

# Blockchain is here. What's your next move?

**600**  
blockchain-savvy  
executives

**44%**  
C-suite  
and VPs

**\$31%**  
with revenue  
\$1 billion+

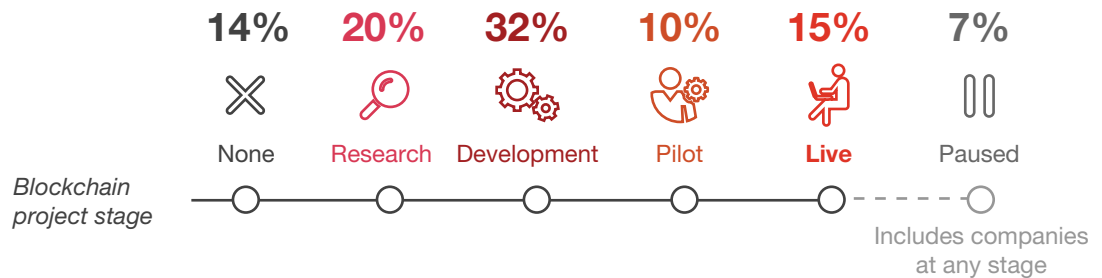
**15**  
territories

Distributed ledger technology and digital tokens are rewiring commerce. But lack of trust and regulatory uncertainty means few businesses have fully committed. Here's a look at where companies are in their blockchain journey, and four strategies for navigating this new world.

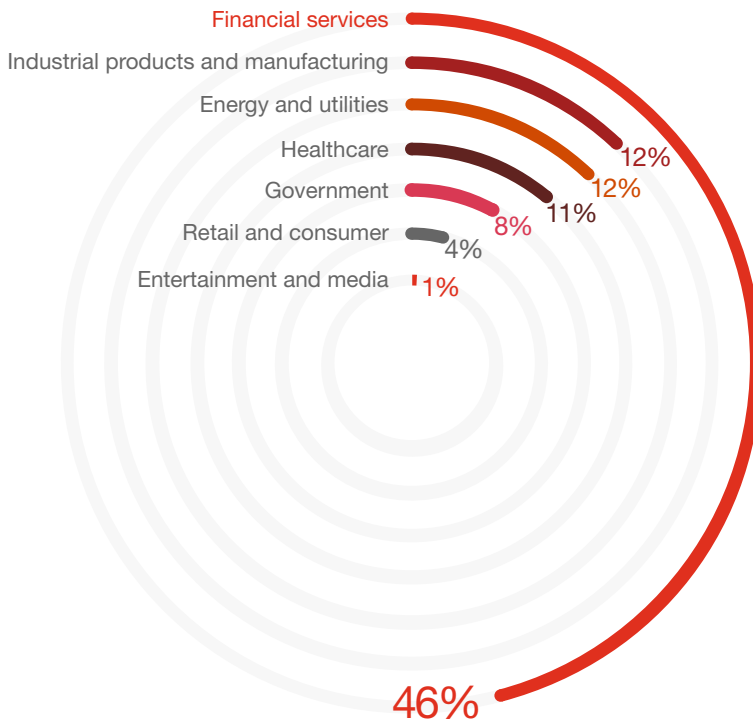
# 84%

say their organisations have some involvement with blockchain technology.

## How far along are companies with blockchain?



## Industries viewed as the next leaders in blockchain



## Signs of the new blockchain world

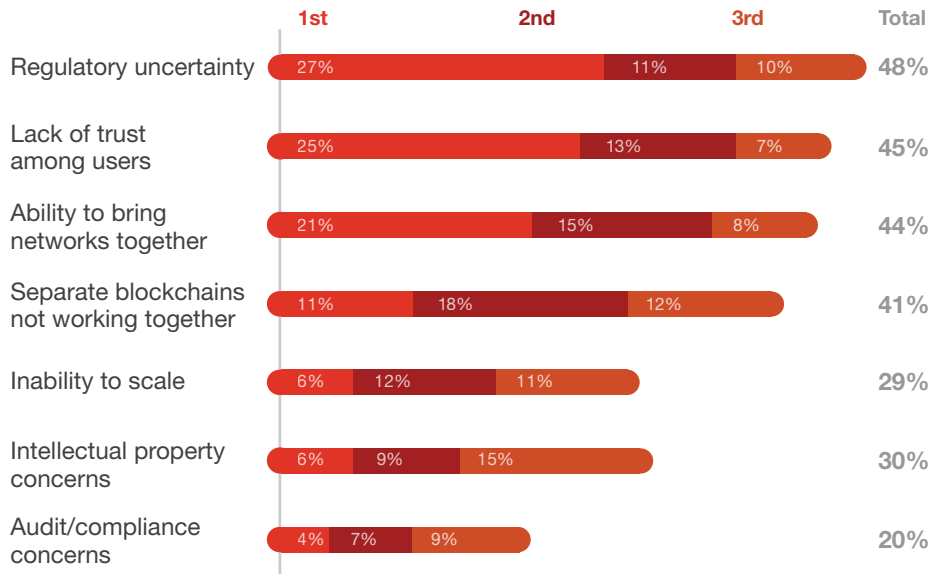
- Tokenised everything**  
 The representation of real or virtual assets on a blockchain is spreading to raw materials, finished goods, membership rights, and more. These digital tokens will transform company processes and usher in new business models.
- ICOs are self-funding the tech**  
 Initial coin offerings, in which a company sells a predefined number of digital tokens to the public, are a growing alternative to classic debt/capital funding. They're raising billions of dollars for the development of blockchain technology platforms.
- ERP + blockchain**  
 Enterprise software platforms that are the engine for company operations like finance are beginning to integrate blockchain. Using blockchain with their ERP systems, companies can streamline processes, facilitate data sharing, and improve data integrity.
- New leaders emerge**  
 Our survey respondents still perceive financial services to be the current and near-term future leader of blockchain, but other industries are on the rise (see left).

# It's hard to trust blockchain

By design, blockchain can foster trust. But in reality, companies confront trust issues at nearly every turn. 45% believe lack of trust among users will be a top barrier.

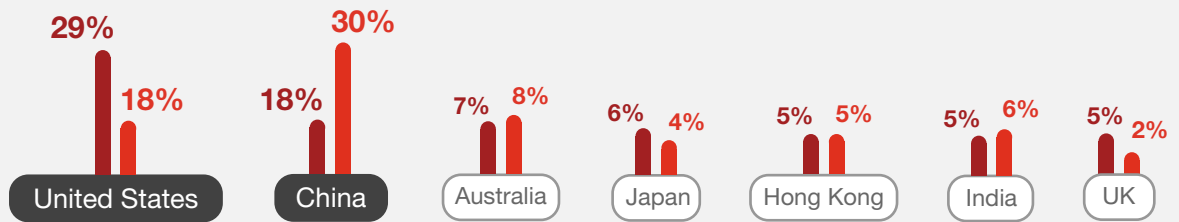
## The biggest barriers to blockchain adoption

Respondents' top three challenges



## Which territories are seen as blockchain leaders—today and tomorrow?

● 2018  
● 2021-2023 projected



## How to overcome the trust barrier

Blockchain's trust paradox is a significant, but not insurmountable, challenge. Here are four strategies for navigating this new world.

### 1 Make the business case

Strategic clarity will ensure your blockchain initiative has a business purpose around which participants can align.

### 2 Build an industry ecosystem

Blockchain may call for competitors to collaborate in a new way, as they come together to solve industry problems.

### 3 Design deliberately: determine rules of engagement

Every blockchain will require rules and standards, particularly around how participants will access and engage.

### 4 Navigate regulatory uncertainty

You'll need to stay agile to meet regulatory requirements as they evolve in the years to come.

## Contact

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