Solving business problems in IoT with blockchain
Innovate technology for good

Blockchain and decentralization have potential to make the world a better place and align well with our company’s purpose.
A few insights on blockchain

Blockchain is more about the **business model** than technology

**Evolution** instead of revolution

**External collaboration** to solve problems *end to end*

**Permissioned blockchains** less disruptive but more mature for industrial use
Blockchain use cases for IoT

- Trust services such as trusted compliance
- Monetization on IoT data
- Connected logistics
- Data integrity
- Contract automation and AI
- Identity management
When can blockchain become applicable for IoT?

Example: Connected Pumps

<table>
<thead>
<tr>
<th>SW defined IoT product</th>
<th>Connect the IoT Application</th>
<th>Pull back data actionable insights</th>
<th>Partners and ecosystems</th>
<th>As a service model</th>
</tr>
</thead>
<tbody>
<tr>
<td>— Build your IoT product in SW</td>
<td>— Enable connectivity for over the air SW updates, remote support etc.</td>
<td>— Retrieve data from the IoT application for analytics, monetization etc.</td>
<td>— Connect IoT applications end to end for value creation</td>
<td>— Enable new business models and commercial terms</td>
</tr>
</tbody>
</table>

Value creation

Applicability of blockchains (example use cases)

Collaboration to increase value and speed up time to market

Customers
- Joint innovation projects to validate which use cases translate to business cases
- Invite customers to perform live trials on our platforms

Research
- Collaboration with academia and public authorities

Standardization and industrial collaboration
- Relevant standardization bodies

SOFIE, Secure Open Federation for Internet Everyone
- EU H2020-IoT research and industrial collaboration project for blockchain and IoT
Key takeaways

1. Business model first
   Blockchain can work in decentralized models where organizations depend on consensus

2. End to end thinking & external collaboration
   Solve complex IoT problems together

3. Evolution
   Value creation by leveraging on the installed IoT base

4. Permissioned blockchains
   In focus in short term
   Permissionless blockchains can enable major IoT disruption in longer term