

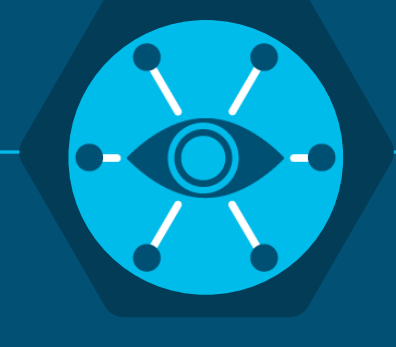
# Blockchain 101 for Enterprises

Blockchain empowers enterprises to build trust-based business networks for digital transformation.

How can you make blockchain work for you?

## 1 What are your top challenges?

Transparency



Is your brand being affected by the lack of visibility into the product's journey?

Security



Is your centralized architecture for managing apps, users, and devices making you vulnerable to hackers?

Complexity



Is the complexity of coordinating with multiple parties increasing your cost of doing business?

## 2 How can blockchain create trust and simplify your business?



Strengths



Opportunities

Single version of truth

Data immutability

Automated processes

Cost savings

Emerging technology

Insufficient developer tools

Interoperability

Enterprise-scale implementation

## 3 What do you need in a blockchain platform?



Simplicity

Ease of deploying, managing, and integrating with existing systems.



Security

Best-in-class security and privacy capabilities to manage permissioned blockchains.



Scalability

High-availability distributed systems and architecture for Internet-scale throughput.

## 4 How can the right partner ecosystem help you succeed?

Cloud providers



Support hybrid infrastructures for ease of use and rapid deployments.

System integrators



Integrate your existing IT systems to work with blockchain technology.

Industry experts



Identify specific use cases and build customized solutions.

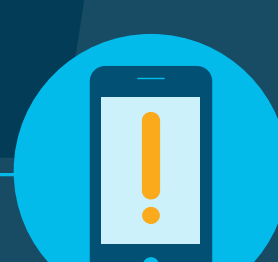
## 5 How are industries using blockchain?

### Supply chain

Track the provenance of components across a large distributed supply chain and reduce loss of revenue from counterfeit products in the market.

Entire product lifecycle tracked on the blockchain to eliminate counterfeiting.

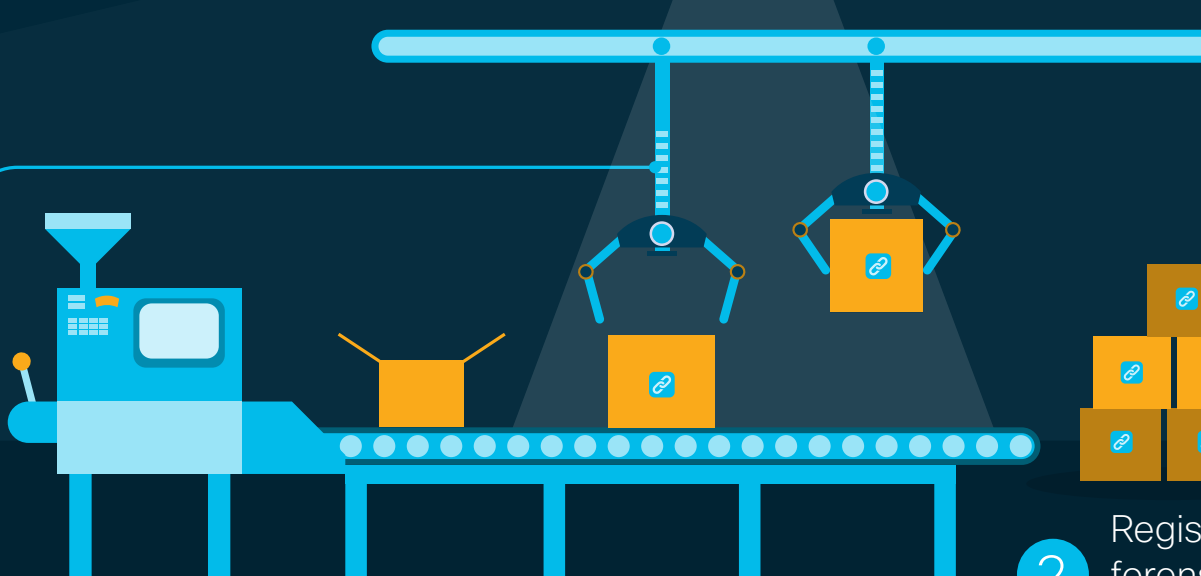
Suppliers > Manufacturers > Shipping companies > Distribution channel partners > Customers



### Internet of Things

Manage IoT devices through a decentralized authority to eliminate single points of failure and create a more secure platform on which devices can run:

1 Device manufacturer registers new devices and operational forensics on the blockchain.



2 Registration and data forensics follows every device across its lifecycle.



3 Perimeterless peer-to-peer attestation of devices.

### Smart cities

Make cities more efficient by using blockchain-based platforms to optimize the use of utilities, transportation, and streamline how cities interface with citizens.



## Accelerate blockchain with Cisco

Expertise in scalable, high-availability distributed systems  
Core competency in secure, distributed systems and critical infrastructure



Leader in identity, security, and cryptography  
Best-in-class security products to protect your business applications on the blockchain



Advanced system and network analytics  
Analytics capabilities ranging from network to cybersecurity, infrastructure, and applications



Leadership in next-generation network capabilities  
Interoperable standards and toolkits to securely connect independent blockchain networks



Industry-leading services and partner ecosystem  
Broad range of services delivered by experts and a global network of partners

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