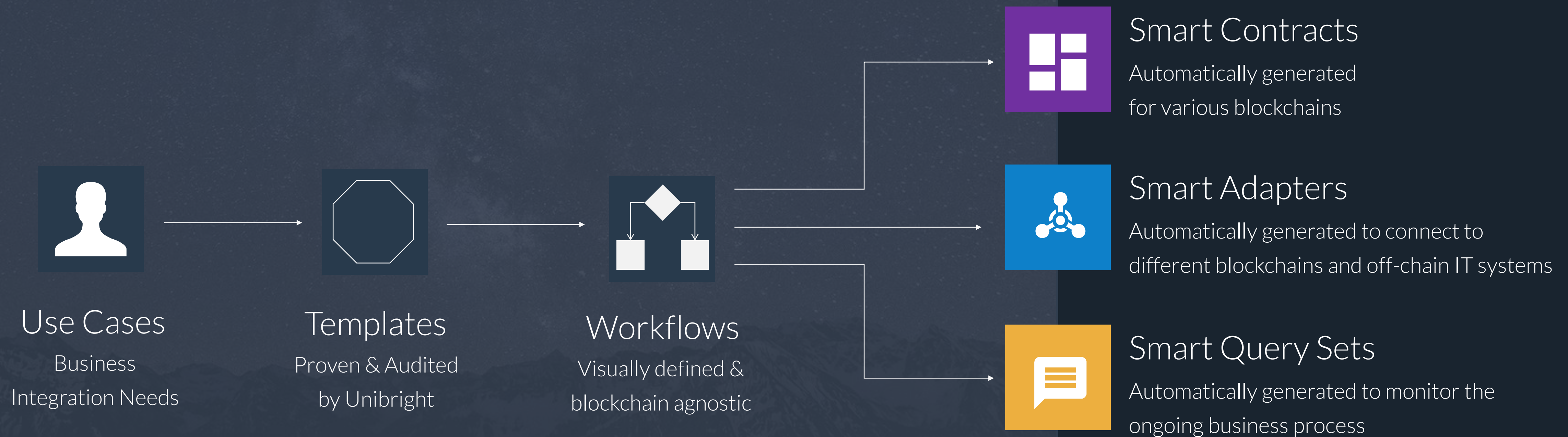# UNIBRIGHT

The unified framework for blockchain based business integration.

We are business integration specialists

We are now offering Unibright – the first unified framework for blockchain based business integration

Use Cases
Business Integration Needs

Templates
Proven & Audited by Unibright

Workflows
Visually defined & blockchain agnostic

Smart Contracts
Automatically generated for various blockchains

Smart Adapters
Automatically generated to connect to different blockchains and off-chain IT systems

Smart Query Sets
Automatically generated to monitor the ongoing business process

We are Unibright

Core Team Members

Ingo Sterzinger
Lead Engineer Frontend
15+ years experience

Daniel Benkenstein
CMO
14+ years experience

Fabian Schlarb
Lead Testing Engineer
12+ years experience

Bastian Emig
CCO
10+ years experience

Dr. Thomas Schmidt
Lead Engineer Mapping Engine
20+ years experience

Advisory Board

Dr. Moritz Gomm
Zühlke

Nicholas Merten
DataDash

Klaus Tschirschke
SPO

Günter Schmidt
University Mainz
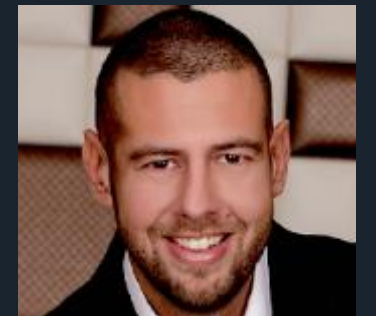
Tapio Reisinger
SAP

Oleksii Matiiasevych
Ethereum / Ambisafe

Patrick Lowry
Iconiqlab

Phillip Schulz
Crypto Calibur

Gabor Kiss
Crypto Calibur

Partners, Advisors and Accelerators

zühlke
empowering ideas

Microsoft
Partner

ICONIQLAB
ACCELERATION. BLOCKCHAINED.

Ambisafe

KT Consult

kuppingercole
ANALYSTS

SPO
Consulting GmbH

BENEFITS (and questions arising…)
The Promises of Blockchain

"Blockchain technology has the potential to reduce the role of middlemen, dramatically speeding up multi-participant transactions and lowering costs, while ensuring all parties are protected. People, businesses, machines, and algorithms would be free to transact and communicate with one another in a frictionless way" (SAP)

✓ Disintermediation

✓ Durability

✓ Reliability / Longevity

✓ Transparency

✓ Immutability

✓ Transaction Costs

OK... WAIT A MINUTE!
Blockchain for Business Integration?

Supply Chain Management
Tracking goods and processes

Finance
Payments, Trade, Approval,, ...

Internet of Things
Sensors, Data, Monitoring , ...

YES!

Data Ownership
User Data, Monetization, ...

Energy
Supply, Metering, Billing , ...

Unsafe markets
Security, Integrity, Disintermediation

Use case: Approval process for jewelry design

Design

Development

Sales

Marketing

IT

Company internal roles

Approval?

Manufacturer abroad

2018: Blockchain integrated
Private blockchain for manufacturer approval
with automatic integration in ERP System

2015: ERP based approval process
Still manual conversation with manufacturer abroad

2012: No integration
Emails, Calls, Excelfiles

Template

Multi Party
Approval

BLOCKCHAIN AGNOSTIC
Blockchain Technology from Business View

No integration

Partially Integrated
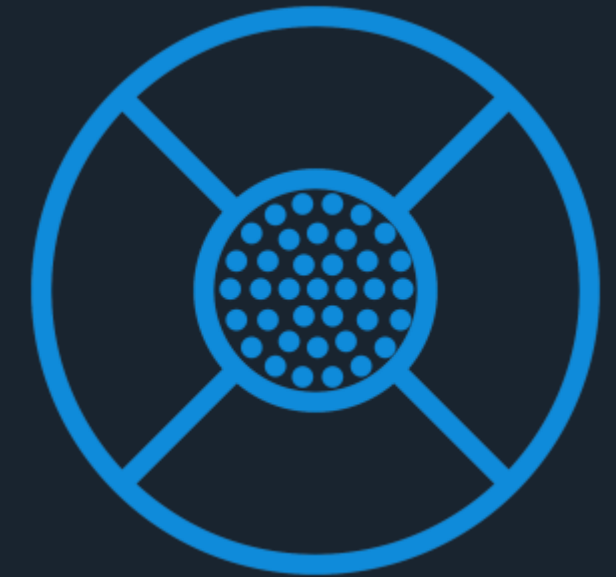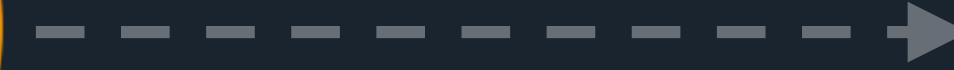
Fully Integrated with
Blockchain Technology

Implementation?
Private / Public Chain?
Smart Contract / DAPP / Off-chain code?
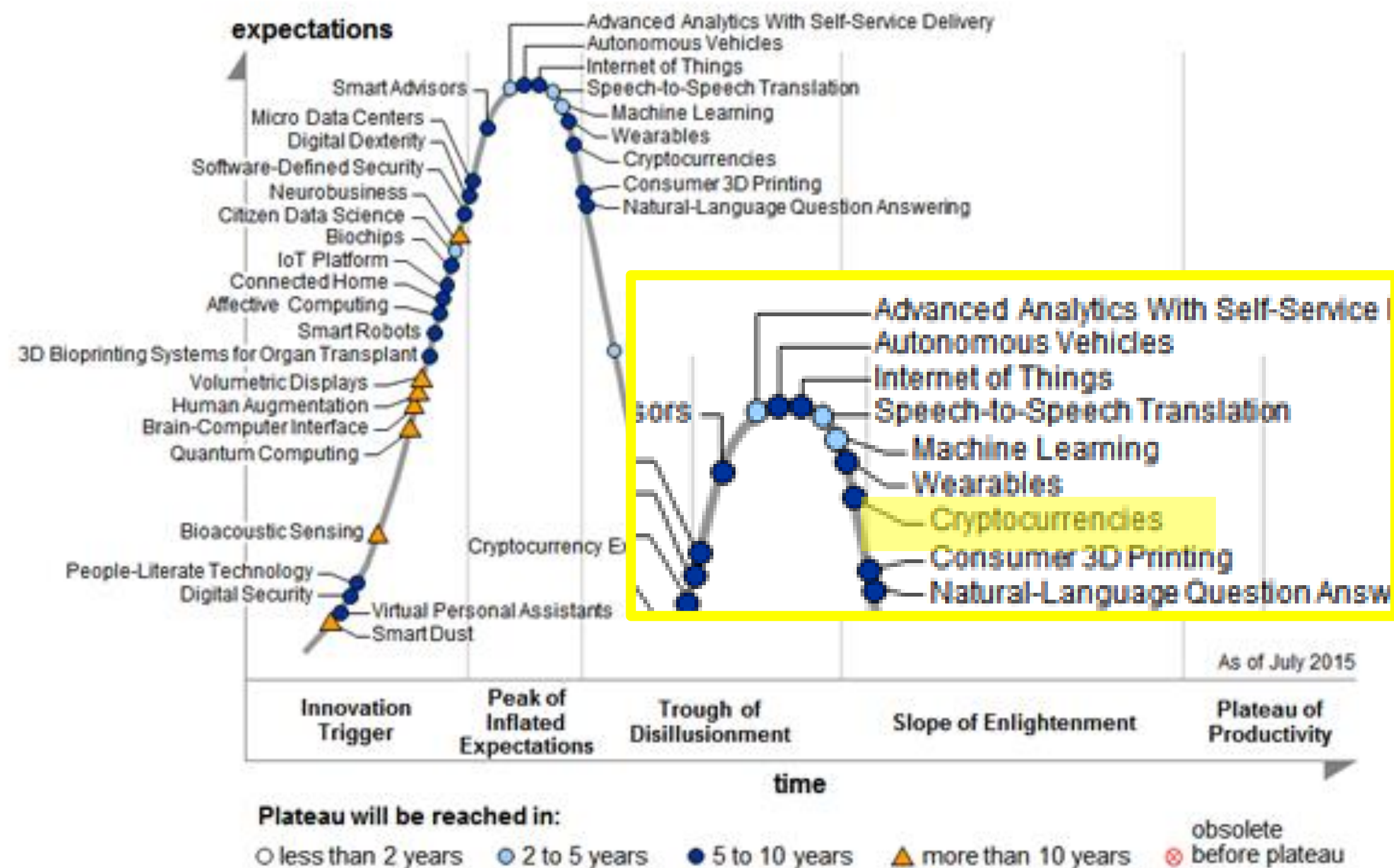
The hype cycle of a new technology

© gartner.com
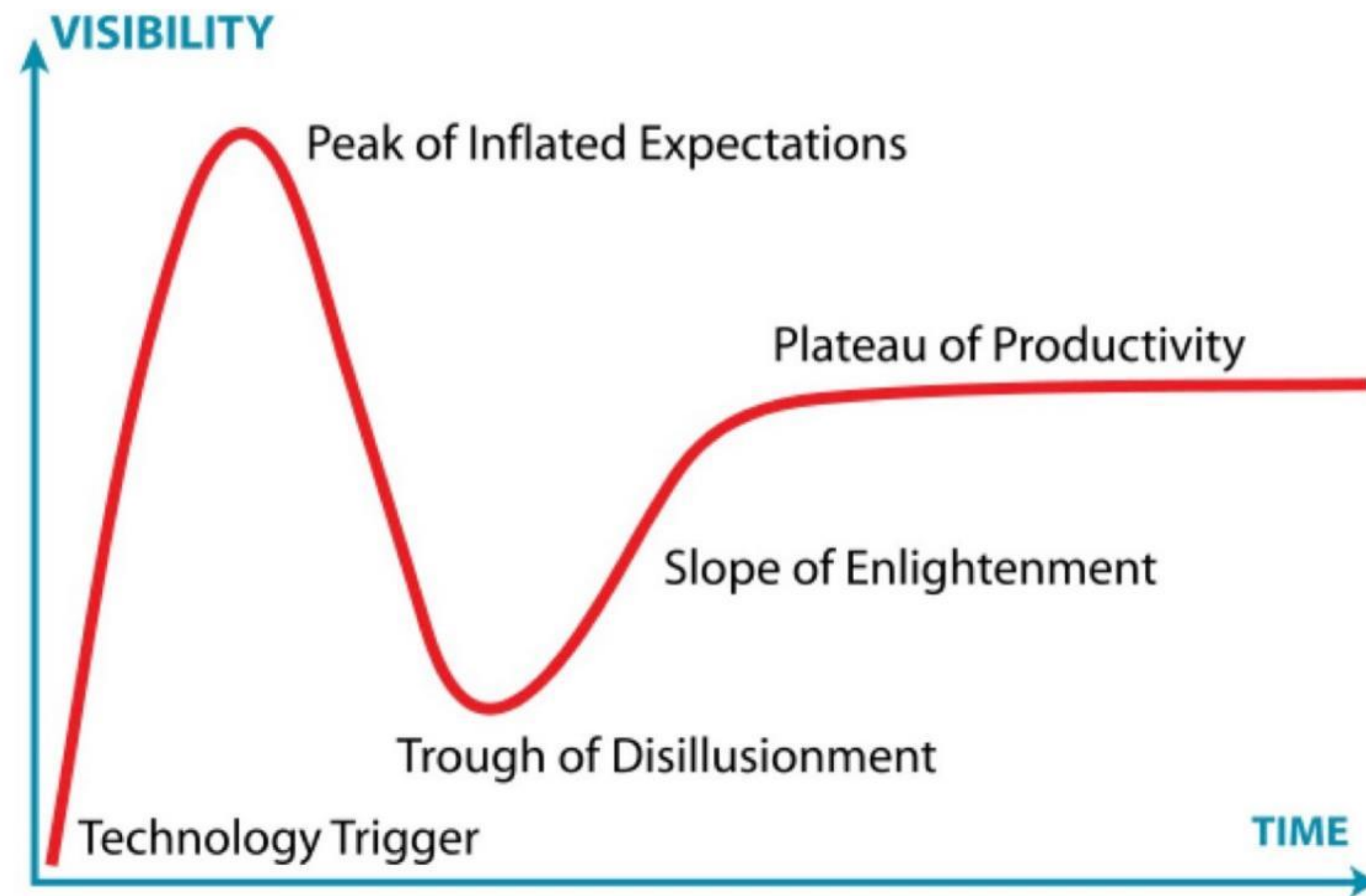
© 2015 gartner.com
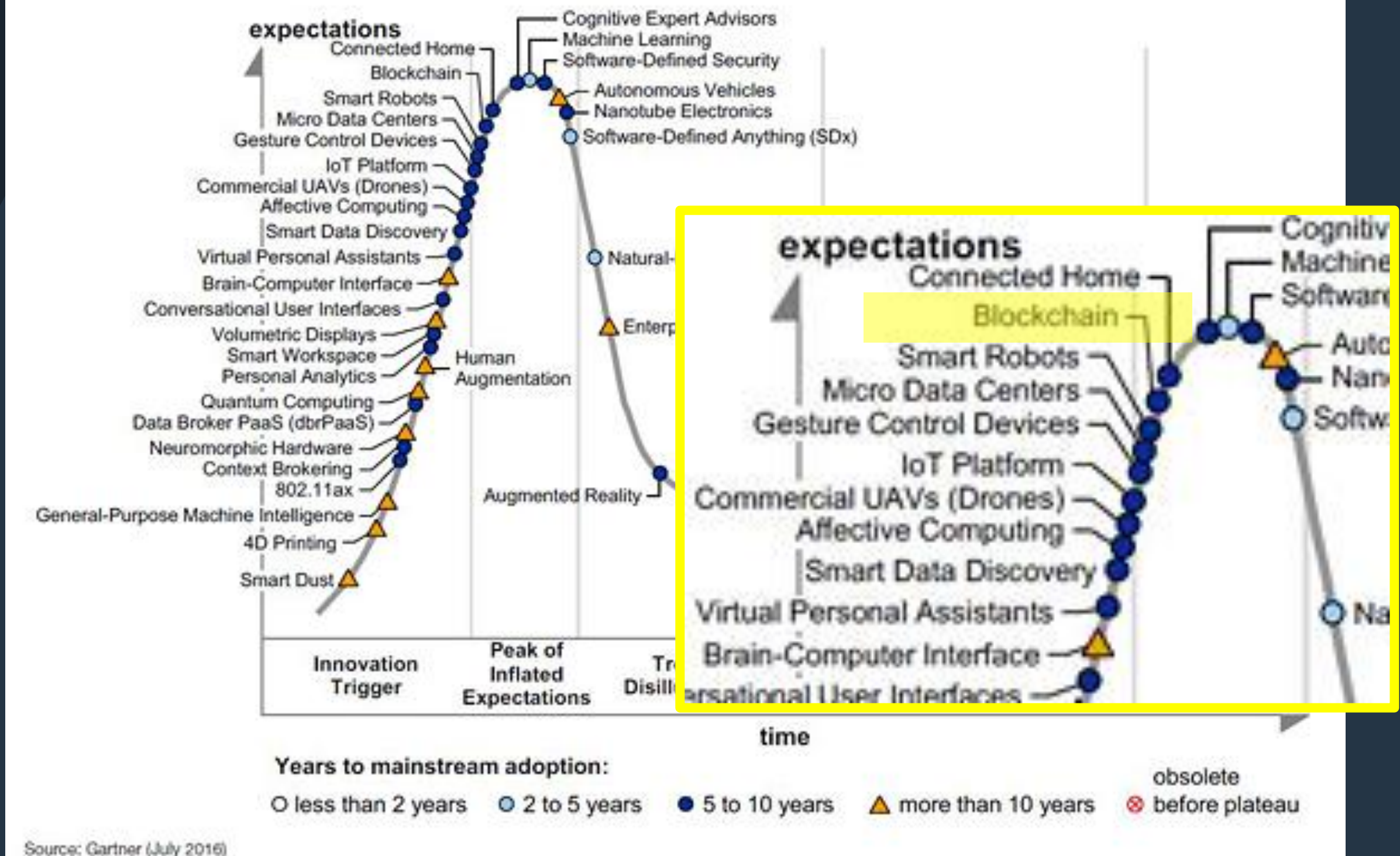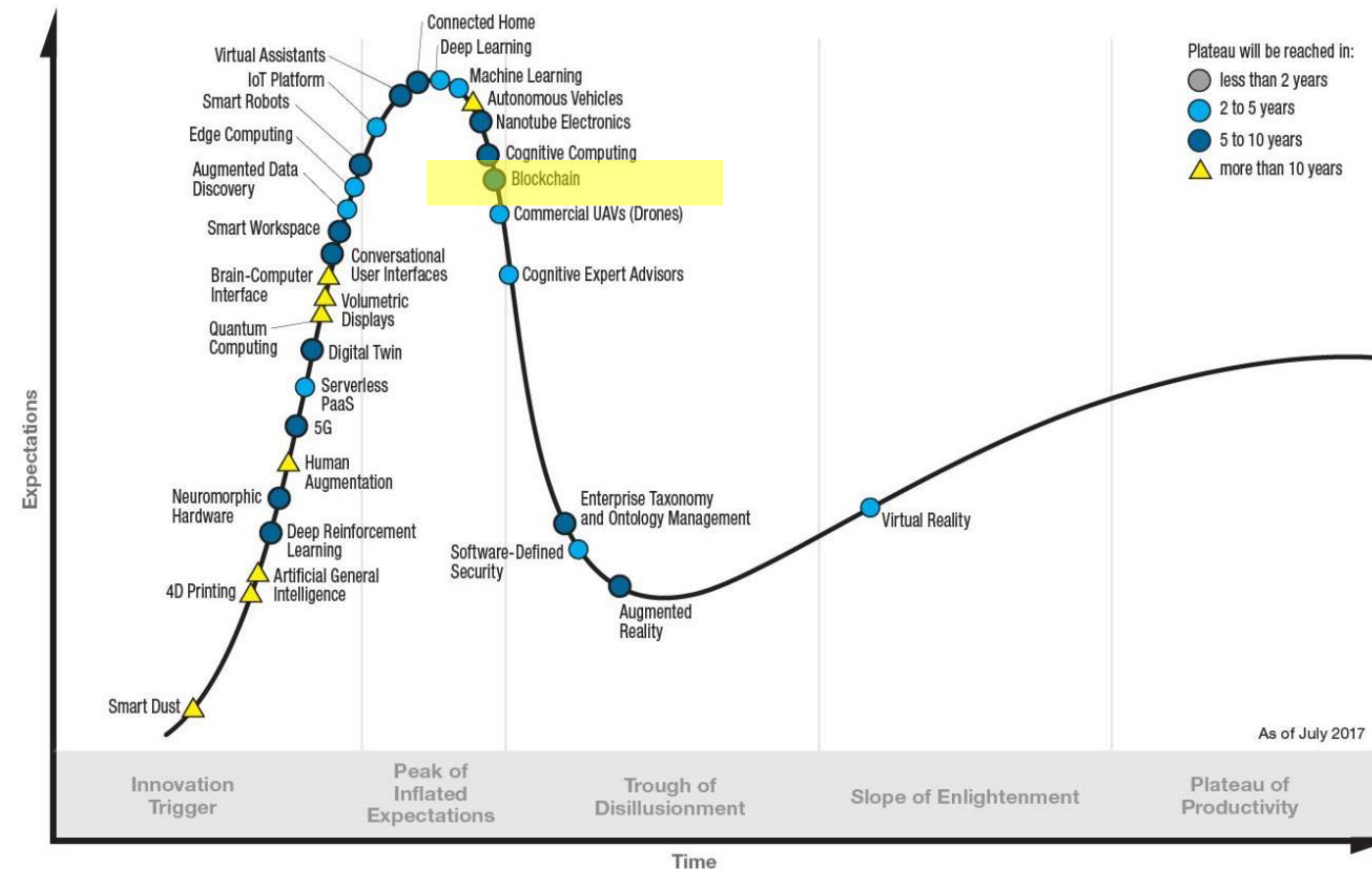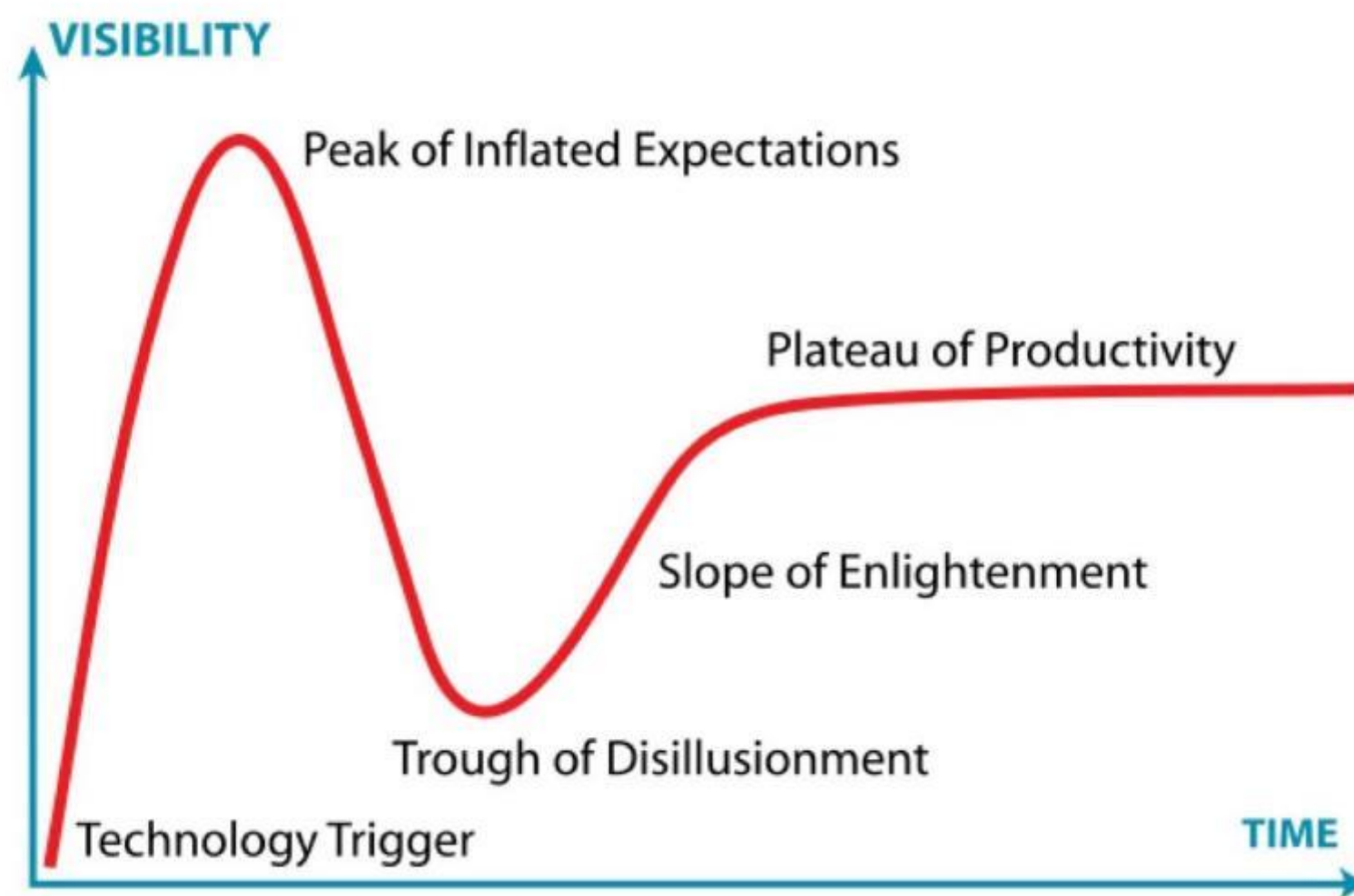
© 2016 gartner.com

Blockchain: we're 5 years ahead

Gartner Hype Cycle for Emerging Technologies, 2017

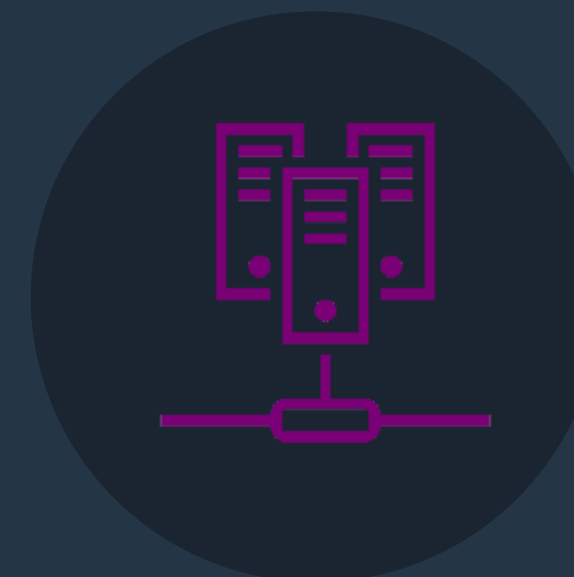# What did we learn from former hypes?

Gartner Hype Cycle

© gartner.com

Blockchain

"No adption. No impact."

Virtualization

"My server is solid!"

Cloud

"It is just someone else's server!"

Help!

Developers?

Which implementation?

Existing Systems?

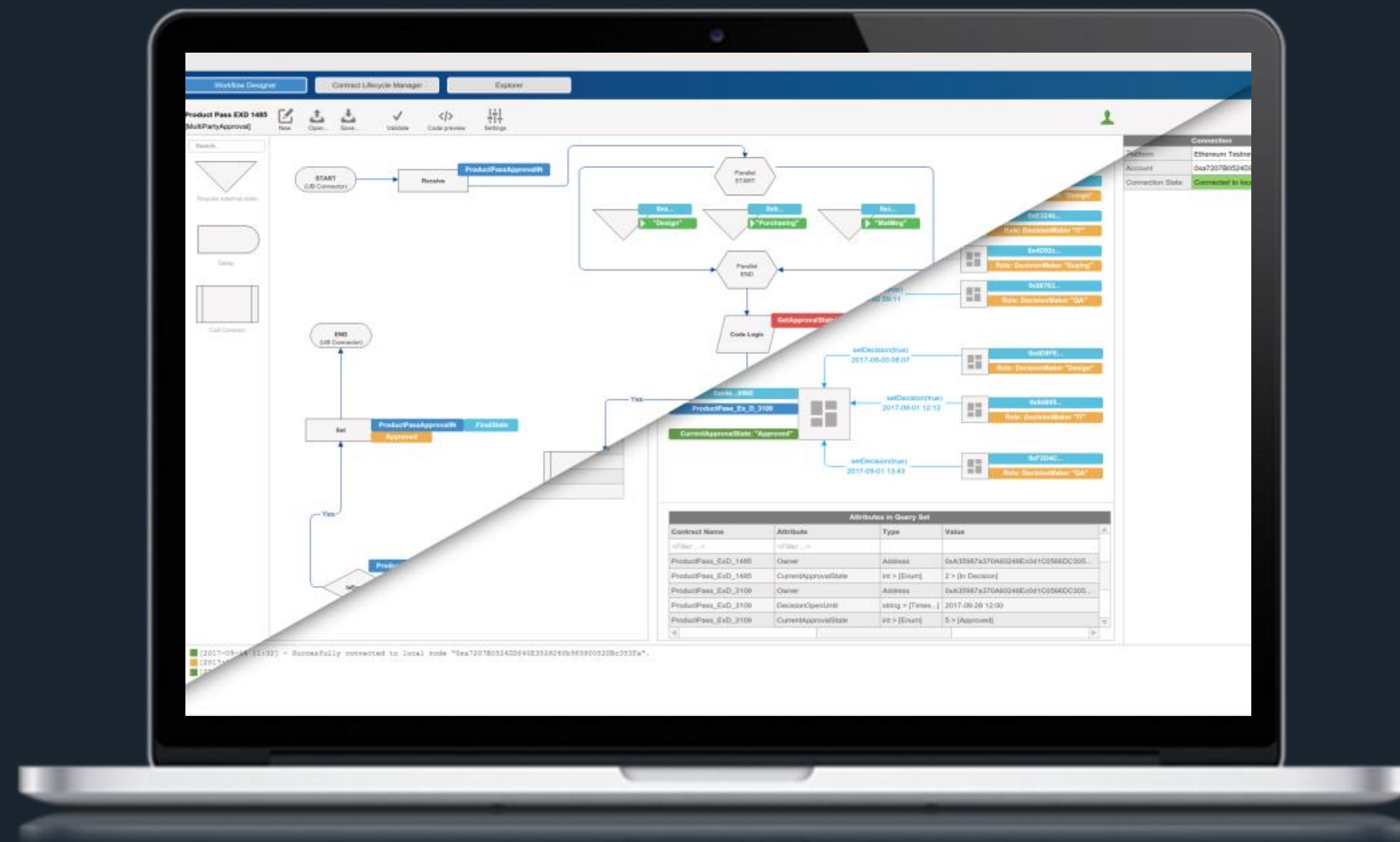**Monitoring?**

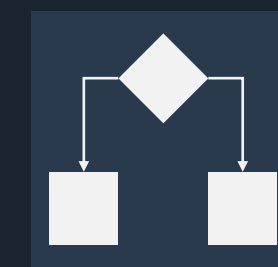# Supporting the complete Business Integration Lifecycle
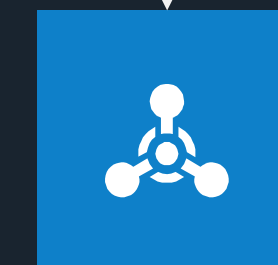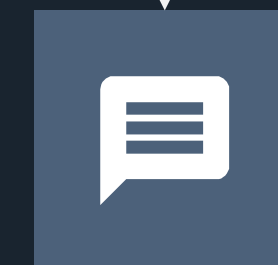
Use Cases   Templates   Workflows

Smart Contracts   Smart Adapters   Smart Query Sets

DIFFERENTATION
Unibright is blockchain independent

Empowering business process specialists to use blockchain technology without having to be a specialist in a specific blockchain implementation.

Cross Blockchain / Cross System Business Integration

Proprietary Business Integration
(blockchain and system dependent)

Blockchain APIs and Frameworks (MS Coco, Cryptlets, Hyperledger Composer, …)

Technical Integration (Microsoft Azure for Blockchain, …)

Blockchain Implementations (Ethereum, Hyperledger, R3 Corda, sophia.tx, …)
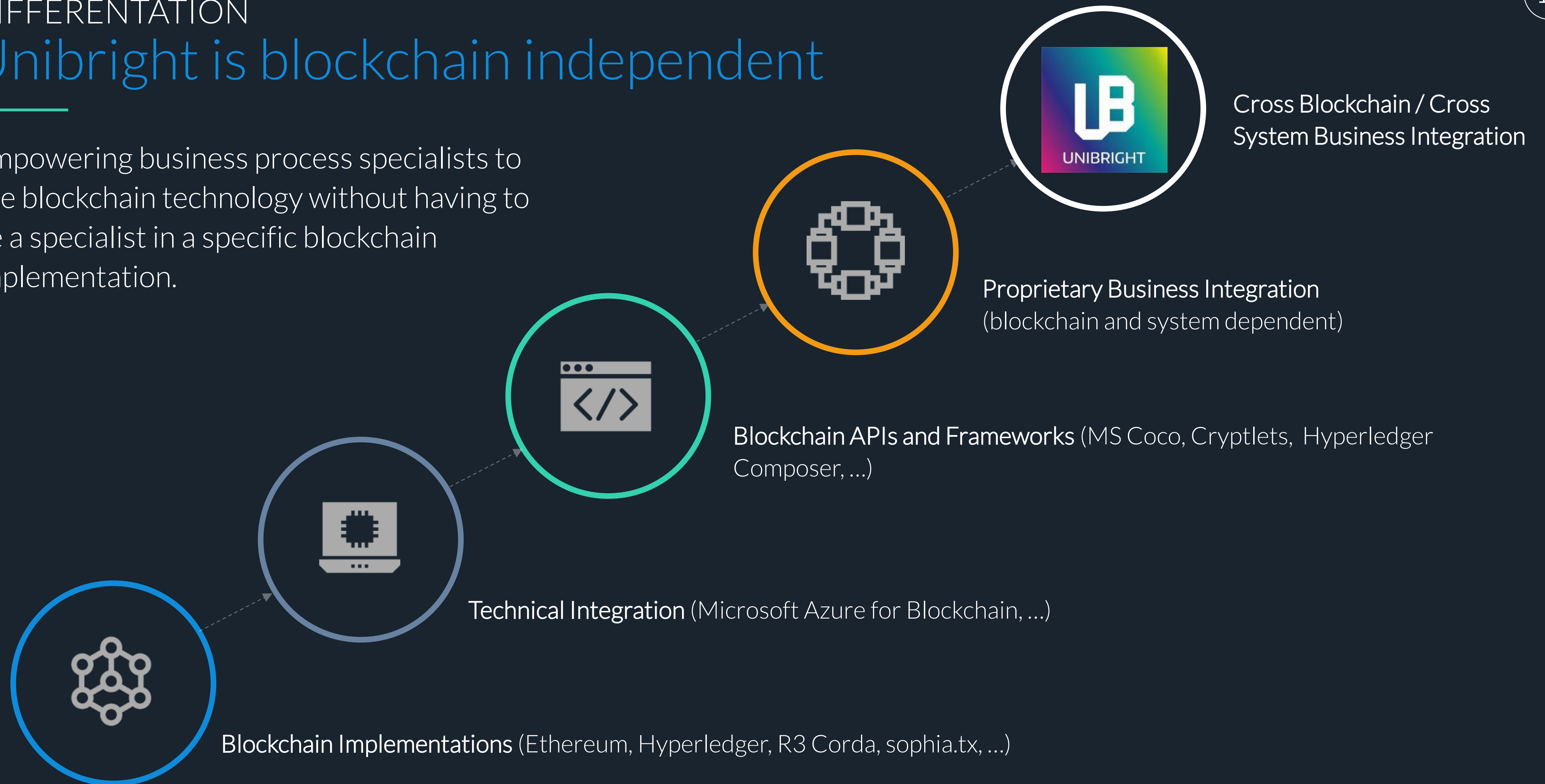
LET's DO IT!
Blockchain for Business Integration!

Gain and spread know-how
High level as possible, detailed as necessary

Let code code
Templates, Building blocks, compilers

Stick to your business
Meet the customers at their expertise

Rethink testing
Scaled testing, auditing, community

Define a process
Ignore the implementation!

Integrate them 'all!
Systems, Protocols, Community

YES!

Thank you and have fun!

Stefan Schmidt
CTO Unibright

stefan@unibright.io

The unified framework for blockchain based business integration.

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