

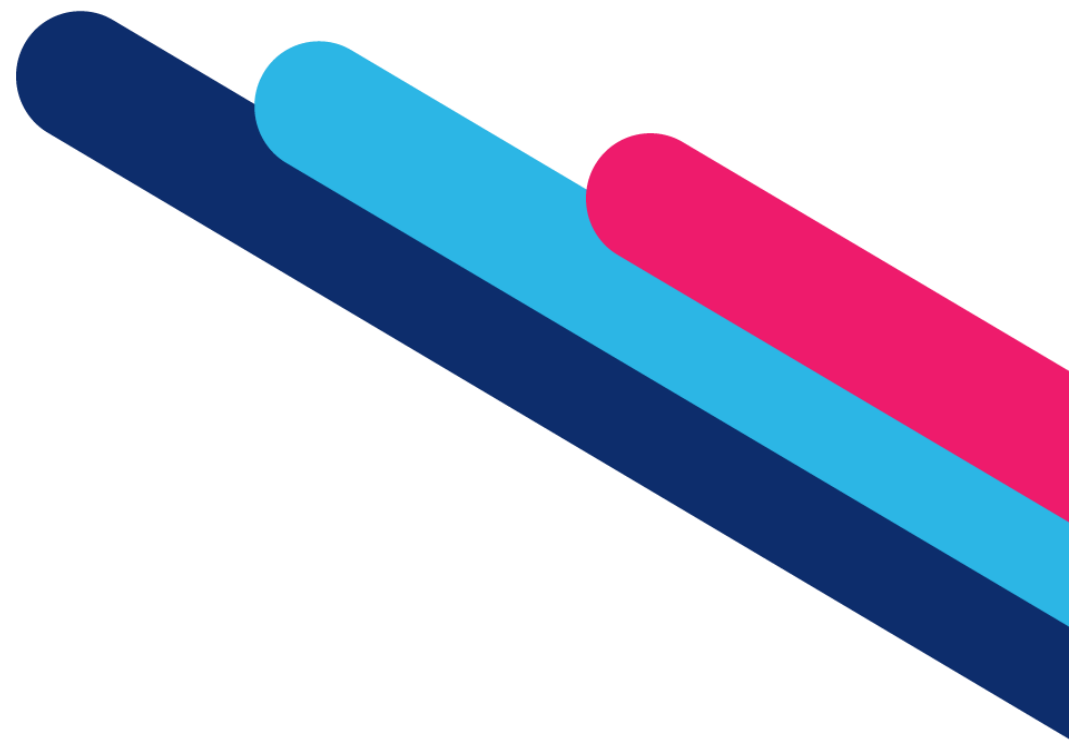
The logo for CERTUS, featuring the word "CERTUS" in a white, sans-serif font inside a dark blue rounded rectangle.

CERTUS

APLICACIÓN DE BLOCKCHAIN EN LOS NEGOCIOS

NUEVAS TENDENCIAS EN TECNOLOGÍAS
DE LA INFORMACIÓN

Ing. Enrique Aguilar Flores
PMP, PSM I, ITIL





Objetivo de la sesión

- Comprender qué es blockchain y sus características.
- Conocer cómo funciona.
- Usos en las diversas industrias



Empleado robó S/29 mllns. durante cinco años de forma sistemática del Banco de la Nación

Entidad financiera responsabilizó a exjefe de operaciones de agencia de La Victoria ante Fiscalía.



Sindicato Nacional de Trabajadores (SNT) este lunes 13 de mayo ejercerán su derecho de huelga.

SHIRLEY AVILA
shirley.avila@peru21.com

Empleados cometen 88% de fraudes en empresas

Hacen transacciones a favor de sus familiares y dan créditos a personas con nombres falsos.



PREOCUPANTE. Hay malos empleados que ingresan a laborar con la única finalidad de concretar hurtos. (USI)

REDACCIÓN PERÚ21
redaccionp21@peru21.pe

Actualizado el 11/10/2012 a las 01:39

Anuncios de interés

Recomendado por: 

ÚLTIMAS NOTICIAS



Apendicitis aguda en niños:
¿cómo reconocer esta
enfermedad?



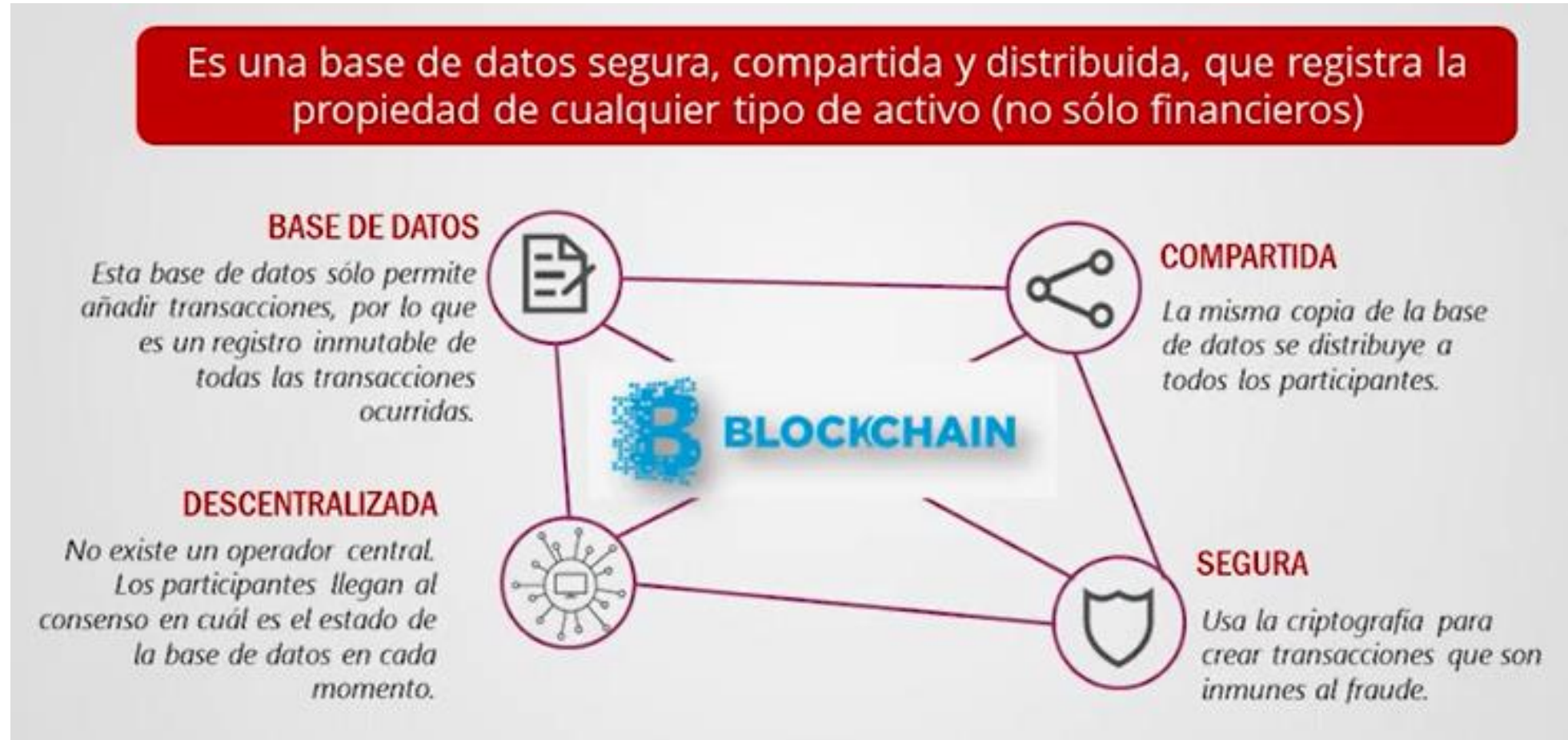
Economía peruana creció
solo 2.16% en 2019



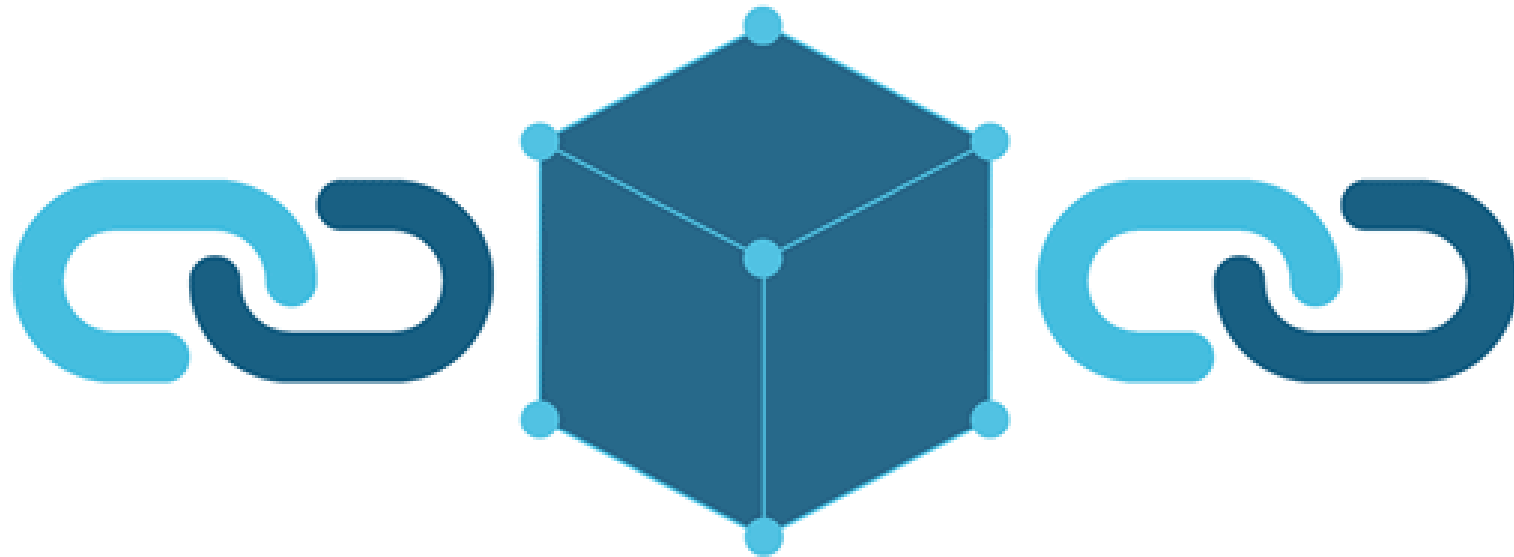
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CERTUS

Qué es?



Blockchain?



Cómo funciona?



Usos en las diversas industrias



Usos en las diversas industrias



Usos en las diversas industrias

50+ BLOCKCHAIN REAL WORLD USES CASES

GOVERNMENT

Essentia develops world's first blockchain solution to manage international logistics hub together with Traffic Labs and the Finnish Government



IDENTIFICATION

Voter registration is being facilitated via a blockchain project in Switzerland spearheaded by Uport.



MOBILE PAYMENTS

The blockchain ledger that Ripple uses has been latched onto by a group of Japanese banks, who will be using it for quick mobile payments.



INSURANCE

A smart contract-based blockchain is being used by Insurer American International Group Inc as a means of saving costs and increasing transparency.



ENDANGERED SPECIES PROTECTION

The protection of endangered species is being facilitated via a blockchain project that records the activities of these rare animals.



CARBON OFFSETS

IBM is using the Hyperledger Fabric blockchain in China to monitor carbon offset trading.



BORDER CONTROL

Essentia has devised a border control system that will use blockchain to store passenger data in the Netherlands.



SUPPLY CHAINS

IBM and Walmart have partnered in China to create a blockchain project that will monitor food safety.



HEALTHCARE

A number of healthcare systems that store data on the blockchain have been pioneered including MedRec.



SHIPPING

Shipping is a natural fit for blockchain, and Maersk have been trialling a blockchain-based project within the maritime logistics industry.



ENERGY

Essentia is developing a test project that will help energy suppliers track the distribution of their resources in real time, whilst maintaining data confidentiality.



LAND REGISTRY

Land registry titles are now being stored on the blockchain in Georgia in a project developed by the National Agency of Public Registry.



COMPUTATION

Digital Currency Group are helping Amazon Web Services examine ways in which the distributed ledger technology can help improve database security.



ADVERTISING

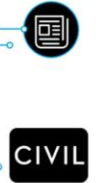
BORDER CONTROL

Essentia is developing a blockchain project for border control that will allow customs agents to record passenger data from an array of inputs and safely store it.



JOURNALISM

Decentralized journalism, as enabled by blockchain technology, has the potential to prevent censorship and increase transparency, as Civil has shown.



WASTE MANAGEMENT

Waltonchain is using RFID technology to store waste management data on the blockchain in China.



ENERGY

DIAMONDS

The De Beers Group is using blockchain to track the importation and sale of diamonds.



FINE ART

By storing certificates of authenticity on the blockchain, it's possible to dramatically reduce art forgeries, as one blockchain project is proving.



NATIONAL SECURITY

For the past two years, the US Department of Homeland Security has been using blockchain to record and safely store data captured from its security cameras.



TOURISM

TAXATION

In China, a tax-based initiative is using blockchain to store tax records and electronic invoices led by Miaocai Network.



ENERGY

Chile's National Energy Commission has started using blockchain technology as a way of certifying data pertaining to the country's energy usage as it seeks to update its electrical infrastructure.



RAILWAYS

Russian rail operator Novotrans is storing inventory data on a blockchain pertaining to repair requests and rolling stock



ENTERPRISE

Google is building its own blockchain which will be integrated into its cloud-based services, enabling businesses to store data on it, and to request their own white label version developed by Alphabet Inc



MUSIC

Arbit is a blockchain-based project led by former Guns N Roses drummer Matt Sorum seeking a fairer way to reward musicians for their creative efforts.



FISHING



Actividad aplicativa

- En equipo, identifique un caso de uso (en cualquier industria o rubro) en el que se podría implementar la blockchain para optimizarlo este.
- Comente a la clase con la mayor claridad y detalle posible el caso analizado.
- Recuerde que blockchain se emplea en:
 - Registros digitales y seguimiento de estos
 - Como “notario”

- Criterios a evaluar:
 - Claridad del mensaje – Máx 5 ptos
 - Presentación – Máx 3 ptos
 - Originalidad – Máx 2 ptos



Referencias bibliográficas

- <https://www.youtube.com/watch?v=4tHTx4ecZK4>
- https://www.youtube.com/watch?v=SSo_ElwHSd4



Gracias

