

# Blockchain Solution Portfolio

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## PwC's blockchain solutions: From strategy through execution

*Imagine being able to transfer value or prevent contractual disputes over the Internet — without going through a third party. Confidently. Securely.*

*Almost instantly. This is the promise of blockchain-based technology, and the implications are so profound that its implementation could revolutionize business practices as we know them.*

PwC sees enormous potential for blockchain and has developed the capabilities necessary to help our clients learn about, and take advantage of, these transformative technologies. See below for how our experienced practice can help your blockchain initiatives move forward, the strategic relationships we've established, and the related thought leadership we've published.



# Educate: Understand changing ecosystems

## Strategy& DeNovo

### **Understand the evolving ecosystem of blockchain innovation.**

DeNovo is a dynamic strategy consulting platform including content based on the evaluation of over 1000 blockchain start-ups and new market entrants. PwC subject matter specialists curate and analyze information from a wide variety of sources to identify the blockchain companies and trends with real substance, then highlight the ones of potentially systemic importance. DeNovo delivers this insight in real time, so our clients can spot the most critical trends, understand how it impacts their value chain, and generate opportunities to leverage change and fend off threats. Platform is available under beta contract.

## Innovation workshop

### **Translate broad understanding of blockchain trends into strategic actions.**

PwC brings our clients' top executives, product owners, business unit leads, and strategy influencers together in small, focused workshops that identify disruptive solutions to the organization's challenges. PwC facilitates as participants frame use cases and use the DeNovo platform to find start-ups that address their business problems. Next, we invite selected start-ups to a day of one-on-one meetings where they can demonstrate their technology and how it impacts the client's value chain.

## Strategy workshop

### **Build actionable business and technology plans while protecting your IP.**

PwC helps the client's senior business and technical leadership assess the potential impact of blockchain technology on their market positioning, information technology landscape, and internal people and processes. Utilizing world-class strategy and blockchain engineering professionals, clients build actionable plans, with a specific focus on protecting intellectual property and maintaining and expanding competitive advantages.

# Evaluate: Identify potential solutions (proof-of-concept services)

## Process/workflow analysis

### **Identify and implement workflow improvements that incorporate blockchain solutions.**

PwC specialists are versed in both technology and business. We understand the intricacies of business processes and workflows, giving us a holistic perspective on the use cases our clients are trying to address. PwC can help tailor our clients' regulatory, compliance, documentation, and core process flows to incorporate blockchain technology in a way that meets industry-specific as well as functional (accounting, tax, compliance, etc.) requirements.

## Business case development

### **Drive decision-making with a clear understanding of blockchain ramifications.**

PwC works with the client's IT and business managers to develop a case for specific blockchain technologies based on the particular business problems the client seeks to address. This includes evaluation of the qualitative and quantitative impacts of their proposed investments. PwC will draw on both internal and external experience to help clients understand how different blockchain-based solutions can reduce costs and/or enhance profits, and how that might affect their competitive position.

## Crypto-security

### **Maintain security around digital assets in blockchain environments.**

PwC draws on its broad experience within information security domains to help clients secure their digital assets. PwC guides clients through developing new strategies and controls for the blockchain as well as updating current controls to accommodate blockchain-based processes. PwC can help build and assess crypto-security and privacy requirements before they're deployed and review implementations after the fact to identify potential weaknesses or redundancies.

## Acquisition support

### **Facilitate acquisition of, or partnership with, blockchain companies.**

PwC helps its clients acquire or partner with blockchain start-ups that align with their specific needs. We help perform the technological and commercial due diligence necessary to identify appropriate candidates for acquisition. We also advise on how best to integrate an acquisition into our clients' existing operations and infrastructure.

# Evolve: Discover new possibilities (proof-of-concept services)

## **PMO & system design**

**Design effective systems, anywhere in the world, that are built on-time, on-budget.**

Collaborate between client, blockchain partner, and PwC to design systems then build them on-time and on-budget via world-class PMO services. Set up governance, processes, tools and methods to provide the insight and control according to our proven project management methodology.

## **Front-end build**

**Unique and engaging user experiences from PwC Digital.**

PwC Digital helps clients take full advantage of blockchain technology and its possibilities by creating elegant graphic user interfaces. PwC can help ensure that both employee-facing and customer-facing applications are easy to understand and use, on mobile as well as the desktop.

## **Middleware & integration**

**Weave blockchain technology seamlessly into existing infrastructure/UI/UX.**

PwC capitalizes on its experience from past projects and existing client relationships to integrate blockchain-based solutions with front and back-end systems; while helping clients determine how best to merge blockchain-based innovations into their business-critical systems without interfering with ongoing operations.

## **Rapid prototyping**

**Create prototypes to model blockchain processes and services.**

PwC delivers rapid prototyping capabilities focused on protecting the client's intellectual property while helping them design and build blockchain models that simulate the future state of the business operations, processes, and ecosystem.

## **Training & support**

**Grow a base of knowledge so you can continue to learn and improve.**

PwC believes knowledge transfer is a critical success factor for technical projects. As such, we engage clients early around their training and support requirements, in order to give current project work the highest probability of future leveragability.

# PwC's strategic partners: Driving innovation through collaboration

## Blockstream

As adoption of blockchain increases, we expect potential confusion to arise as competing networks struggle to communicate with each other. "Sidechains" — essentially, blockchains that talk to each other — provide a way to resolve this issue.

We have announced a partnership with [Blockstream](#), a company known for its innovation in building out sidechain capabilities. We see a variety of applications for this technology with our clients as they use multiple distributed trust systems. "The blockchain is a foundational addition to the Internet with the potential to transform the nature of trust in business and beyond," said Austin Hill, Blockstream's CEO. "Our strategic partnership with PwC is exciting as we are able to jointly develop solutions for clients that leverage the maturity of the Bitcoin protocol for exciting new applications."

## Digital Asset Holdings

The ability of blockchain to improve transparency allows for better tracking of transactions and ownership itself, which are at the heart of any value exchange. We're participating in blockchain development across the 'rails' on which financial services operates: the network infrastructure, cybersecurity, and post-trade processing.

"We are excited to enter into [a relationship with...] PwC and are already working with them to provide value to our clients and the industry," said Blythe Masters, CEO of [Digital Asset](#). "The alliance will accelerate innovation, drive growth and broaden our reach in different segments across the world."

## Eris Industries

Smart contracts are digitally signed, computable agreements between two or more parties. Using a blockchain-based system, smart contracts allow entities to use software agents to execute business processes and enforce agreement terms.

Many of our clients will look to smart contract technology as they reinvent their own operations. To help them in this process, we recently teamed up with [Eris Industries](#), a leader in using smart contracts to automate business processes between organizations. "Our partnership is about two core things," says Eris Industries CEO Casey Kuhlman. "First, supporting PwC and their clients as they use Eris's open source toolkit to build their own blockchain and smart contract solutions. And second, empowering PwC to use Eris's preconfigured components to significantly reduce development complexity and deployment timeframes for a wide range of projects."

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