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?**
   - Is your brand being affected by the lack of visibility into the product’s journey?
   - Is your centralized architecture for managing apps, users, and devices making you vulnerable to hackers?
   - Is the complexity of coordinating with multiple parties increasing your cost of doing business?

2. **How can blockchain create trust and simplify your business?**

3. **What do you need in a blockchain platform?**

4. **How can you make blockchain work for you?**
   - Transparency
   - Security
   - Complexity

5. **How are industries using blockchain?**

6. **Accelerate Blockchain with Cisco**

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