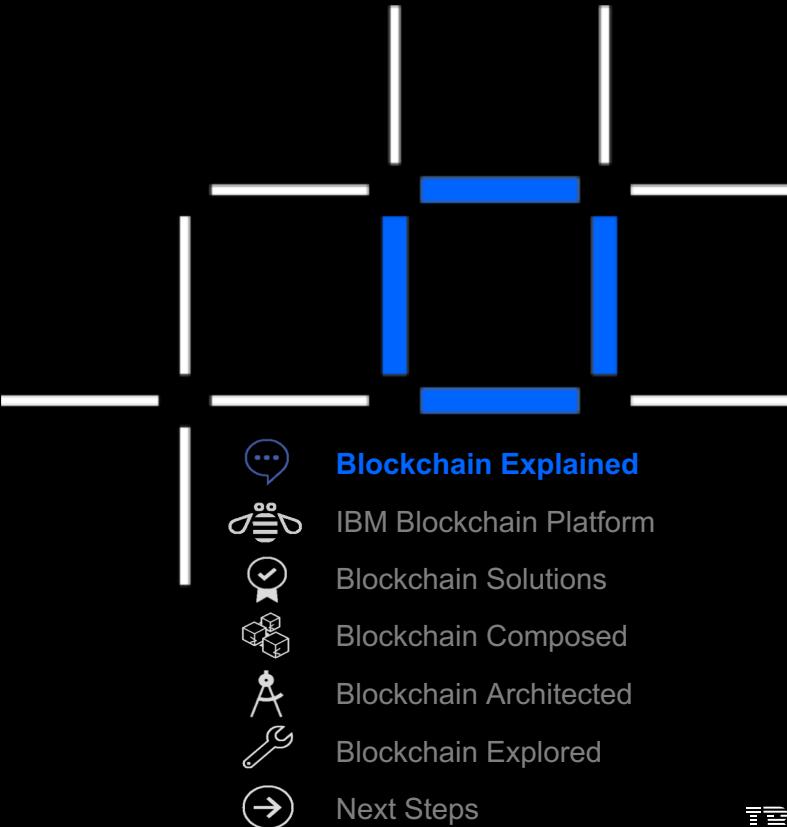


Blockchain Explained

An Introduction to Blockchain for Business





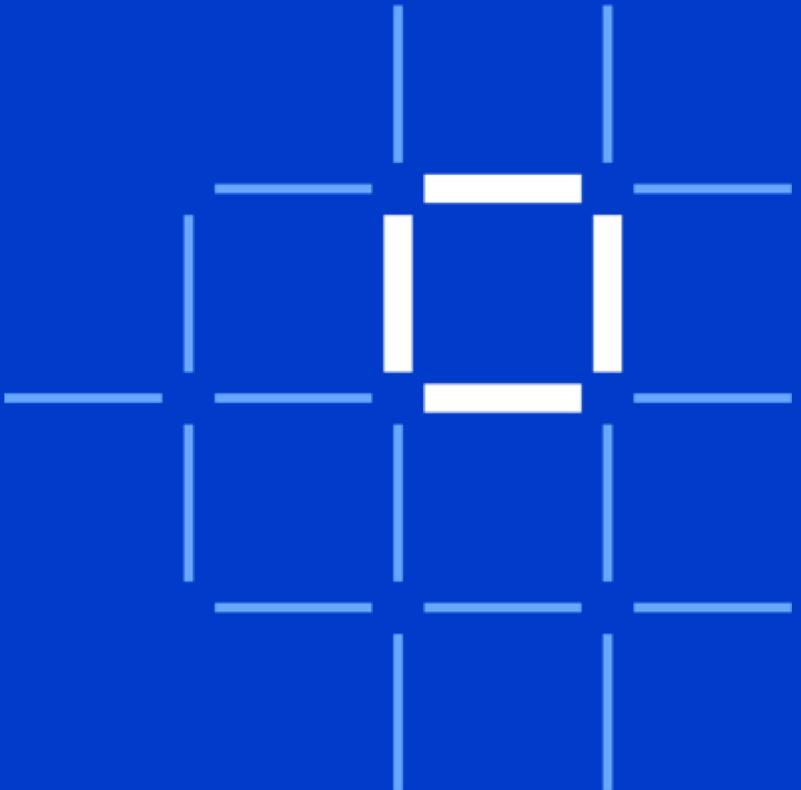
What is Blockchain?



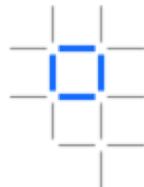
Why is it relevant for
our business?



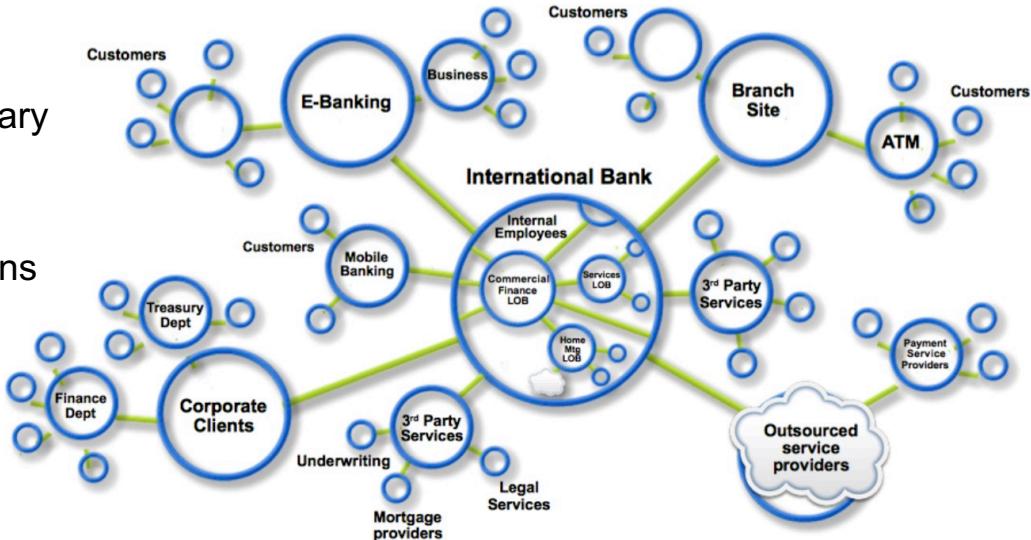
How can IBM help us
apply blockchain?



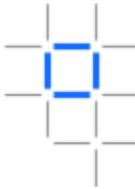
Business networks, wealth and markets



- **Business Networks** benefit from connectivity
 - Participants are customers, suppliers, banks, partners
 - Cross geography and regulatory boundary
- **Wealth** is generated by the flow of goods and services across business network in transactions and contracts
- **Markets** are central to this process:
 - Public (fruit market, car auction), or
 - Private (supply chain financing, bonds)



Transferring assets, building value



Anything that is capable of being owned or controlled to produce value, is an asset



Two fundamental types of asset

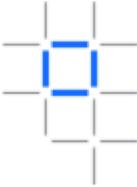
- Tangible, e.g. a house
- Intangible, e.g. a mortgage

Intangible assets subdivide

- Financial, e.g. bond
- Intellectual, e.g. patents
- Digital, e.g. music

Cash is also an asset

- Has property of anonymity

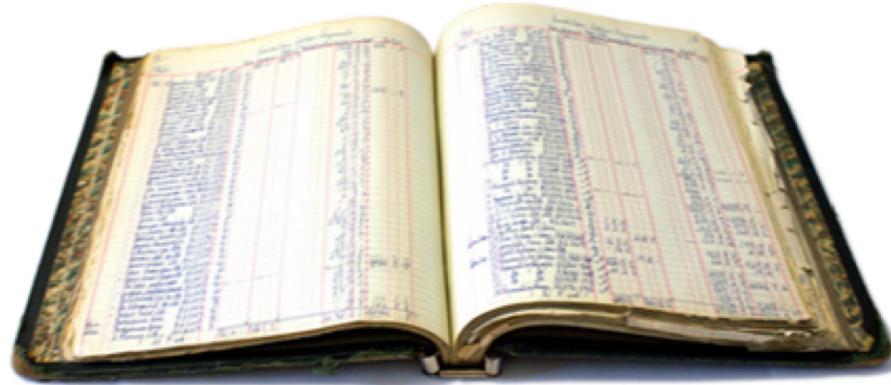


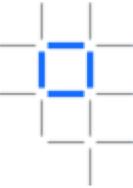
Ledgers are key

Ledgers are THE system of record for a business.

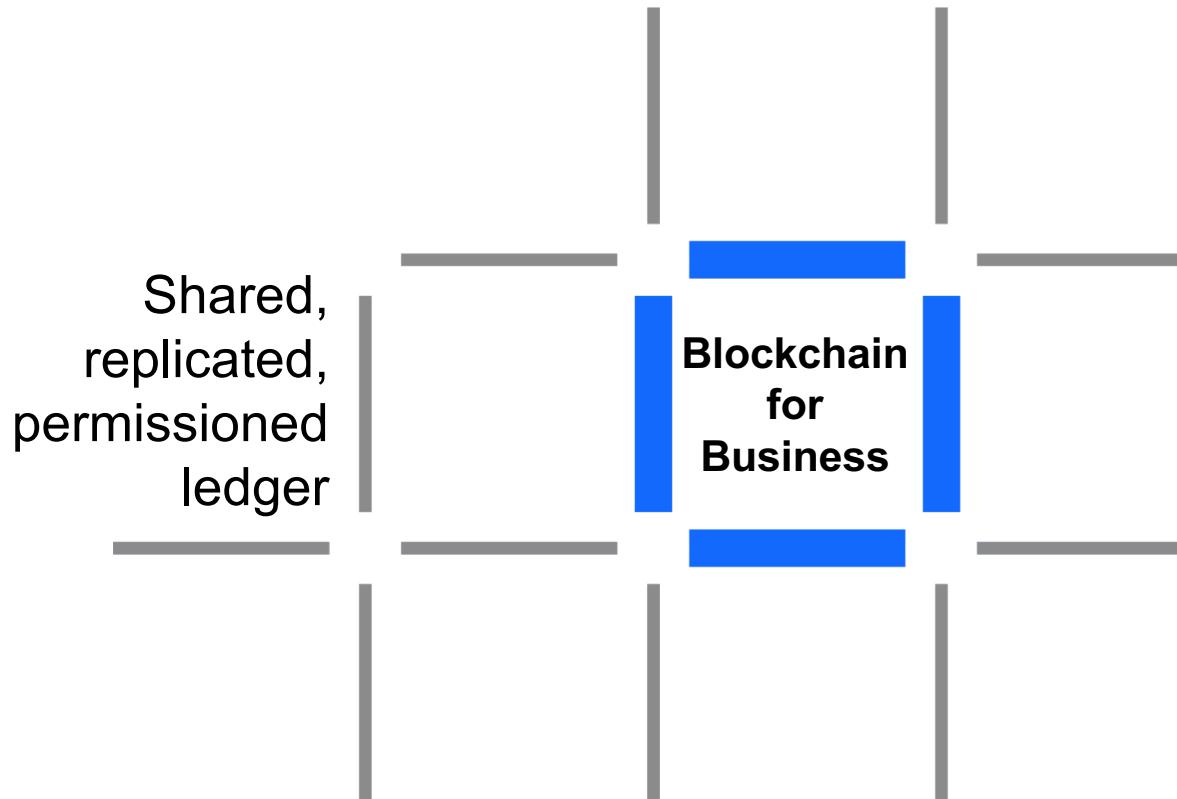
Businesses will have multiple ledgers for the multiple business networks in which they participate.

- **Transaction:** an asset transfer onto or off the ledger
 - John gives a car to Anthony (simple)
- **Contract:** the conditions for a transaction to occur
 - If Anthony pays John money, then car passes from John to Anthony (simple)
 - If car won't start, funds do not pass to John (as decided by third party arbitrator) (more complex)

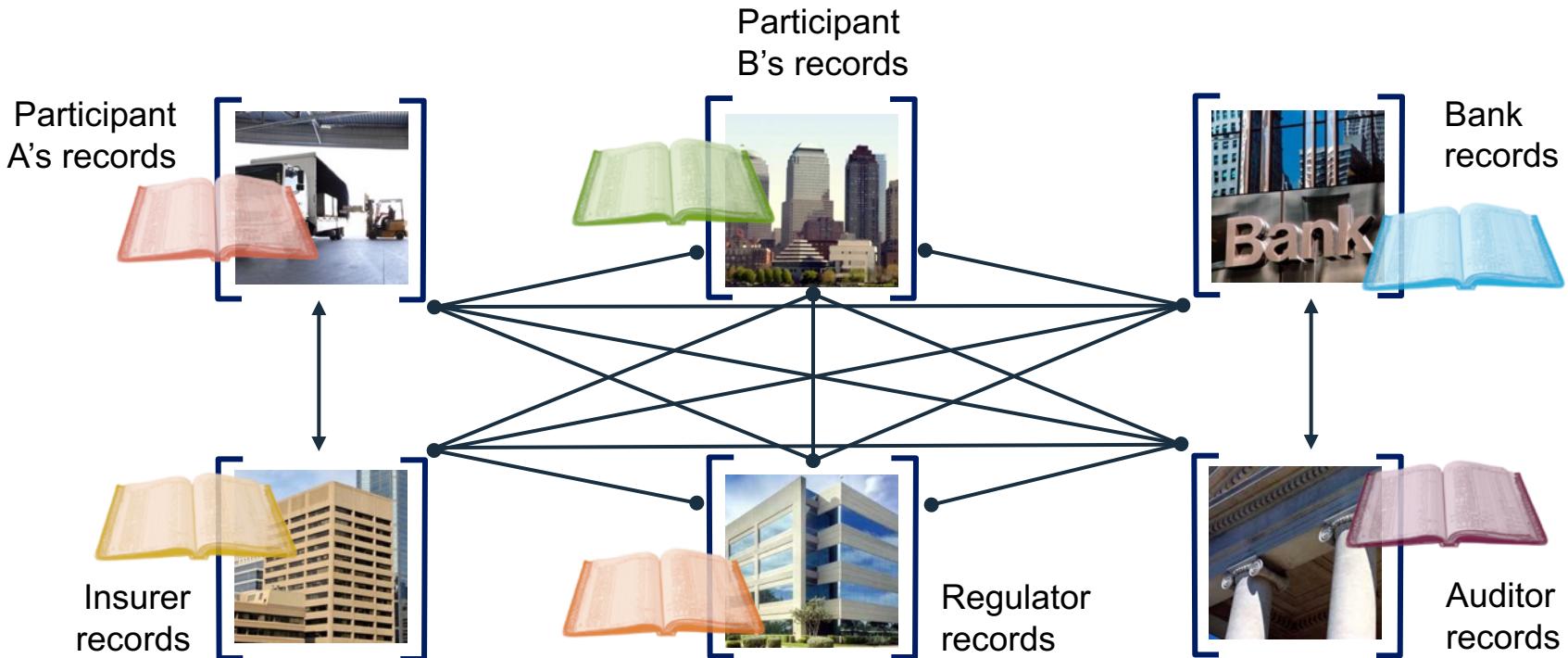
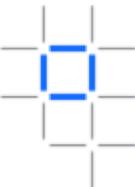




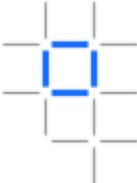
Introducing Blockchain for Business...



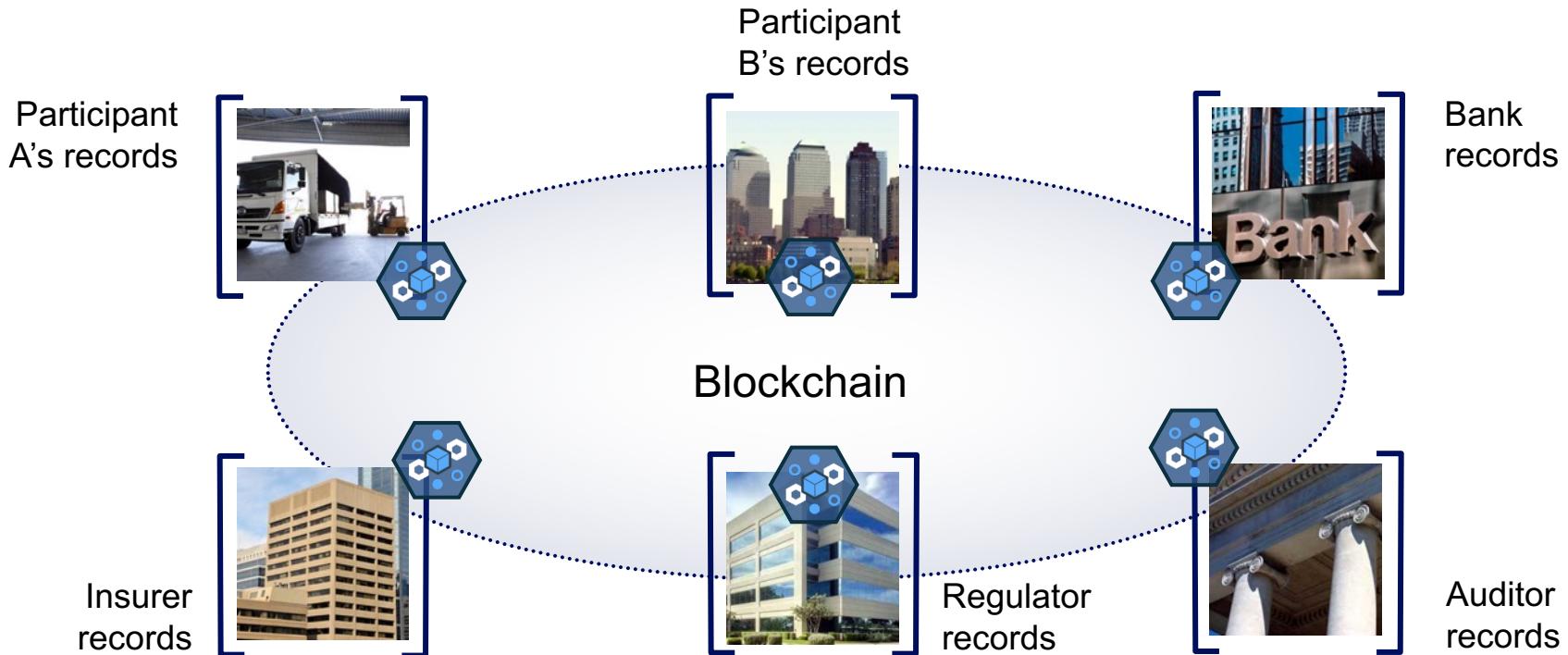
Problem...



... inefficient, expensive, vulnerable

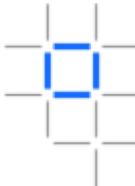


A shared, replicated, permissioned ledger ...



... with consensus, provenance, immutability and finality

Other types of blockchain exist

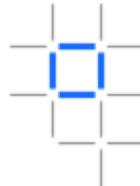


is an example of an unpermissioned, public ledger:

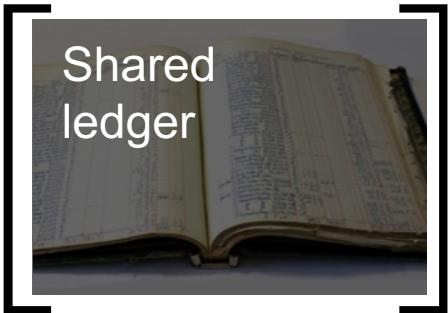
- The first blockchain application
 - Defines an unregulated shadow-currency
 - Resource intensive
-
- **Blockchains for business** are generally permissioned and private, and prioritize:
 - Identity over anonymity
 - Selective endorsement over proof of work
 - Assets over cryptocurrency



Blockchain for business requires trust



Append-only
distributed system of
record shared across
business network



Shared
ledger

Smart
contract



Business
terms
executed with
transactions

Transactions
are secure with
appropriate
visibility



Privacy

Proof

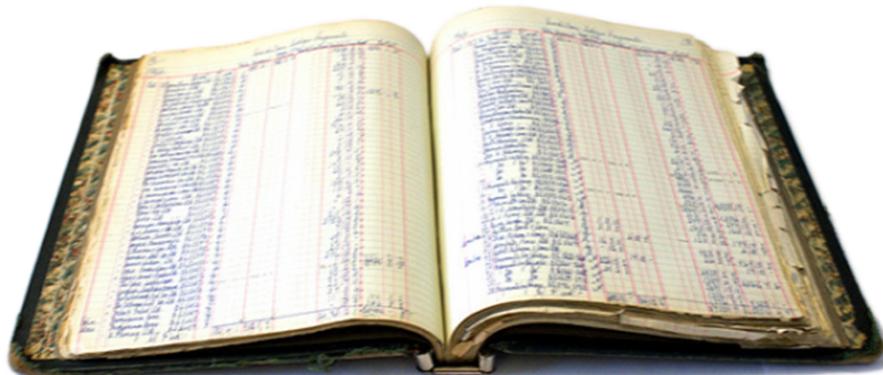


Transactions are
provably endorsed
by relevant
participants

Shared ledger

- Shared between participants
- Participants have own copy through replication
- Permissioned, so participants see only appropriate transactions
- THE shared system of record

Records all transactions across business network



Smart contract

- Verifiable, signed
- Encoded in programming language
- Example:
 - Defines contractual conditions under which a bond transfer occurs

Business rules associated with the transaction



Privacy

- Participants need:
 - Appropriate **privacy** and **confidentiality** between subsets of participants
 - Identity not linked to a transaction
- Transactions need to be authenticated
- Cryptography is central to these processes

The ledger is shared, but participants require privacy and confidentiality



Proof

- Participants endorse transactions
 - Business network decides who will endorse transactions
 - Endorsed transactions are added to the ledger with appropriate confidentiality
- Assets have a verifiable audit trail
 - Transactions cannot be modified, inserted or deleted
- Achieved through consensus, provenance, immutability and finality

The ledger is a provable source of information





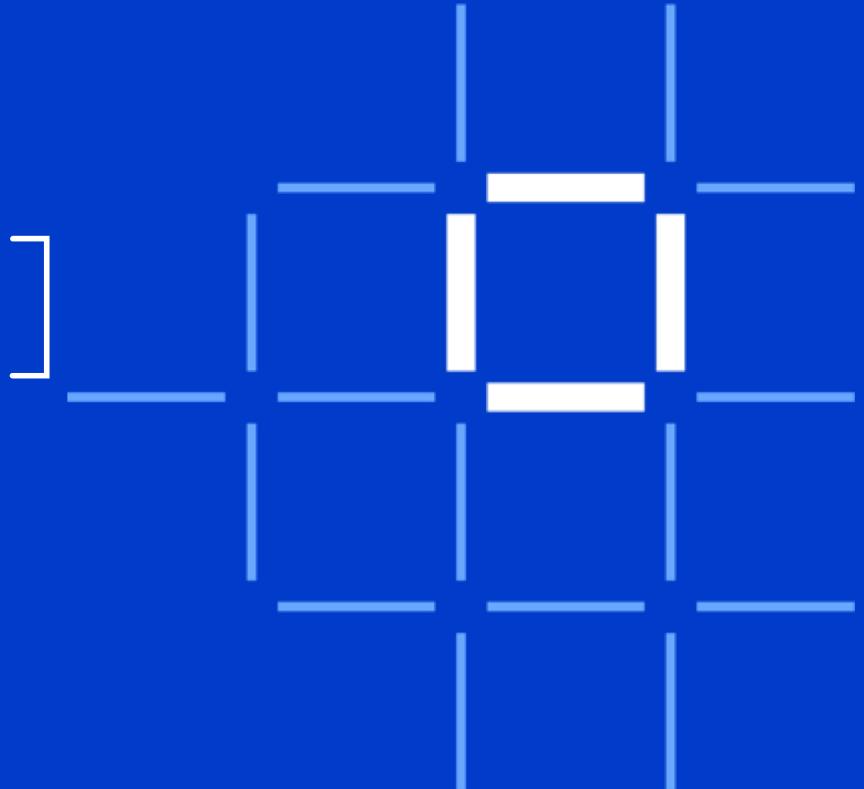
What is Blockchain?

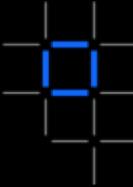


Why is it relevant for
our business?



How can IBM help us
apply blockchain?





Blockchain is creating extraordinary opportunities for businesses to come together in new ways

Create New Value

Exploit new business models and eliminate inefficiencies

Optimize Ecosystems

Streamline business processes and the exchange of value along your ecosystem

Reduce Risk

Replace uncertainty with transparency and a trusted decentralized ledger



Example: Shared reference data

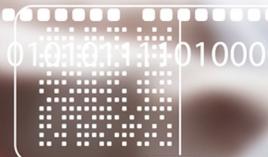


- What
- Competitors/collaborators in a business network need to share reference data, e.g. bank routing codes
 - Each member maintains their own codes, and forwards changes to a central authority for collection and distribution
 - An information subset can be owned by organizations

- How
- Each participant maintains their own codes within a Blockchain network
 - Blockchain creates single view of entire dataset

10100101011101011101010010101

1000111101010111101000010100010111



Benefits

1. Consolidated, consistent dataset reduces errors
2. Near real-time access to reference data
3. Naturally supports code editing and routing code transfers between participants

Example: Supply chain



- What
- Provenance of each component part in complex system hard to track
 - Manufacturer, production date, batch and even the manufacturing machine program

- How
- Blockchain holds complete provenance details of each component part
 - Accessible by each manufacturer in the production process, the aircraft owners, maintainers and government regulators

Benefits

1. Trust increased, no authority "owns" provenance
2. Improvement in system utilization
3. Recalls "specific" rather than cross fleet

Example: Audit and compliance



- What
- Financial data in a large organization dispersed throughout many divisions and geographies
 - Audit and Compliance needs indelible record of all key transactions over reporting period

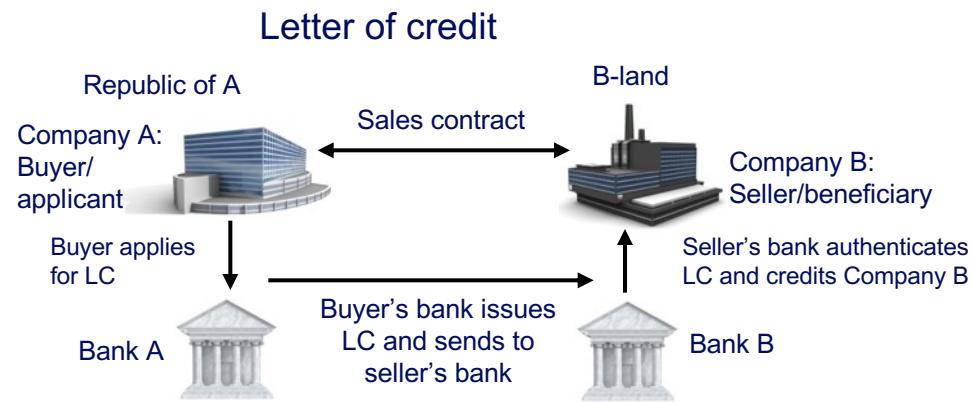
- How
- Blockchain collects transaction records from diverse set of financial systems
 - Append-only and tamperproof qualities create high confidence financial audit trail
 - Privacy features to ensure authorized user access

Benefits

1. Lowers cost of audit and regulatory compliance
2. Provides “seek and find” access to auditors and regulators
3. Changes nature of compliance from passive to active

Example: Letter of credit

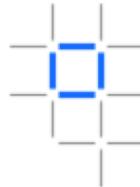
- What
- Bank handling letters of credit (LOC) wants to offer them to a wider range of clients including startups
 - Currently constrained by costs & the time to execute



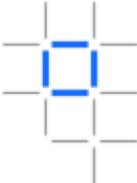
- How
- Blockchain provides common ledger for letters of credit
 - Allows all counter-parties to have the same validated record of transaction and fulfillment

- Benefits
1. Increase speed of execution (less than 1 day)
 2. Vastly reduced cost
 3. Reduced risk, e.g. currency fluctuations
 4. Value added services, e.g. incremental payment

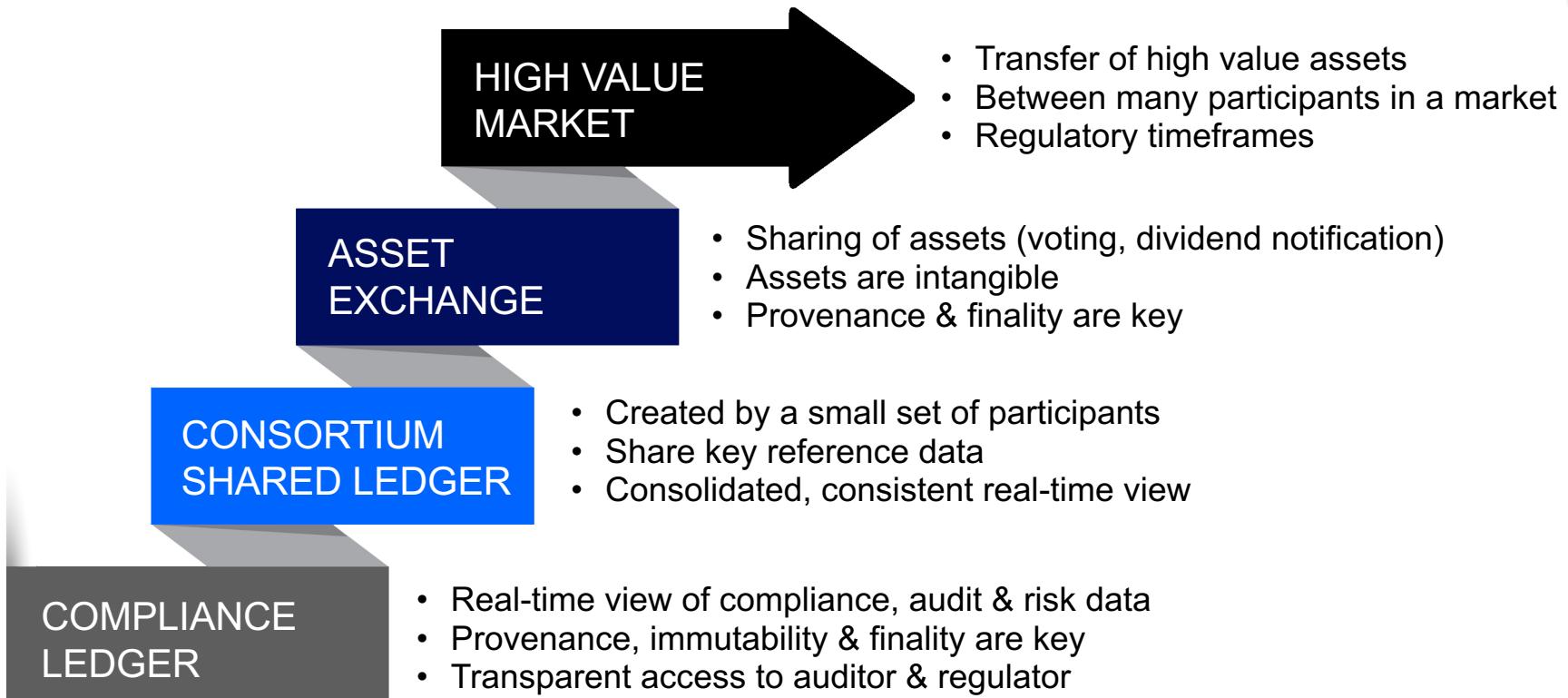
Further examples by (selected) industry



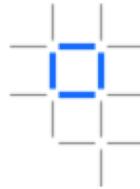
Financial	Public Sector	Retail	Insurance	Manufacturing
<ul style="list-style-type: none">• Trade Finance• Cross currency payments• Mortgages	<ul style="list-style-type: none">• Asset Registration• Citizen Identity• Medical records• Medicine supply chain	<ul style="list-style-type: none">• Supply chain• Loyalty programs• Information sharing (supplier – retailer)	<ul style="list-style-type: none">• Claims processing• Risk provenance• Asset usage history• Claims file	<ul style="list-style-type: none">• Supply chain• Product parts• Maintenance tracking



Patterns for customer adoption



Key players for blockchain adoption



Regulator

- An organization who enforces the rules of play
- Regulators are keen to support Blockchain based innovations
- Concern is systemic risk – new technology, distributed data, security

Industry Group

- Often funded by members of a business network
- Provide technical advice on industry trends
- Encourages best practice by making recommendations to members

Market Maker

- In financial markets, takes buy-side and sell-side to provide liquidity
- More generally, the organization who innovates
 - Creates a new good or service, and business process (likely)
 - Creates a new business process for an existing good or service



What is Blockchain?



Why is it relevant for
our business?



How can IBM help us
apply blockchain?



IBM Blockchain Strategy

Drive the development of **applications** for specific business use-cases, to be deployed to active **blockchain networks**



Services

Collaborate
with services
teams from
ideation all the
way to
production



Ecosystem

Tap into our diverse ecosystem to develop strategic partnerships and create your competitive advantage



Solutions

Solve critical industry challenges by building and joining new business networks and applications



Platform

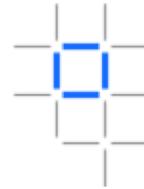
Develop, govern and operate enterprise blockchain networks with speed and security



HYPERLEDGER

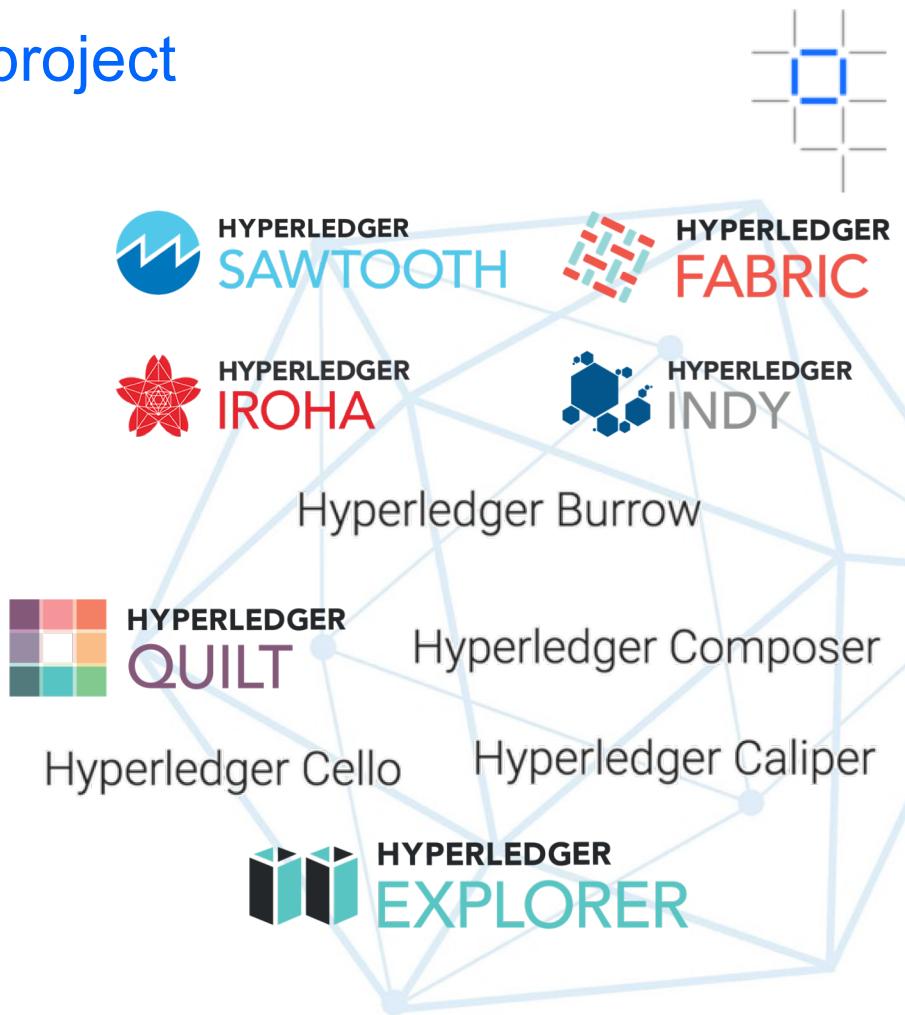
A founding, premier member of Hyperledger, IBM is committed to open source, standards & governance

Hyperledger: A Linux Foundation project



- A collaborative effort created to advance cross-industry blockchain technologies for business
- Founded February 2016; now more than 230 member organizations
- Open source, open standards, open governance
- Five frameworks and five tools projects
- IBM is a premier member of Hyperledger

www.hyperledger.org



Hyperledger Members

Premier



Associate



Source: <https://www.hyperledger.org/members>
Updated: 3 April 2018

General



Associate (Academia)



IBM

Distributed ledger platform



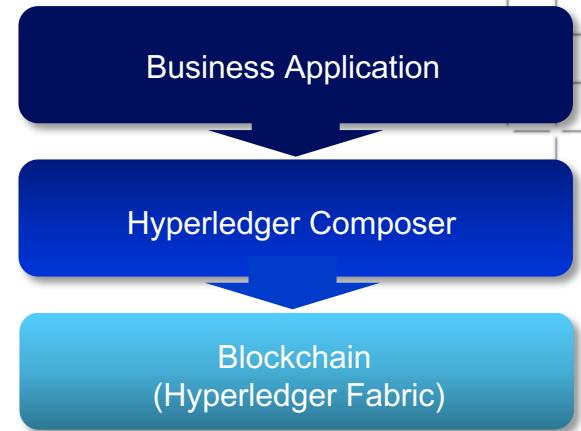
The screenshot shows the official Hyperledger Fabric project page. The top navigation bar includes links for About, Members, Projects (which is the active tab), Community, Industries, Resources, News & Events, and Blog. Social media icons for LinkedIn, Facebook, and Twitter are also present. The main content area features a large banner with the Hyperledger Fabric logo and a complex network graph. Below the banner are two prominent blue buttons: 'GET THE CODE' and 'BUILD YOUR FIRST NETWORK'. To the left, a sidebar provides basic information about the project: 'Type: DLT, Smart Contract Engine' and 'Status: Active'. At the bottom, a video player titled 'Hyperledger Fabric Explainer' is shown.

- An implementation of blockchain technology that is a foundation for developing blockchain applications
- Emphasis on ledger, smart contracts, consensus, confidentiality, resiliency and scalability.
- V1.1 released March 2018
 - Includes significant performance, security, migration and smart contract improvements
- IBM is one of the many contributing organizations

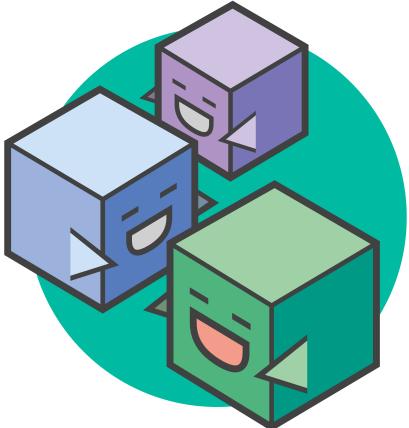
<http://hyperledger-fabric.readthedocs.io/>

Hyperledger Composer: Accelerating Time to Value

- A suite of high level application abstractions for business networks
- Emphasis on **business-centric vocabulary** for quick solution creation
- Reduce risk, and increase understanding and flexibility



- Features
 - Model your business networks, test and expose via APIs
 - Applications invoke transactions to interact with business network
 - Integrate existing systems of record
- Fully open and part of Linux Foundation Hyperledger
- Try it in your web browser now:
<http://composer-playground.mybluemix.net/>



IBM Blockchain

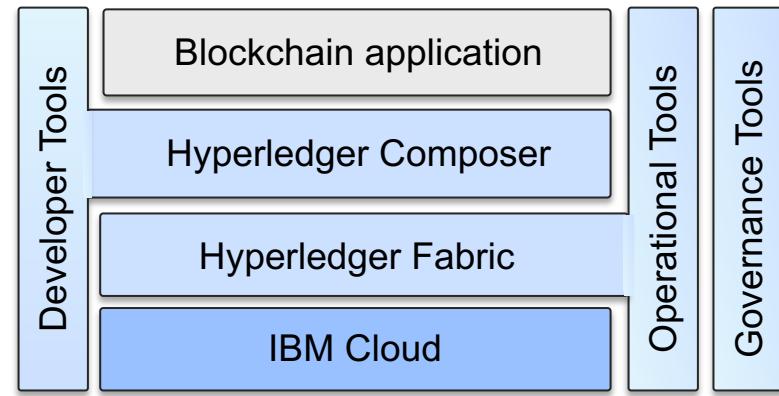


Introducing the IBM Blockchain Platform

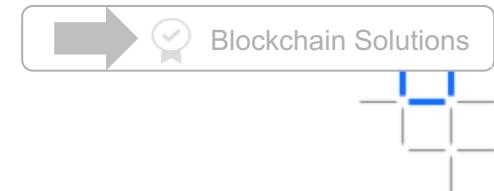
http://ibm.biz/Platform_Demo

IBM Blockchain Platform is a fully integrated enterprise-ready blockchain platform designed to accelerate the development, governance, and operation of a multi-institution business network

- **Developer tools** that make use of Hyperledger Composer to quickly build your blockchain application
- Hyperledger Fabric provides the ledger, which is managed through a set of intuitive **operational tools**
- **Governance tools** for democratic management of the business network
- Flexible deployment options, including a highly secure and performant **IBM Cloud** environment

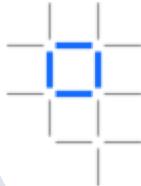


Making blockchain real for business...



Trade Finance	Pre and Post Trade	Complex Risk Coverage
 we.trade more trust. more trade. 	  	
 		 
Identity/ Know your customer (KYC)	Unlisted Securities/ Private Equity Funds	Incentive Program
  	 	  
Medicated Health Data Exchange	Government	Distributed Energy/ Carbon Credit
		 
Supply Chain	Food Trust	Provenance/ Traceability
  IBM Blockchain	       	 

IBM Engagement Model overview



1. Discuss Blockchain technology
2. Explore customer business model
3. Show Blockchain Application demo



1. Understand Blockchain concepts & elements
2. Hands on with Blockchain on Bluemix
3. Standard demo customization



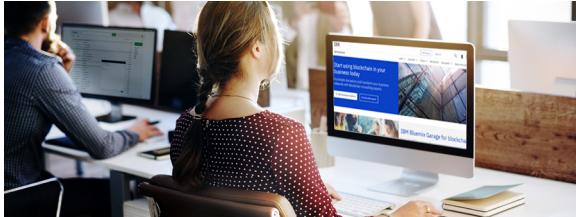
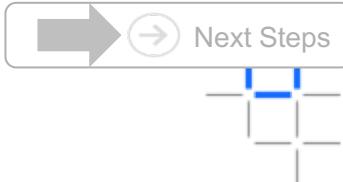
1. Design Thinking workshop to define business challenge
2. Agile iterations incrementally build project functionality
3. Enterprise integration



1. Scale up pilot or Scale out to new projects
2. Business Process Re-engineering
3. Systems Integration



Getting started on your blockchain journey



[Learn More About
IBM Blockchain](#)



[Schedule an IBM
Blockchain Workshop](#)

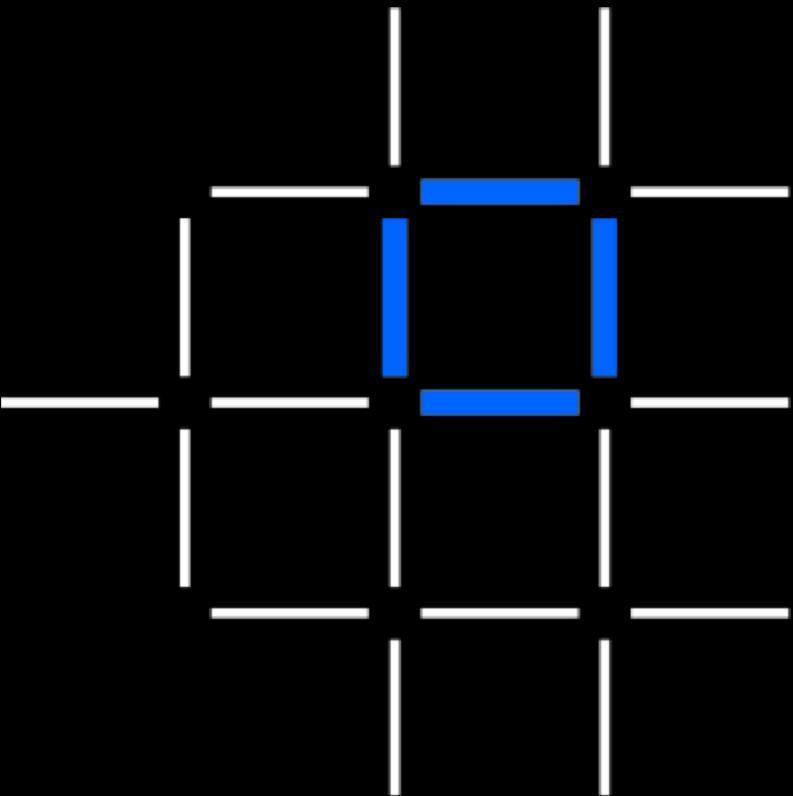


[Develop a Blockchain
Application](#)



[Activate and Grow your
Blockchain Network](#)

Thank you



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

 @IBMBlockchain

 IBM Blockchain

 IBM Blockchain



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