

How Blockchain Can Better Business

April 2023



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Business Challenges Keeping CEOs Up At Night

Customers

Ensuring customer satisfaction is top of mind.



01. Blockchains build trust.

Money

Fiscal stability is a non-negotiable part of business.



02. Blockchains reduce costs.

Innovation

Companies have to work hard to stay relevant.



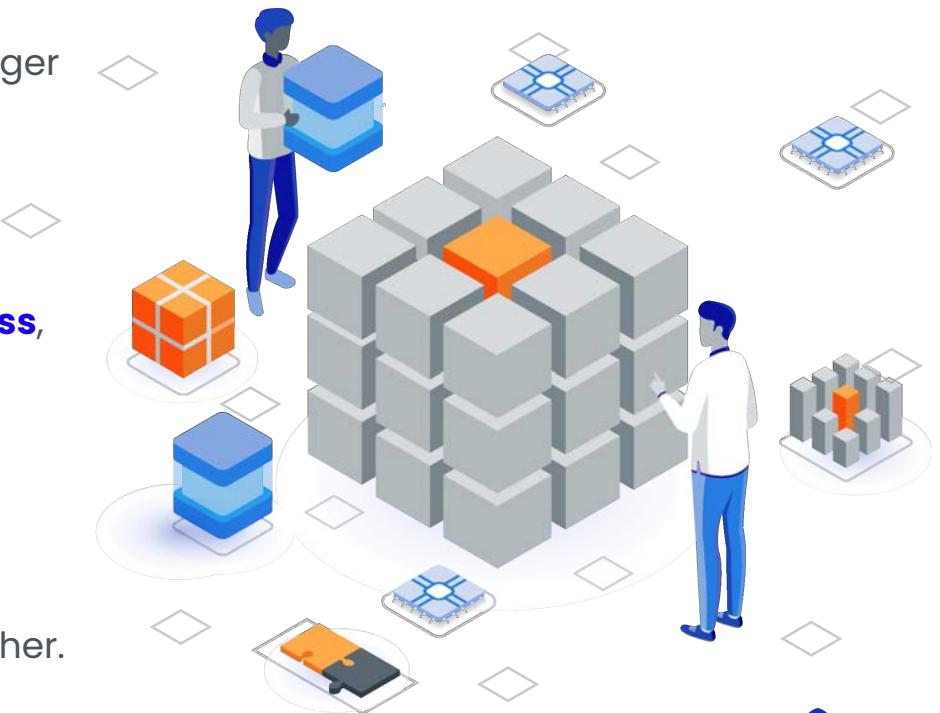
03. Blockchains create opportunities.

01. Blockchains Build Trust

A **blockchain** is a decentralized, digital ledger that records transactions in a secure and transparent manner.

Blockchains are often described as **trustless**, meaning the technology's **decentralized validation mechanism minimizes the amount of trust** required among parties.

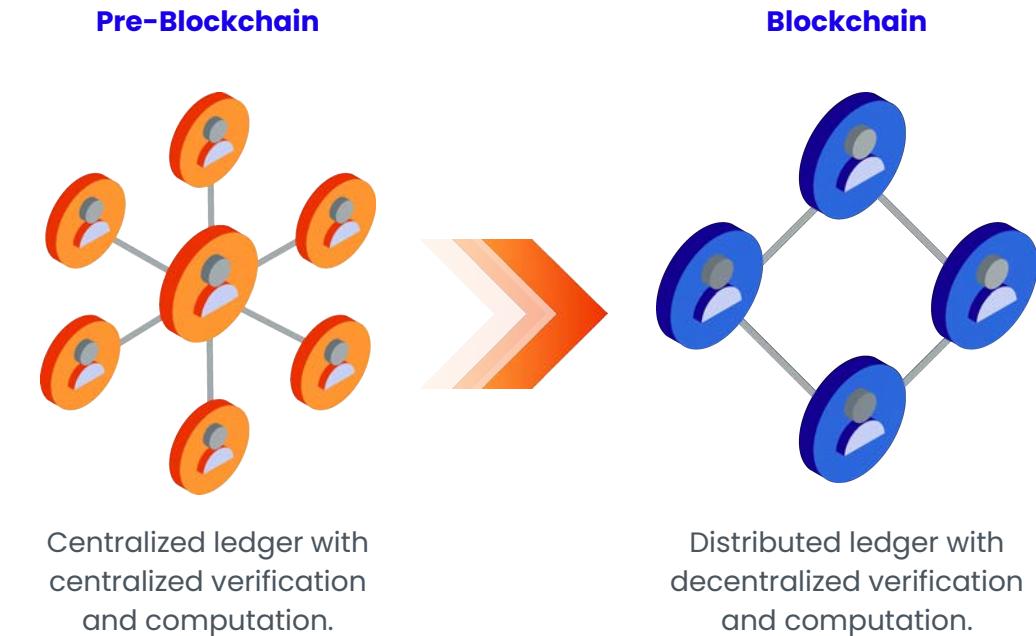
Businesses no longer have to trust each other.



Customers

Improve Security

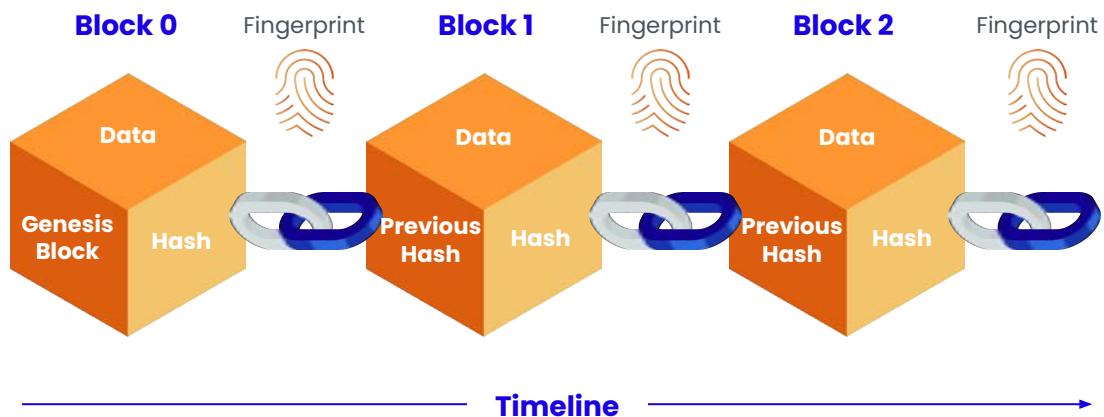
Blockchains are immutable and encrypted to prevent fraud and illegal activity. Information is also distributed and decentralized, **eliminating single points of failure**.



Customers

Improve Transparency

Blockchains allow the same information to be shared among network participants, enabling partial or full access permissions. Transactions are **time-stamped** and **immutable** – or irreversible.



Customers

Improve Auditability

Blockchain allows stakeholders to digitally trace and document the **provenance** of data or an asset **at any point in time**.



How Blockchains Build Trust in Practice

Blockchains enable the removal of unnecessary intermediaries and rely on the underlying technology to give customers confidence.

Now



Blockchain

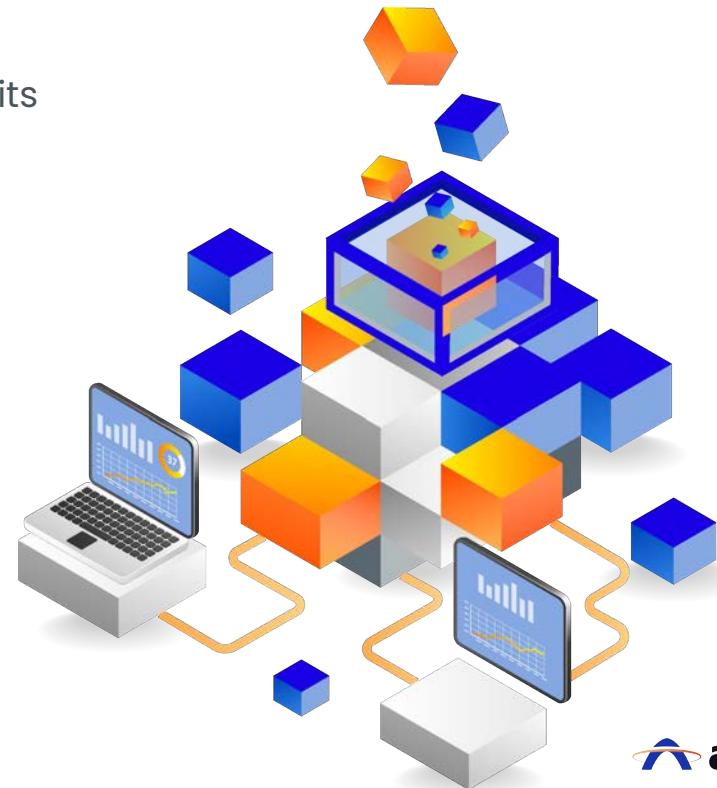


02. Blockchains Reduce Costs

Blockchain can deliver cost-saving business benefits because it is faster, electronic, and more efficient.

- Decrease overhead
- Decrease transaction costs
- Decrease fees from intermediaries

Money saved improves business's bottom line.



Money

Increase Speed

Blockchains can store an abundance of information, including documents, transactions, and history, providing one shared data network and eliminating reconciliation among multiple ledgers.

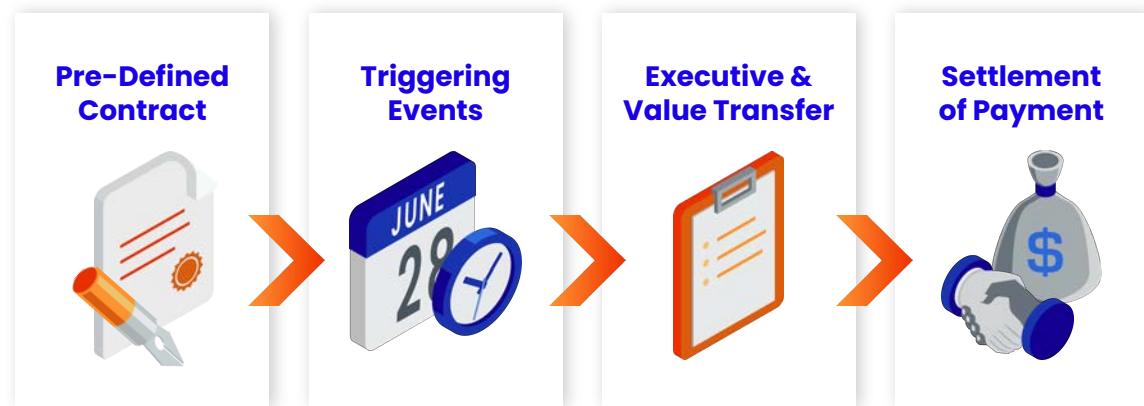


Money

Increase Automation

Blockchains utilize programmable technology, like smart contracts, to self-execute when specific conditions are met,

consolidating processes and **increasing efficiencies.**



Money

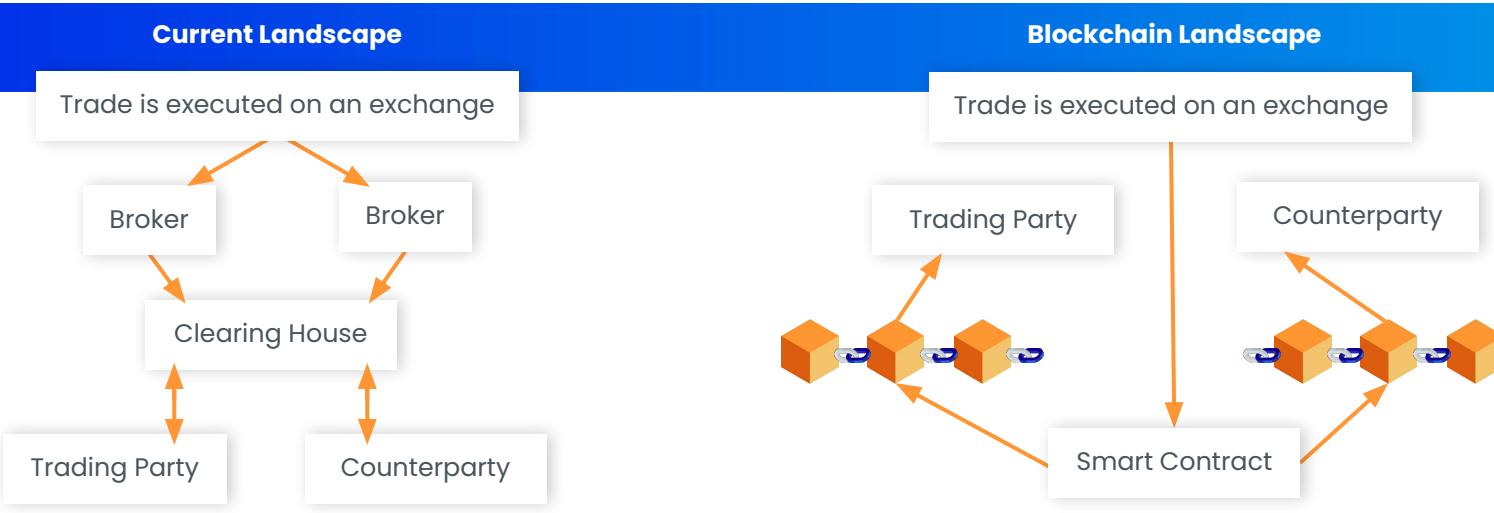
Increase Productivity

Blockchains streamline and digitize traditional paper processes to upgrade tedious operations and **reduce human error.**



How Blockchains Reduce Costs in Practice

Blockchains can save businesses money by minimizing fees from intermediaries, eliminating manual processes, and reducing counterparty and market risks.



03 Blockchain Creates Opportunity

Blockchain is the next instrument driving the technology evolution. It is a tool companies can use to solve business challenges, grow offerings, and innovate.

Institutions can build and grow distribution vehicles for existing and new audience segments.



Innovation

Expand Product Suite

Blockchains enable real-world asset (RWA) tokenization, enhancing existing products and facilitating an environment for **new product creation.**



Innovation

Grow Customer Base

Blockchain allows users to take control of their confidential information, introducing new ways to **revamp existing business models** and opening doors for wider audience engagement.



Innovation

Strengthen Brands' Differentiators

Blockchain can be a resource to enhance business differentiators for greater customer satisfaction and engagement to **gain market share** and **stay competitive**.



How Blockchains Create Opportunity in Practice

Tokenization of real-world assets.



Learn How Blockchain Can Work For Your Business

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