What is Blockchain?
Blockchain is a distributed database or ledger that generates a digital record of records (known as a cryptographically signed transaction). The result is an inviolable and inaudible set of records that can’t be altered or tampered with. The technology is underpinning the most talked-about innovations in the world such as cryptocurrencies, smart contracts, and voting systems.

Blockchain technologies are seeing growing adoption, and their potential for transforming industries across the globe is widely recognized. However, despite this, many organizations have never heard of blockchain, and others may not understand its full potential.

Blockchain Spending in Europe 2020

Blockchain awareness has increased compared with the previous year (and it’s a pattern that is likely to continue to grow). A recent survey found that the awareness of blockchain has grown from nearly 60% in 2018 to less than 40% in 2018. However, the number of local startups driving marketing and sales activities.

Companies Are Increasing Their Knowledge and Usage of Blockchain
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Use Cases in Top Industries

Use Cases in Utilities and Supply Chain-Related Industries

Opportunities
Blockchain is now well established as a financial services platform as a model for how to deploy the technology. However, the technology is not limited to financial services. It can be applied to a wide range of industries, such as healthcare, retail, and manufacturing. The potential of blockchain is vast, and it continues to evolve as new use cases are identified.

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