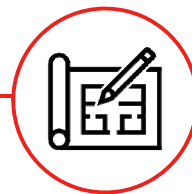
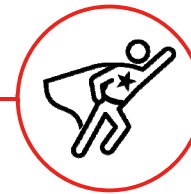


BLOCKCHAIN IN BUSINESS

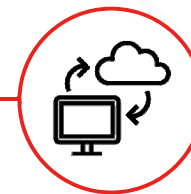
Jed Stone | Chief Revenue Officer | November 2022



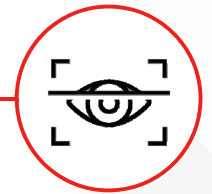
Design & Delivery



People, Skills & Knowledge



IT Services



Secure Applications



Introduction



Issured

- Started in 2014
- Grown from a background in Defence and Security
- Clients include:
 - The Metropolitan Police Service
 - Security Services
 - National Police Chief's Council
 - NHS Digital
 - National Fire Chief's Council
 - Zurich

Jed Stone – Chief Revenue Officer

Former Head of Counter Terrorism Intelligence Systems

Blockchain – Distributed Ledger Technology

Wait! What?

block·chain

['blɒktʃeɪn]

NOUN

blockchain (noun) · **blockchains** (plural noun) · **block-chain** (noun) · **block-chains** (plural noun)

1. a system in which a record of transactions made in **bitcoin** or another **cryptocurrency** is maintained across several computers that are linked in a peer-to-peer network:
2. "we can actually have a look at the blockchain and see **evidence** of what's going on"

ORIGIN

early 21st century: from block + chain.



Blockchain – Distributed Ledger Technology

Wait! What?

com·puter

[kəm'pjʊ:tə]

NOUN

computer (noun) • **computers** (plural noun)

1. an electronic device for storing and processing data, typically in binary form, according to instructions given to it in a variable program.
2. a person who makes calculations, especially with a calculating machine.



Blockchain – Distributed Ledger Technology

Wait! What?

- Blockchain is a technology
 - Immutability – unable to be changed
 - Trust / Transparency
 - Traceability
 - Efficiency
 - Automation
 - ...and it moves quickly
- Technology solves practical problems
- What practical problems do businesses face now and in the future?



Digital Business Challenges

" 'Cause we are living in a material digital world "

Digital Disinformation

"Manipulation and deception has always been a part of politics. But it is particularly abundant and influential on the web, since it is less expensive and easier to reach people, and artificial intelligence methods like "deepfakes" make it simpler to doctor video and audio"

Samuel Woolley – The Economist, 2020



Digital Challenges

" 'Cause we are living in a material digital world "

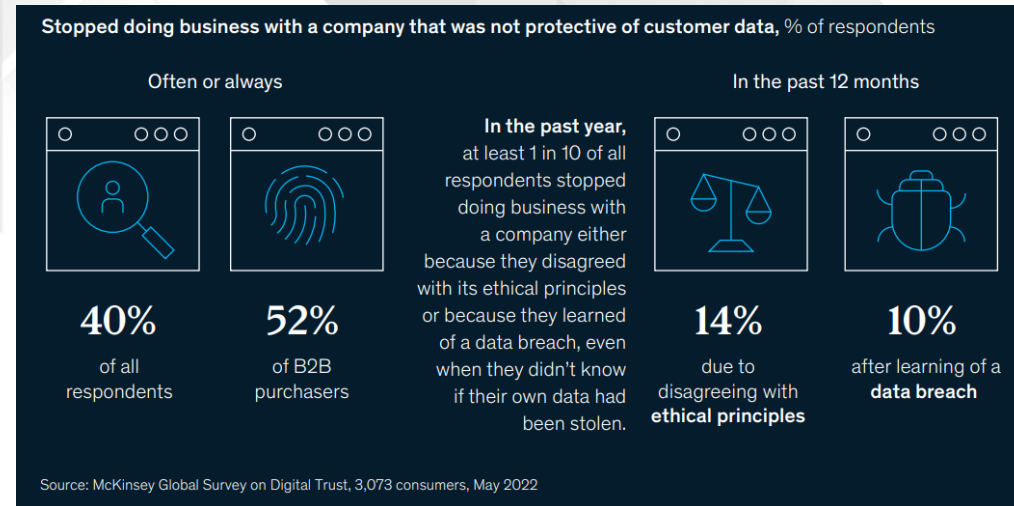
Digital Trust

"Digital Trust is a necessity in a global economy reliant on ever-increasing connectivity, data use, and new innovative technologies."

World Economic Forum

"Digital trust is given to companies who have shown their users they can provide safety, privacy, security, reliability, and data ethics with their online programs or devices."

British Standards Institution



Digital Challenges

" 'Cause we are living in a material digital world "

Digital Transformation

"Digital transformation is the adoption of digital technology by an organization to digitize non-digital products, services or operations. The goal for its implementation is to increase value through innovation, invention, customer experience or efficiency.."

Wikipedia

"Digital Transformation Is Risky, But Not Transforming Is Even Riskier"

Forbes



Blockchain Technology

A Problem Solver for a Digital Age

- Blockchain Technology, like a computer, is there to be used to support your business use case
- Doesn't mean you have to become an expert in Blockchain, crypto, encryption, coding.
- Just need to recognise where the technology can be employed to solve a business problem and find solutions that can help.

Doctors: Googling stuff online does not make you a doctor.

Programmers:



Blockchain – Use Cases

Remote Video Interviews & Meetings

- Face to Face Interviews and Meetings
 - Legal
 - HR
 - Board
 - Commercial
- How can Blockchain Help?
 - Tamper evident interview / meeting content
 - Reduce successful challenges
 - Provenance for decisions made / actions taken

Blockchain – Use Cases

Protecting Your Ideas

- Innovation, invention, creativity and production
 - Content Creation
 - Music
 - Art
 - Images
 - Software
 - Trade Secrets
- How can Blockchain Help?
 - Proof of Ownership through timestamped Blockchain entries and certificates
 - Make content available to others remotely

Blockchain – Use Cases

Managing the Supply Chain

- Supply Chain for a Global Supply and Demand
 - Lack of Transparency
 - Counterfeit Goods
 - Fraud
 - Paperwork
 - Resource intensive
 - Delay
- How can Blockchain help?
 - Transparency at every step
 - All parties can view progress
 - Track the state of product
 - Complete immutable audit of the journey

Blockchain – Use Cases

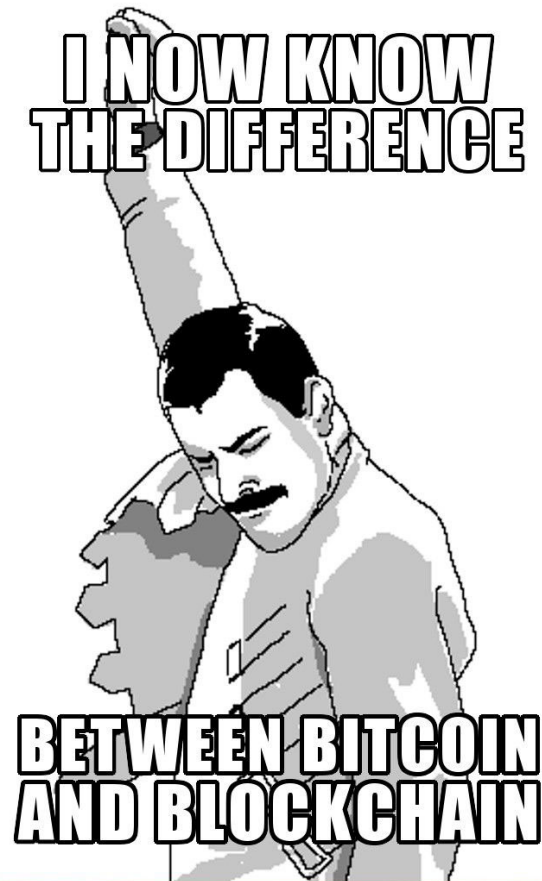
Arranging Commercial and Legal Contracts

- Commercial and Legal Agreements are required by all businesses
 - Resource and time intensive
 - Expensive
 - Inefficient
 - Prone to error
 - Storage of documentation
- How can Blockchain help?
 - Backed up and available to all parties
 - Automation
 - Reduced need for intermediaries
 - Accuracy
 - Encrypted
 - Reduced challenges

Blockchain – Take Away

A New Technology to Support Businesses

- Blockchain isn't just about crypto currency
- Blockchain is a technology to be used where needed if it supports your business
- Don't need to become a Blockchain expert - like you don't need to build your own computers
- Provides solutions to new challenges presented by a digital society
- Still an emerging technology – likely to become ubiquitous
- Look for possible OTS Blockchain solutions for business problems




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