

Blockchain BP Model - Explained

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What Is Blockchain?



The only fully integrated enterprise-ready blockchain platform designed to accelerate the development, governance, and operation of a multi-institution business network

- Full lifecycle tooling to speed activation and management of your network
- Specialized compute for security, performance resilience
- Delivered via the IBM Cloud on a global footprint with 24x7 Integrated Support
- Based on Hyperledger Fabric V1 runtime optimized for enterprise requirements

Develop

Explore and accelerate development time with tools that ensure close alignment between business leaders and developers

Govern

Speed activation, customization and management of your business network with democratic, multi-party governance tooling

Operate

Deploy and operate always-on networks with production-ready enterprise performance and security for most demanding use cases

[http://ibm.biz/Platform_Demo]

What is the Industry Saying?

Juniper Research

“IBM is clearly regarded as having the strongest credentials in the blockchain sector, well ahead of competitors”

<https://www.juniperresearch.com/press/press-releases/ibm-ranked-no-1-blockchain-technology-leader>

IDC

“IBM's stated goal is to develop enterprise-ready blockchain solutions that overcome existing limitations of the technology in terms of privacy, confidentiality, auditability governance, and scalability”

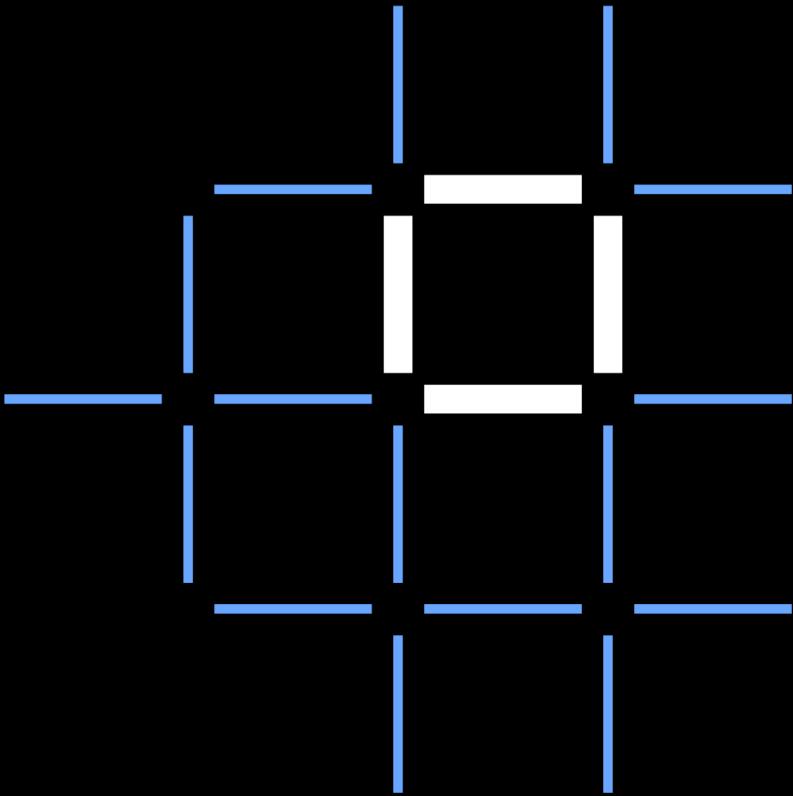
<https://www.idc.com/getdoc.jsp?containerId=EMEA42454617>

Forrester

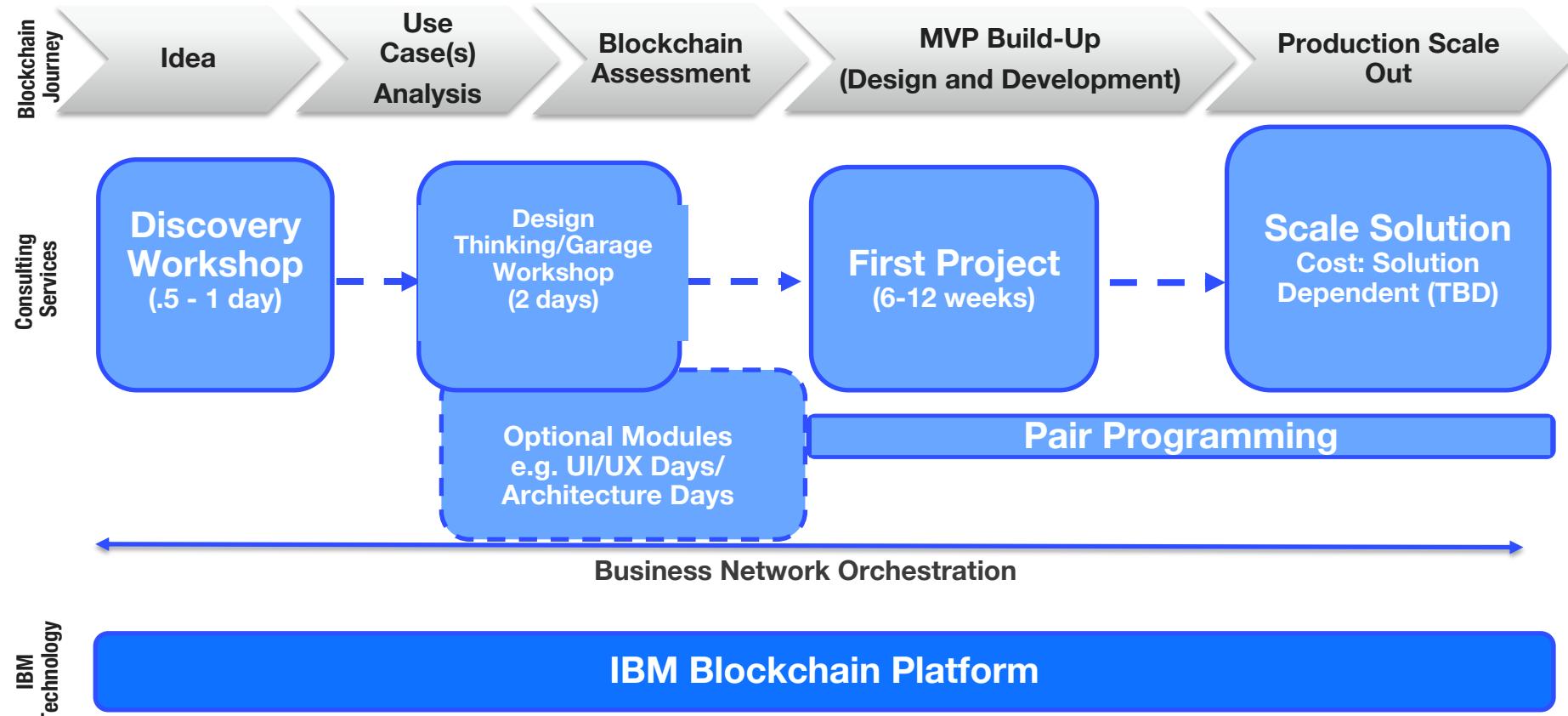
“Walmart, for instance, is collaborating with IBM to use blockchain to digitally track the movement of food products within an ecosystem of growers”

<https://www.forrester.com/report/Drive+Digital+Innovation+With+Blockchain/-/E-RES135243?objectid=RES135243>

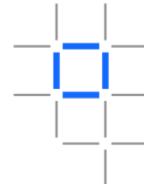
Blockchain Success Journey



Blockchain Use Case Journey – Overview



Cloud Garage locations



Leverage the IBM Cloud Garage with Blockchain for industry best practices in building and delivering blockchain solutions for your first project.

Design Thinking Workshop with Blockchain

OFFERING OVERVIEW

Apply IBM Design Thinking principles to evaluate current business processes, identify the business network, and define the minimum viable product (MVP) for your blockchain solution.

What does the client receive?

IBM provides one week of blockchain solution design, including a two-day, in-person workshop, with one blockchain architect and one design facilitator.

Typical workshop participants from the client organization:

- Client executive sponsor
- Business process subject matter experts
- IT (in support of business)
- Product owner
- Sponsor user

Deliverable: Workshop outcomes deck and blockchain MVP project definition



MVP Build-up with Blockchain

OFFERING OVERVIEW

Develop a functioning blockchain solution using agile methodologies, leveraging experts in IBM Blockchain, UX/UI design and development, and cloud architecture.

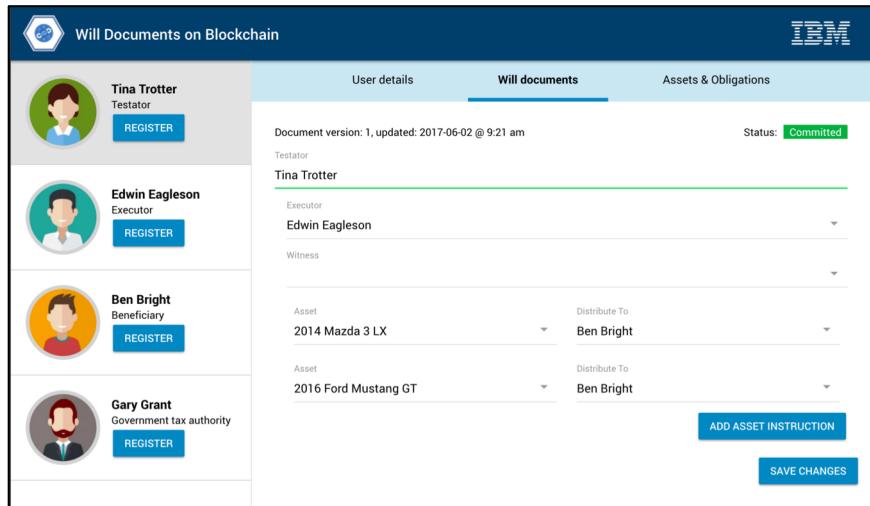
What does the client receive?

IBM provides an application development team consisting of the following hours per week:

- One *blockchain architect* for 32 hours.
- Two *blockchain developers* for 40 hours each.
- One *Cloud Garage designer* for 32 hours.
- One *Cloud Garage developer* for 40 hours.

Typical project timeframe: 6-8 weeks, depending on scope

Deliverable: MVP application, including source code, delivered on IBM Cloud



Architectural Consultancy with Blockchain

OFFERING OVERVIEW

Enlist the support of a blockchain architect in an IBM Cloud Garage to help you define the framework of your blockchain solution.

What does the client receive?

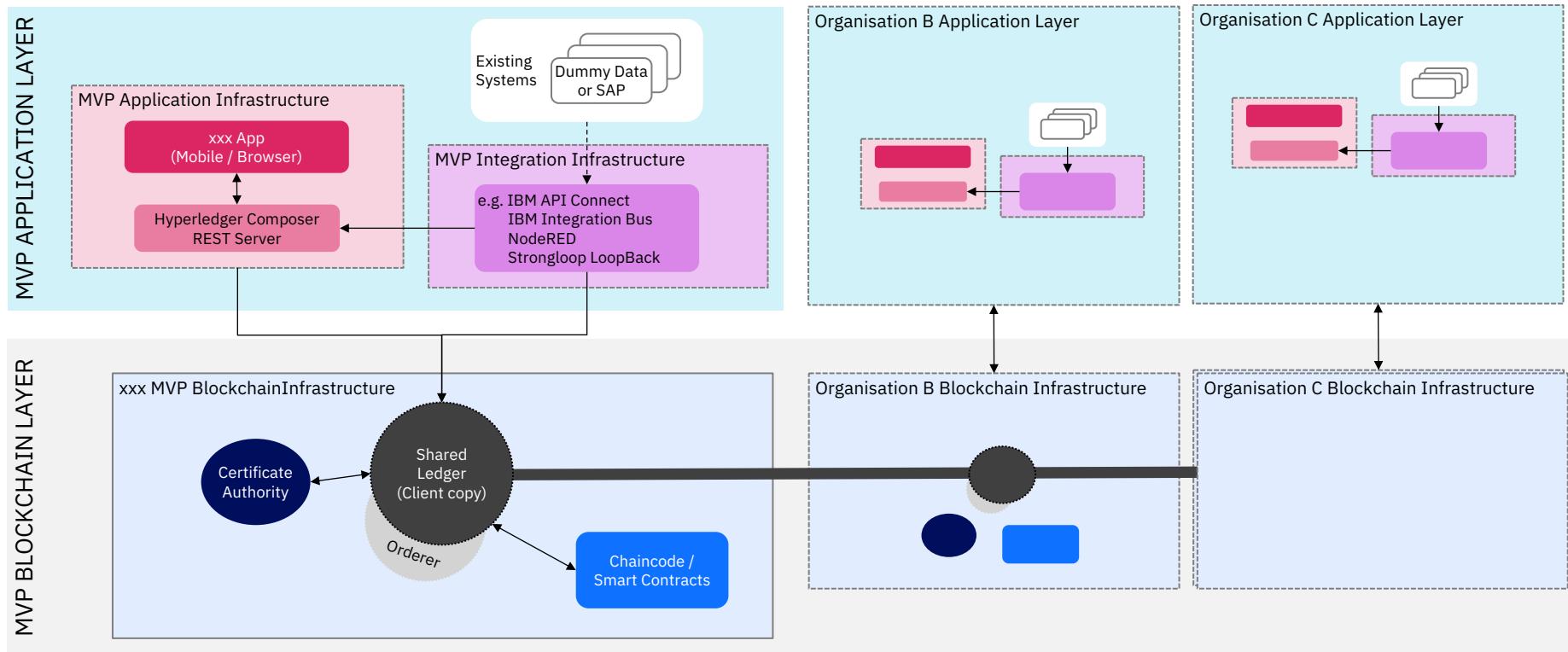
IBM provides one week of solution architecture consulting with an IBM Blockchain architect.

Deliverable: 40 hours of blockchain application architecture consulting with an IBM Blockchain architect

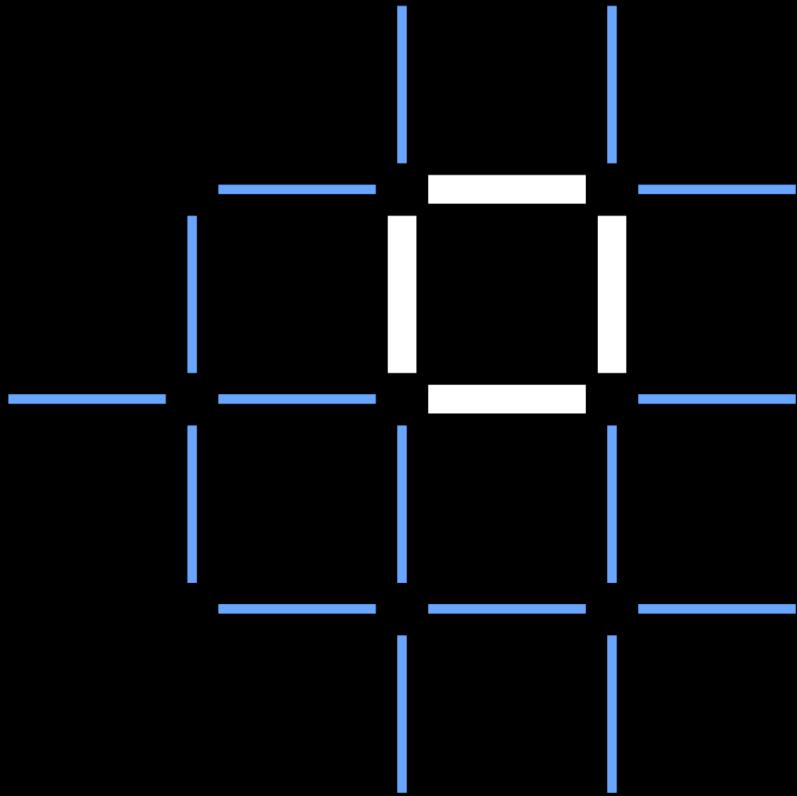


First Project – the MVP in more detail

IBM Blockchain



Business Partner Success Journey



Blockchain Use Case Development: Service Intensive Opportunity

Blockchain Breakdown: Sample

Note: ~80% of Blockchain Projects are services, i.e. 4 times service drag
***Note:** Average Deal Size with Potential Pricing Examples

Potential Services Opportunity to Client

Discovery Workshop,
Consulting

Design Thinking Workshop

MVP Development

Architecture Consulting

Ongoing Support

IBM Blockchain, Platform Subscription (1 yr)

*Sample: \$500,000

10%

\$30,000

6%

\$50,000

40%

\$200,000

6%

\$30,000

15%

\$75,000

23%

\$115,000

Sell Together

Business Relationships

IBM Blockchain

1. IBM Marketplace

80/20 revenue split when listing blockchain products in the marketplace

2. Subcontractor Agreement

Provide blockchain services under Bluemix Garage for Blockchain

3. Embedded Solution Agreement (ESA)

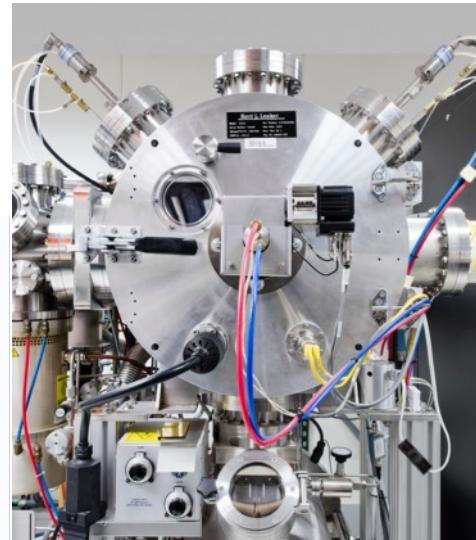
Create value-add solution using IBM Blockchain and receive volume or business-model based discounts. (A click-through ESA with standard terms)

4. Business Partner Reseller Agreement

Resell IBM Blockchain and receive a discount

5. Custom Strategic Agreement

e.g., joint initiative agreement



Educate Yourself!

- Everything is available through community site
 - <http://ibm.com/blockchain> for customers

This screenshot shows the IBM Blockchain community page on the ibm.biz domain. The top navigation bar includes links for 'IBM Connections', 'Profiles', 'Communities', and 'Apps'. A 'Feedback' button and language selection ('English') are also present. The main content area features a large blue header with the text 'Welcome to the IBM Blockchain Community!' and a 'Community URL: www.ibm.biz/blockchain'. Below this is a grid of six boxes: 'Sales' (top), 'Services' (bottom-left), 'Solutions' (middle-left), 'Platform' (middle), 'Technology' (bottom-right), and 'Marketing' (top-right). At the bottom of the main content area is a pink banner with the text 'Welcome to the IBM Blockchain community!'. The sidebar on the left contains sections for 'Overview', 'Subcommunities', 'Blugroup association', 'Tags', and 'Find a Tag'. The footer at the bottom left lists various blockchain-related topics.

This screenshot shows the IBM Blockchain enterprise website on the ibm.com domain. The top navigation bar includes 'Marketplace', 'Search', and links for 'IBM Blockchain', 'Learn', 'Solutions', 'Services', 'Industries', 'Get started', 'Ecosystem', and 'News and events'. The main content area has a dark background with a wooden shipping container image. The text 'IBM Blockchain' is prominently displayed, followed by 'Let's put smart to work.' and 'Let's use blockchain to bring transparency to every shipment.' Below this are two call-to-action buttons: 'Explore IBM Blockchain Platform' and 'See all IBM Blockchain products'. The bottom section is divided into four quadrants: 'Social and environmental tokens' (with a link to Veridium), 'Making the world better with blockchain' (with a link to Global Citizen challenge), 'Start developing now' (with a link to a no-cost offer), and 'Blockchain best practices' (with a link to 'From 100s of clients...').

Online Certification

<https://developer.ibm.com/courses/all/blockchain-essentials/>

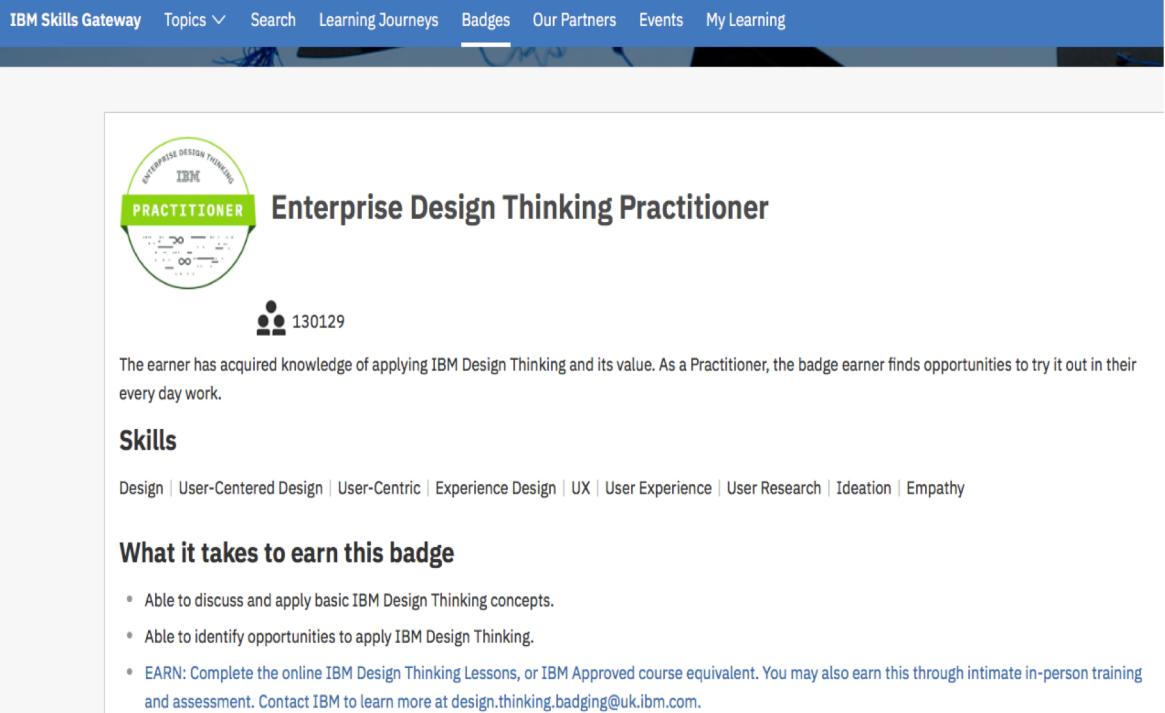
- Learn blockchain basics in a two hour course
- Demonstrate knowledge and earn certification
- Open to the public

The screenshot shows the IBM developerWorks website with the URL <https://developer.ibm.com/courses/all/blockchain-essentials/>. The page title is "Blockchain essentials". On the left, there's a sidebar with a "Course Overview" section containing links to "Get started", "Discover blockchain", "Leverage blockchain benefits", "Transform your business with blockchain", "Demo: blockchain asset transfer", "Lab: transfer assets", "Quiz time", and "Wrap up". The main content area has a heading "Course overview" with icons for self-paced learning, 2 hours duration, badge availability, and free cost. It also includes a note: "You MUST log in to earn a badge. Log in for progress and completion tracking." Below this is a thumbnail for a video titled "IBM Think Academy: Blockchain, How it works" featuring two women.

IBM Design Thinking Badges

<https://developer.ibm.com/courses/all/blockchain-essentials/>

- Learn Design Thinking and Earn Badges online
- Practice Design Thinking with your innovative projects like Blockchain
- Open to the public



The screenshot shows a webpage from the IBM Skills Gateway. At the top, there is a navigation bar with links: IBM Skills Gateway, Topics, Search, Learning Journeys, Badges, Our Partners, Events, and My Learning. Below the navigation bar, the main content area features a circular badge for "Enterprise Design Thinking Practitioner". The badge has a green border with the text "ENTERPRISE DESIGN THINKING" at the top and "IBM" in the center. The word "PRACTITIONER" is written in white on a dark green rectangular background in the middle of the badge. Below the badge, the text "Enterprise Design Thinking Practitioner" is displayed in bold. Underneath this, there is a user icon and the number "130129". A descriptive paragraph follows, stating: "The earner has acquired knowledge of applying IBM Design Thinking and its value. As a Practitioner, the badge earner finds opportunities to try it out in their every day work." Below this, a section titled "Skills" lists various design-related skills: Design, User-Centered Design, User-Centric, Experience Design, UX, User Experience, User Research, Ideation, and Empathy. At the bottom, a section titled "What it takes to earn this badge" contains a bulleted list of requirements:

- Able to discuss and apply basic IBM Design Thinking concepts.
- Able to identify opportunities to apply IBM Design Thinking.
- EARN: Complete the online IBM Design Thinking Lessons, or IBM Approved course equivalent. You may also earn this through intimate in-person training and assessment. Contact IBM to learn more at design.thinking.badging@uk.ibm.com.

IBV Reports on Blockchain

<http://ibm.biz/IBVonBlockchain>

The screenshot shows the IBM Institute for Business Value website. At the top right is a navigation bar with 'Marketplace', 'Search', and user icons. Below it is a large graphic featuring a stylized blue and white gear-like shape with the text 'Contact IBV' at the bottom right. The main heading 'Blockchain' is displayed, followed by the subtext 'Thought leadership from the IBM Institute of Business Value'. On the left, a section titled 'Read our latest reports' lists five reports with their titles, dates, and brief descriptions:

- Trust me: Digital identity on blockchain** (Updated 13 Apr 2017)
Blockchain takes a new approach to identity management by enabling an always up-to-date lifetime history of data.
- Unlocking the blockchain** (Updated 15 Mar 2017)
Blockchain is about bringing trust to transactions – success depends on transparency and auditability for supply chain participants.
- Blockchain benefits for electronics: Taming complexity with better supply chain visibility** (Updated 23 Feb 2017)
For electronics companies, Blockchain technology can reduce frictions to improve the cost, time and risk associated with complex processes.
- Building trust in government: Exploring the potential of blockchains** (Updated 30 Jan 2017)
Pioneering government organizations are embracing blockchains to reduce frictions to innovation and information, as well as facilitate collaboration.

- Informative reports
- Technology trends
- Industry viewpoints
- Customer releasable