



# Enterprise Blockchain Adoption

And How Xooa is Reducing Barriers to Entry

# Speaker

## Zach Danker-Feldman



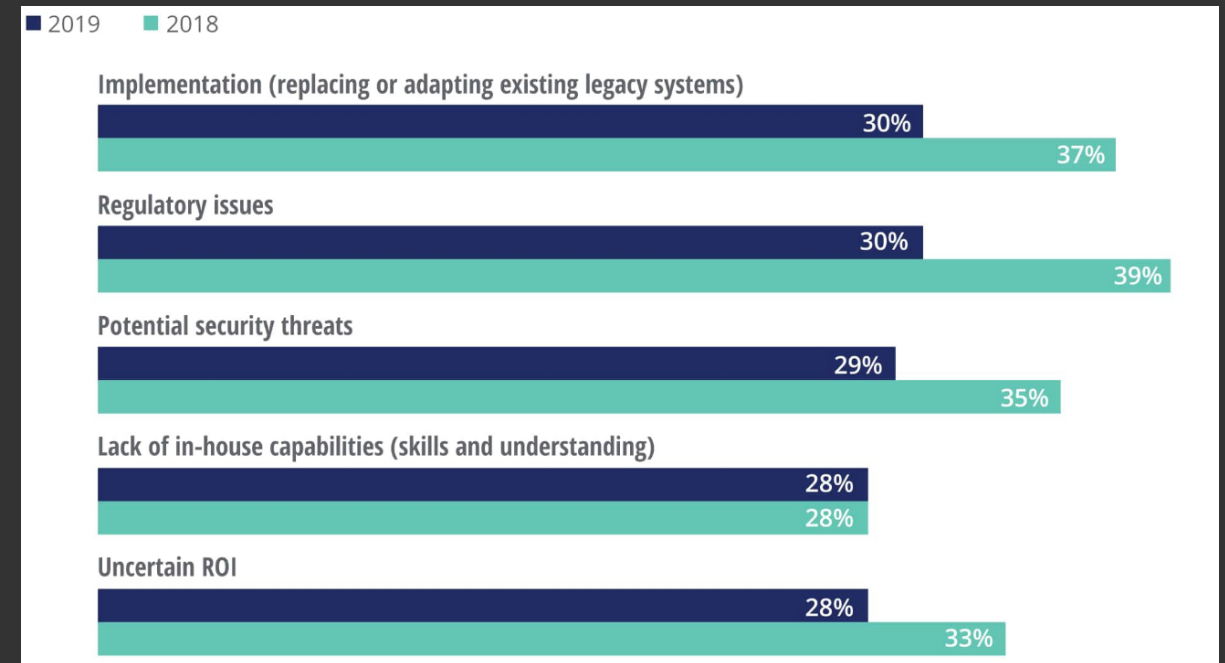
- Yale University Economics alumnus
- Active member of the Denver Blockchain community
- Joined Xooa over a year ago to evangelize enterprise blockchain adoption
- Traveled around the country giving presentations at conferences, Meetups, and other events

# Agenda

1. Enterprise blockchain adoption
2. Barriers to entry / Public vs. Private
3. How Xooa changes the nature of enterprise blockchain adoption for all businesses
4. How to deploy a Smart Contract in less than 1 minute

# Deloitte's 2019 Global Blockchain Survey

- **53%** say that blockchain technology has become a critical priority for their organizations
- But only **23%** have initiated a blockchain deployment



# Enterprise Blockchain in 2020

- The adoption of enterprise blockchain has not occurred with the ferocity of the crypto ICO boom of 2017
- BUT, there is a widespread move away from blockchain tourism and toward utilizing the technology to solve real business issues and deliver value
- In 2020, we can see that the prevailing question among executives has transitioned from “Will this technology work?” to “How can we make this technology work for us?”

# Public or Private

- Data Isolation
- Infrastructure Management
- Scalability

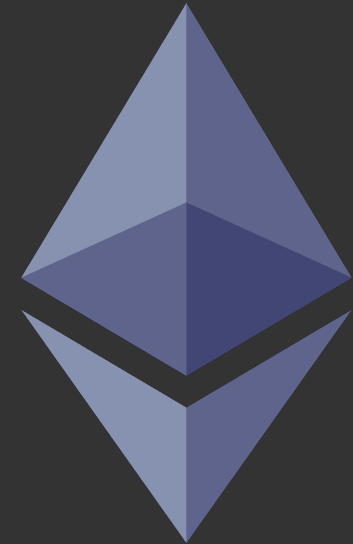
# The State of Public Blockchains

## Benefits

- Public networks are serverless and are immediately available
- Public networks require less overhead to manage

## Detriments

- Data is not isolated, so network is less secure
- Much less scalable



# The State of Private Blockchains

- Private blockchains offers clear benefits in trust, scalability, reliability, and security
- HOWEVER, when companies decide to attempt to develop these apps on their own, failures are commonplace as are cost overruns, leading to a cumbersome, drawn-out, and expensive development process



The **technological complexities** of private chains are the primary barriers for enterprise blockchain adoption



# To Summarize...

## *The Problem*

- The advantages of blockchain are there, but the cost of adopting the technology outweighs either the benefits or the non-blockchain workaround.

## *The Solution*

- Significantly reduce the costs, so that the benefits outweigh the alternatives.

Enter Xooa



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# Who is Xooa?



Xooa is an enterprise blockchain cloud application platform focused on reducing barriers for enterprise blockchain adoption by making blockchain app development easier, faster, and higher quality

# Blockchain-as-a-Service Landscape

Today, there is a proliferation of cloud services that offer enterprise blockchain capabilities. These can be divided into:

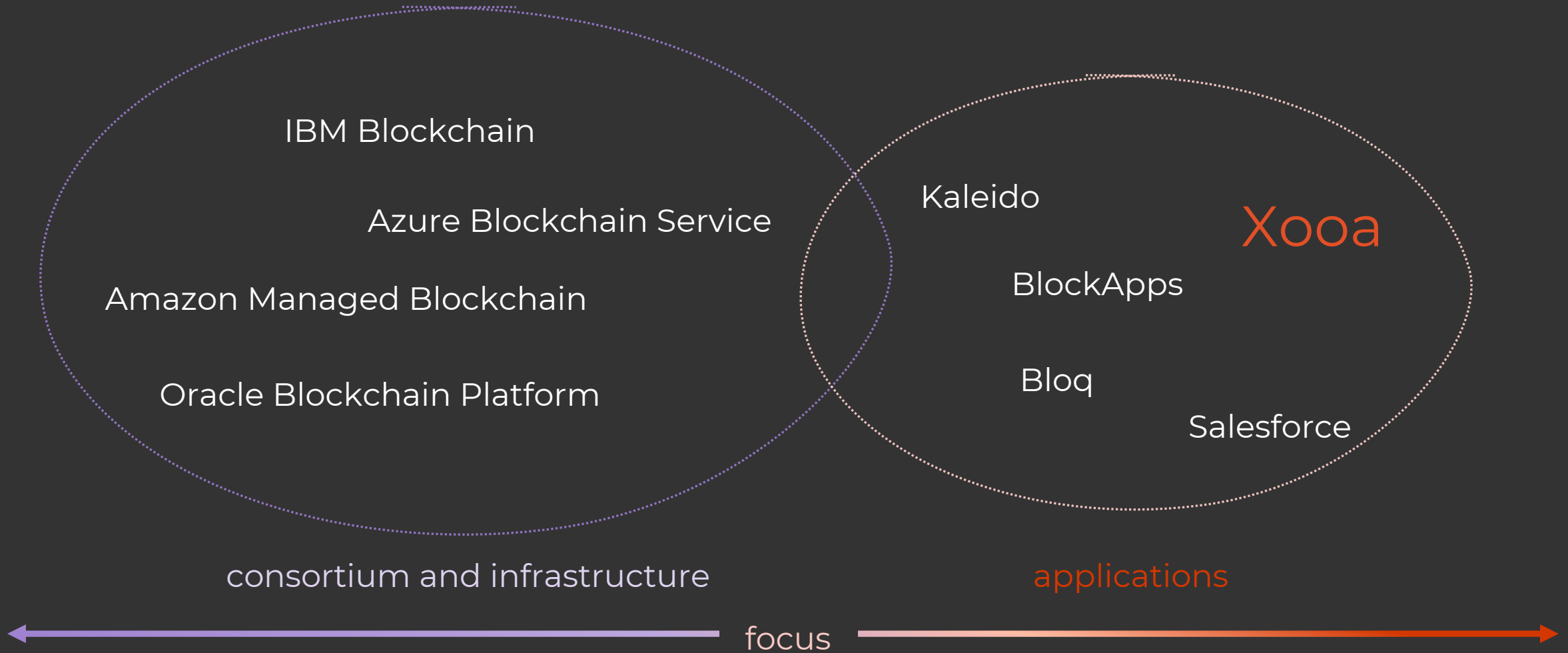
## Blockchain **consortium** platforms

Focused on streamlining the deployment of core blockchain services, the network stack, and the consortium that runs on top of them.

## Blockchain **applications** platforms

Focused on the developer experience and the creation of business applications either for general productivity or for specific vertical applications.

# Blockchain-as-a-Service Landscape

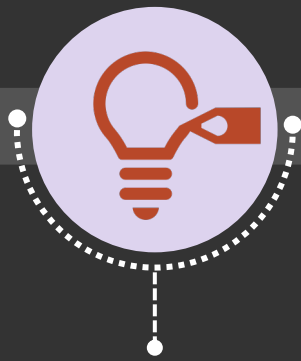


Xooa abstracts away the complexities of blockchain.  
A deep understanding of blockchain or extensive  
DevOps efforts is not necessary.

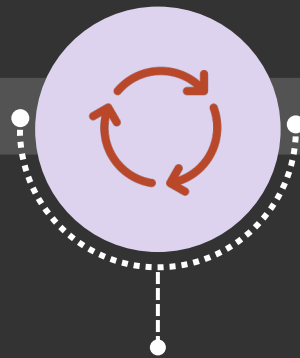
# Key Differentiators

- Prebuilt smart contract templates for popular use cases that put the blockchain to use instantly
  - Contact Tracing, Asset Management, Voting, etc.
- Custom Smart Contracts with valuable developer productivity tools and integrations
  - GitHub, VS Code, Jenkins, etc.
- Ready-made integrations that enable popular applications to gain a cryptographic distributed ledger immediately
  - DocuSign, Dropbox, QuickBooks, etc.

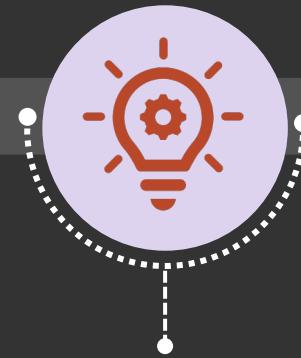
Xooa enables organizations to quickly develop Proof of Concept Prototype's that can serve as the basis for enterprise production deployment



**Rapid prototyping**  
in a consortium-  
less environment



**Iterative development**  
on a complete stack



**Go-live** on any cloud,  
including Xooa's.



# Business Benefits

- Take advantage of the resources and personnel your business already has in a much more cost-effective and efficient manner
- Shorten time-to-app
- Give early exposure of blockchain apps in context to stakeholders
- Delay the deployment of the consortium until the app is ready for production

Reduce **risks** and **costs** of building blockchain apps

# Developer Benefits

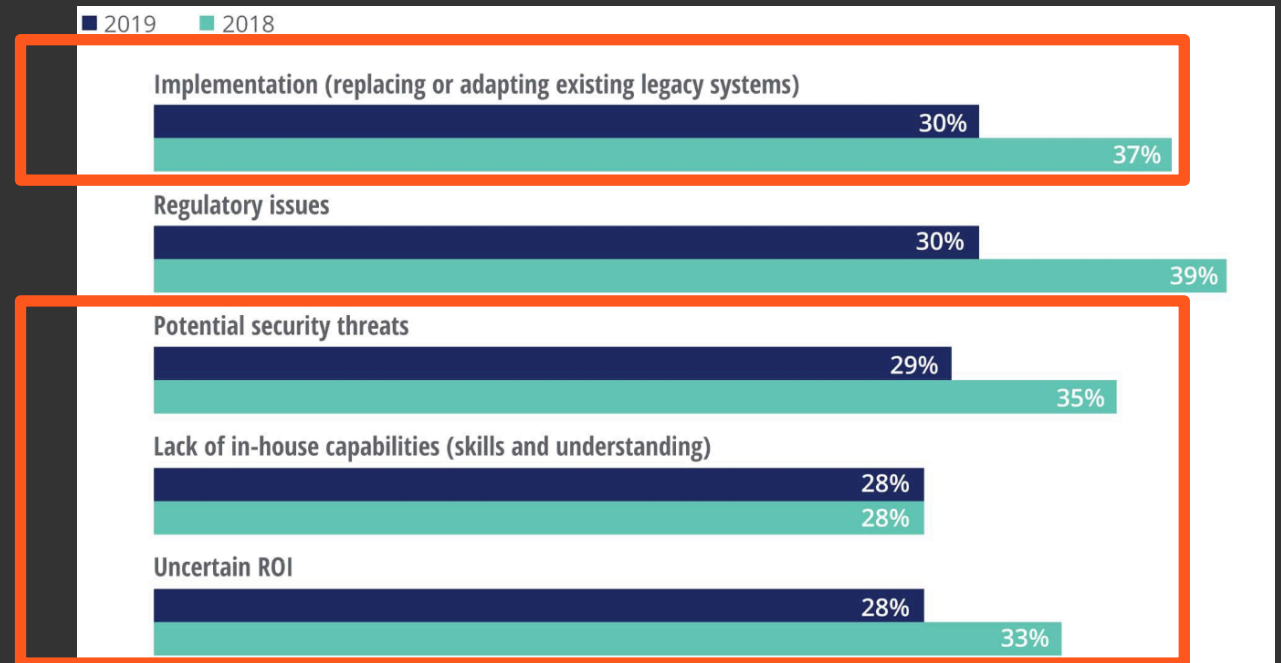
- Utilize the commonplace concepts and tools that your developers are already using when building non-blockchain applications
- Spin POCs in days, and keep them forever on the cloud
- Use middleware that is already baked-in, shifting the concern of API endpoints, queueing, and scalable asynchronous processing from the developer to Xooa.

Easily experiment with **POCs** and build reliable,  
**production-ready apps**

Focus on business problems, not blockchain problems

# Deloitte's 2019 Global Blockchain Survey

Xooa addresses **4/5** top blockchain barriers



# Xooa's Experience

- Diverse use cases including in Voting, Tokenization on a Private Ledger, Lab Management, Software Entitlement
- Interest from power players
- Growing interest sans crypto

Market is still developing, but quickly progressing beyond the hype curve and gaining true value

Demo





# Thank You

Try Xooa: [xooa.com/blockchain](https://xooa.com/blockchain)

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