Worldwide Blockchain Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Worldwide Blockchain Strategies* advisory service focuses on blockchain, distributed ledger technology, cryptocurrencies, tokenization, and smart contracts and how those technologies will impact industries and markets around the world. The Continuous Intelligence Service (CIS) looks at the use cases that are being developed to harness blockchain, the protocols, and governance models that are behind the technology, and how the market will develop as the technology evolves. The research is aimed at enterprise customers as they build blockchain and distributed ledger products, services, and applications, and it will also help technology vendors as they develop new solutions, messaging, and sales strategies to capture this important new market.

Markets and Subjects Analyzed

Throughout the year, this service will address the following topics:

- The "blockchain stack" and how vendors in the space are addressing each layer of the stack with new products and services
- Blockchain consortiums, including Ethereum, Hyperledger, and R3
- Tokenization, cryptocurrencies, digital money, and value transfer using blockchain and distributed ledgers
- Deploying blockchain for use cases such as supply chain, track and trace, and provenance
- Blockchain as a service (BaaS)
- Regulation and how the governments and regulators are shaping DLT and smart contract innovation

Core Research

- IDC Market Perspective: Stablecoins and Value Movement
- The Near Future for Smart Contracts
- IDC TechBrief: Blockchain as a Service (BaaS) Solutions
- IDC PlanScape: Blockchain in Supply Chains — Provenance and Quality
- IDC TechScape: Blockchain Protocols and Frameworks
- IDC PlanScape: Blockchain and Distributed Ledgers in Trade Finance
- IDC TechBrief: Internet of Things Use Cases
- IDC PlanScape: Blockchain and Distributed Ledgers in Trade Finance
- IDC FutureScape: Worldwide Blockchain Predictions 2020
- IDC MarketScape: Blockchain Services Providers
- IDC TechBrief: The Protocol Layer — Hyperledger
- IDC PlanScape: Building with the Hyperledger Frameworks
- IDC TechBrief: The Application Layer — Enterprise Integration
- IDC MaturityScape: Supply Chain

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Worldwide Blockchain Strategies.

Key Questions Answered

1. What are the latest blockchain and DLT solution industry use cases and emerging use cases?
2. How are blockchain, distributed ledgers, and associated technologies different — and better — than existing technologies?
3. How are protocols and governance models evolving and being adopted?
4. What is the vendor landscape, and how are technology providers offering services that harness blockchain?
5. What are the business models that are being built around blockchain implementations?
6. What do senior technology leaders need to understand to evaluate and implement blockchain?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the blockchain, DLT, and smart contracts, including:
Accenture, Akamai, Amazon Web Services, AT&T, Cisco, Deloitte, EY, Hyperledger, IBM, Infosys, Intel, KPMG, Mastercard, Microsoft, Oracle, R3, SAP, Tata Consultancy, Verizon, and Visa.