How to Build a Future-Proof Enterprise Blockchain Strategy

5 key considerations for outpacing competitors in the fast-growing smart contract economy

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Table of Contents

1. Blockchains and Smart Contracts Are Disrupting Global Industries
2. Bridging External Data and Systems
3. Leveraging Developer Tools
4. Navigating Competing Blockchain Networks
5. Solving Privacy and Compliance
6. Accessing Industry Expertise and Talent
7. Chainlink: The Gateway for Enterprise Blockchain Adoption
8. The Chainlink Network Today
9. Who We Are
How to Build a Future-Proof Enterprise Blockchain Strategy

"Blockchains are fundamentally changing the nature of doing business."

But creating a long-term implementation plan is difficult.

Though the business advantages of using blockchains and smart contracts are widely known, enterprise adoption has not seen growth to the same scale as other verticals since the technology’s introduction in 2008—mainly due to implementation hurdles, infrastructural barriers, and industry knowledge gaps.

The Benefits of Decentralized Networks

**Tokenization**
- Financial Assets
- Gaming & Entertainment
- Carbon Credits
- Trademarks & Copyrights

**Transparency**
- Audits & Assurances
- Accounting
- Insurance

**Immutability**
- Contracts
- Digital Identity
- Supply Chain & Logistics

**Settlement**
- Collateralized Lending
- Payments & Remittances
- Derivatives

**Security**
- IT Infrastructure
- Backend Processes
- Data Services
- Internet of Things

“Blockchains are fundamentally changing the nature of doing business.”
—Deloitte Insights, Tech Trends 2022
1 Bridging External Data and Systems

**Problem**
By design, blockchains cannot pull data in from, or push data out to, external systems. This creates two challenges for enterprise blockchain integration strategies.

- **Lack of Data Connectivity**
  Companies need access to the same databases, analytics, and APIs used in their existing operations.

- **System Incompatibility**
  To avoid the cost of modifying existing infrastructure, companies require an integration platform that can adapt to workflows and communicate with their proprietary backend systems.

**Solution**
A Secure and Universal Integration Platform

Chainlink is a secure integration platform that enables companies to interact with blockchain networks using existing enterprise tools and internal databases. Chainlink abstracts away backend complexities so companies can prioritize immediate revenue generation and cost reduction.
Leveraging Developer Tools

Problem

Enterprises need a broad collection of developer tools and services in order to both secure and enrich smart contract applications. Companies must either invest in building internal tooling or adopt external services that haven’t been proven in production.

Need for Reserve Attestations

To tokenize real-world assets, carbon credits, and copyrights, companies need developer tools that can prove real-world asset ownership on blockchains.

Lack of Secure Randomness Solution

As blockchain networks are deterministic, truly random numbers aren’t natively available.

Manual DevOps Automation

Production-grade applications should have secure and reliable automation, but smart contracts require manual intervention or centralized servers to trigger their functions.

Solution

Customizable Tools Run by a Proven Network

Chainlink leverages experienced and proven node operators to offer developers and companies plug-and-play access to time-tested infrastructure, tooling, services, and attestations that are customizable to any firm’s unique needs.
### Navigating Competing Blockchain Networks

**Problem**
A growing number of public and private blockchains means companies risk investing resources into infrastructure and solutions that may become quickly obsolete.

**Solution**
Blockchain Interoperability

Chainlink is a blockchain-agnostic secure middleware that can securely connect to any private or public blockchain network. With the upcoming release of the Cross-Chain Interoperability Protocol (CCIP), Chainlink will solve the blockchain fragmentation problem through a universal messaging interface that enables enterprises to write once and deploy anywhere—a future-proof gateway that accounts for competing networks.
Solving Privacy and Compliance

**Problem**
Public blockchains are transparent but pseudonymous ledgers, making it challenging for enterprises to ensure user privacy around sensitive datasets.

**Public Addresses**
Putting data on a blockchain gives all network participants read-access, creating challenges around maintaining user and company privacy.

**Compliance**
For specific applications, institutions must comply with AML and KYC requirements and therefore need custom solutions and additional software modules on top of their existing blockchain tech stack.

**Solution**
Privacy-Preserving Oracles and Zero-Knowledge Technologies
DECO, a privacy-preserving oracle protocol, enables companies and users to make trustworthy assertions regarding private data in existing systems without revealing the data directly. Any participant can then consume, utilize, or monetize private data on-chain while meeting compliance requirements.
Accessing Industry Expertise and Talent

**Problem**
Because the talent pool of Web3 experts and engineers is relatively small, a knowledge gap has opened up between industry participants and existing companies.

**Solution**
Choose the Right Industry Partner

Chainlink Labs has a world-class team of researchers, executives, advisors, and blockchain developers that can help your company strategize, design, and build a future-proof blockchain strategy. Providing a universal gateway for companies to securely and seamlessly connect to blockchain networks, Chainlink is used by top applications and is the market leader in the decentralized oracle network and blockchain middleware vertical.
How to Build a Future-Proof Enterprise Blockchain Strategy

Chainlink: The Gateway for Enterprise Blockchain Adoption

There are numerous possibilities for existing companies to leverage the power of blockchain technology and smart contracts to expand their offerings, attract new customers, and differentiate themselves from their competitors.
How to Build a Future-Proof Enterprise Blockchain Strategy

Set your company up for success and outpace the competition by consulting a blockchain expert from Chainlink Labs today.

Consult a blockchain expert

Who we are

A global team of blockchain experts who advance enterprise adoption of Web3 technology.

Sergey Nazarov  
Co-Founder

Sergey is the Co-founder of Chainlink, the leading decentralized oracle network used by global enterprises and projects at the forefront of the blockchain space. Working with leading banks, insurance companies, and large technology firms on the creation of universally connected smart contracts gives Nazarov a unique perspective on what is required to drive mainstream adoption of blockchain technology.

Ari Juels  
Chief Scientist

Ari is the Weill Family Foundation and Joan and Sanford I. Weill Professor in the Jacobs Technion-Cornell Institute at Cornell Tech and the Technion and a Computer Science faculty member at Cornell University. He is a Co-Director of the Initiative for CryptoCurrencies and Contracts (I3S). He was the Chief Scientist of RSA, Director of RSA Laboratories, and a Distinguished Engineer at EMC (now Dell EMC), where he worked until 2013.

Kemal El Moujahid  
Chief Product Officer

Kemal is the Chief Product Officer at Chainlink Labs. He was the director of product management for TensorFlow at Google, the world’s #1 open-source machine learning platform, where he scaled it to 300 million downloads and some of the largest enterprise use cases for AI. Prior to his work on TensorFlow, El Moujahid was at Facebook (Meta) where he launched the Messenger platform and Facebook’s virtual assistant.

Mike Derezin  
Chief Operating Officer

Mike is the Chief Operating Officer at Chainlink Labs. He spent more than a decade at LinkedIn, the world’s largest professional network, where he helped lead and scale two businesses, Learning Solutions and Sales Solutions, which became leaders in their respective markets. He has more than 20 years of experience in the technology sector, including as a co-founder of two startups, one of which was acquired by Thomson Reuters.

Dahlia Malkhi  
Chief Research Officer

Dahlia is Chief Research Officer at Chainlink Labs. She has been the CTO at the Diem Association, lead researcher at Novi, co-founder of VMware Research, principal partner researcher at Microsoft Research, and a tenured professor at the Hebrew University of Jerusalem. She has also co-invented numerous innovations, including HotStuff, CorfuDB, Flexible Paxos, and Vertical Paxos.

Key Advisors

Eric Schmidt  
Advisor

Eric previously served as Google’s chief executive officer, where he grew the startup into one of the most important technology companies on the planet. Eric has served on the boards of Alphabet, Apple, Princeton University, Carnegie Mellon University, and the Mayo Clinic.

Jeff Weiner  
Advisor

Jeff built LinkedIn into the world’s largest professional network, currently serving as its executive chairman. He specializes in growing technology companies and mentoring top technology leaders, serving on various advisory boards including Intuit and DonorsChoose.

Tom Gonser  
Advisor

Tom is the founder of DocuSign, the leading e-signature company that revolutionized digital contracts. He is a seasoned entrepreneur, executive, and board member who has created billions of dollars in enterprise value by enabling contracts to work over the Internet.

About Chainlink Labs

Chainlink Labs is a world-class team of 500+ developers, researchers, and enterprise experts with deep experience in cryptography, decentralized systems, and smart contracts.

Chainlink Labs is the leading provider of secure and reliable open-source blockchain oracle solutions, enhancing smart contracts by connecting them to a wide range of off-chain data sources and computations, such as asset prices, web APIs, IoT devices, payment systems, and more. We are dedicated to the development and integration of Chainlink as the standard decentralized oracle framework used by smart contracts across any blockchain.

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