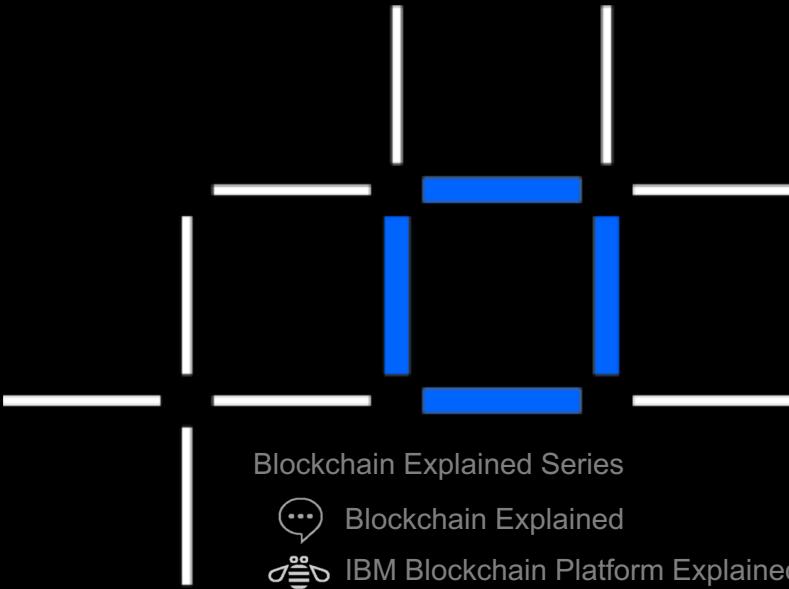


Blockchain Use Cases

*Jennifer Foley
Austin Grice
Barry Silliman*



Blockchain Explained Series

… Blockchain Explained

IBM Blockchain Platform Explained

Solutions Explained

Garage Explained

Next Steps

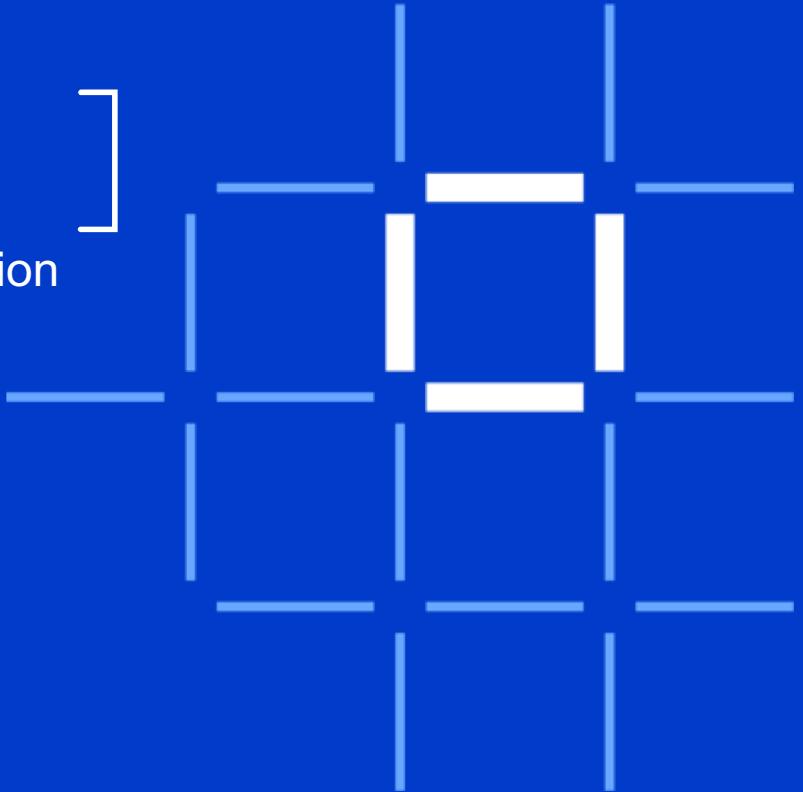


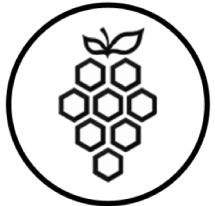
IBM Solutions

- Food Trust
- Digital Identity
- World Wire
- Global Trade Digitization



Your Solution





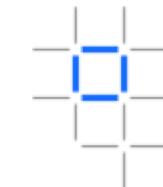
Food Trust



Food Trust



MCLANE
INTELLIGENT. SOLUTIONS



Walmart

Nestlé

Tyson

gsf
golden state foods



Unilever

What?

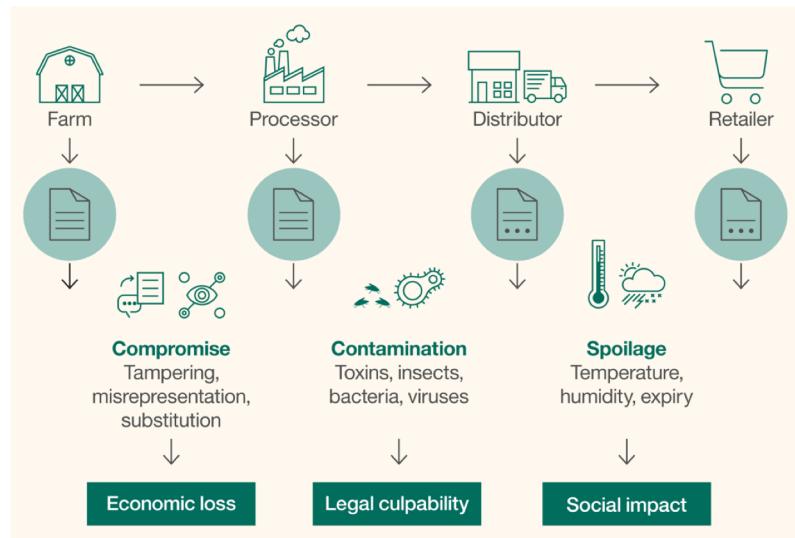
- Provide a trusted source of information and traceability to improve transparency and efficiency across the food network.

How?

- Shared ledger for storing digital compliance documentation, test results and audit certificates network.

Benefits

- Reduce impact of food recalls through instant access to end-to-end traceability data to verify history in the food network and supply chain.
- Help to address the 1 in 10 people sickened and 400,000 fatalities WW which occur every year from food-born illnesses.





World Wire

IBM Blockchain



Accelerating Global Payments

What?

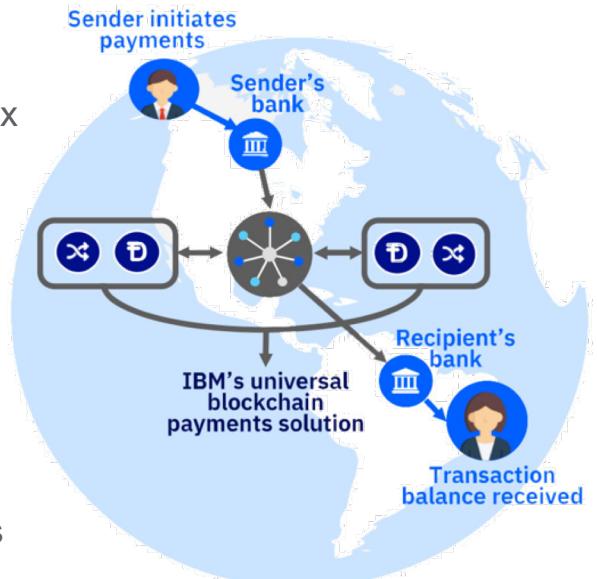
- A universal rail for real-time clearing and settlement on an integrated Blockchain network

How?

- Collaboration between IBM and technology partners Stellar.org and KlickEx Group
- Initial participants include over 13 financial institutions

Benefits

- Create secure, high volume, low-cost cross-border payments services without sacrificing margins
- Access new markets and currencies with limited risk
- Generate new sources of revenue with value-added products and services
- Aim: near real-time international payments

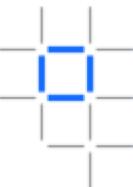




Identity

IBM Blockchain





Trusted Identity

What?

- New experience for consumers to effortlessly sign-on to digital services, while remaining in control of their identity attributes.

How?

- No central database or identity honeypots
- No central point of failure
- “Triple Blind” data sharing – PRIVACY

Benefits

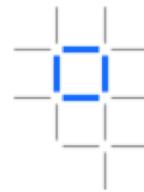
- Institutions that participate in an ecosystem benefit with increased customer satisfaction, reduced risk in identity theft, and new revenue sources to institutions





Global Trade Distribution





What?

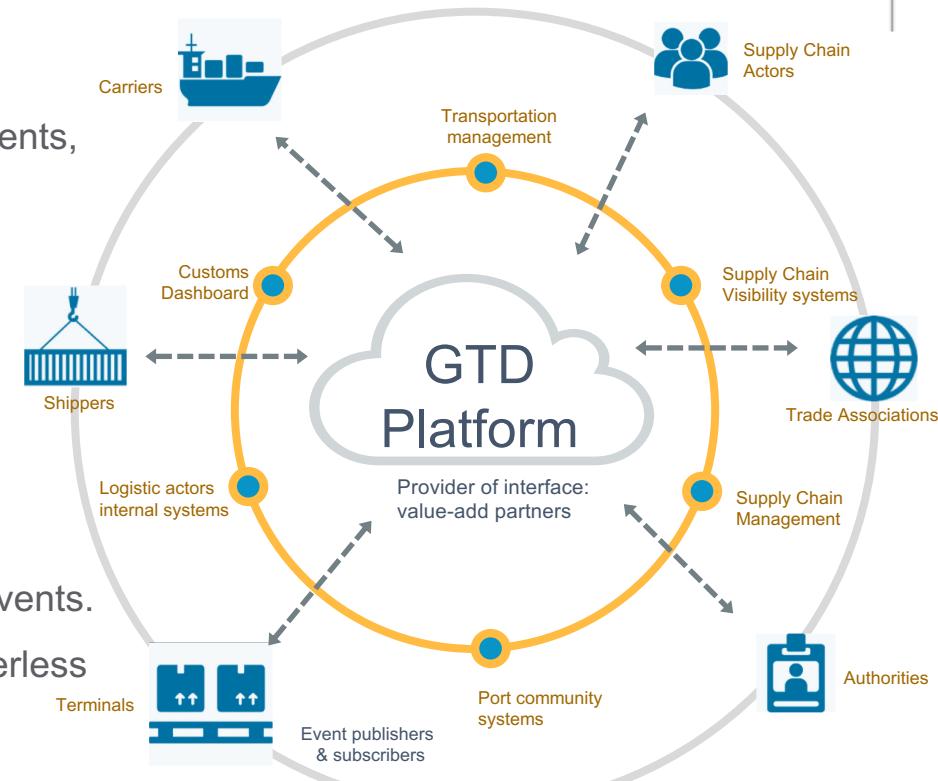
- An open, extensible platform for sharing shipping events, messages, and documents across all the actors and systems in the supply chain ecosystem.

How?

- Providing Shared Visibility and Shared State for Container Shipments

Benefits

- Increase speed and transparency for cross border transactions through real time access to container events.
- Reduced cost and increased efficiency through paperless trade



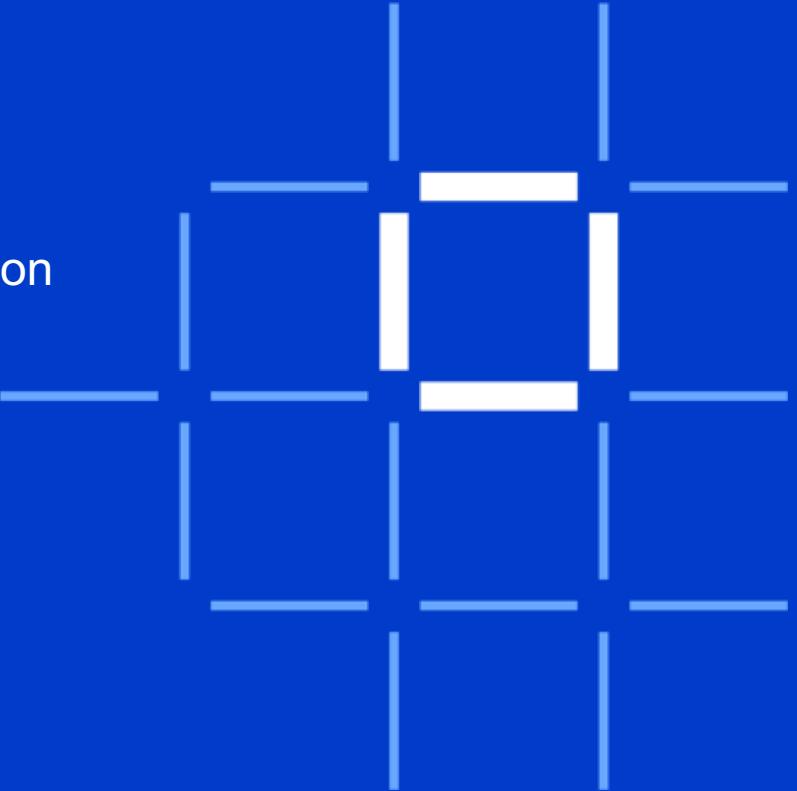


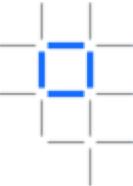
IBM Solutions

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Your Solution





Good blockchain use-case or bad?

Food
Provenance

Holiday
Tracking
Tool

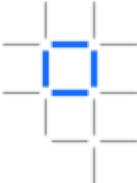
Know Your
Customer

Secure
Document
Store

Track Your
Child

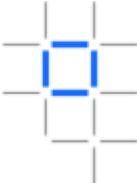
Electronic
Medical
Records





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



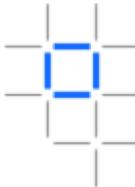
What makes a good first blockchain use case?

– First use-cases are even more difficult to identify!

1. A limited scope, but still solves a real business problem
 - Minimum Viable Product in a few weeks of effort
2. A smaller business network
 - Usually without requiring regulators and consortia
3. Allows for scaling with more participants and scenarios
 - Consider shadow chains to mitigate risks

Start small, succeed and grow fast!

Sample questions to ask for the selected use case:



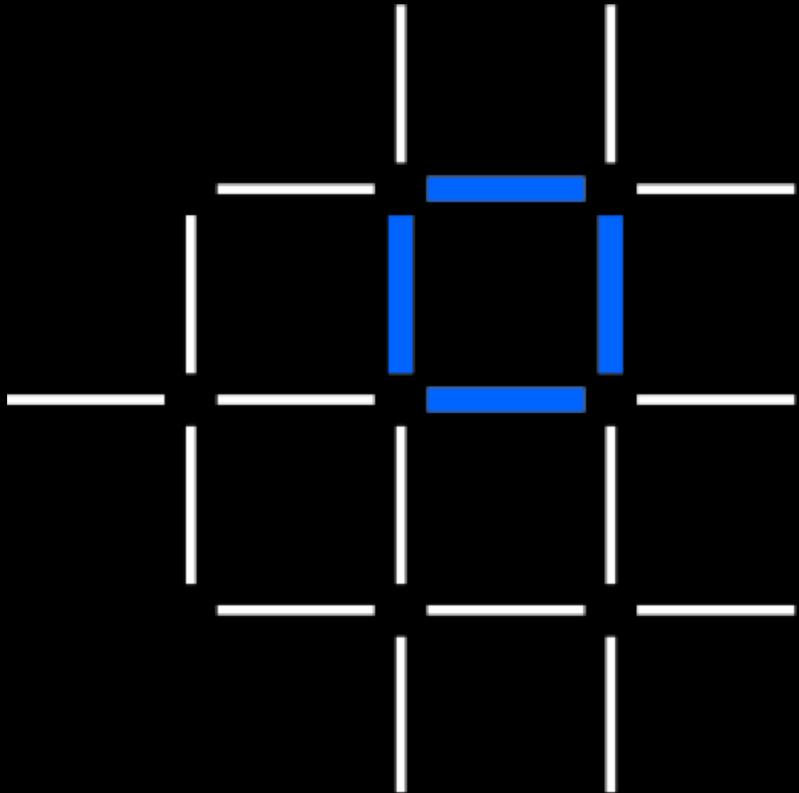
1. What is the specific business problem / challenge that the first project will address?
2. What is the current way of solving this business problem?
3. Assuming the business problem is large, what specific aspects of this business problem will be addressed?
4. Who are the business network participants (organizations) involved and what are their roles?
5. Who are the specific people within the organization and what are their job roles?
6. What assets are involved and what is the key information associated with the assets?
7. What are the transactions involved, between whom, and what assets are associated with transactions?
8. What are the main steps in the current workflow and how are these executed by the business network participants?
9. What is the expected benefit of applying blockchain technology to the business problem for each of the network participants?
10. What legacy systems are involved? What degree of integration with the legacy systems is needed?

Thank you

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*Questions? Tweet us or
go to ibm.com/blockchain*

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