AUD | CEPPS
Center for Executive Programs and Professional Services

IBM

Announcing a Two-Day Course and Workshop:

"BLOCKCHAIN AND THE INTERNET OF THINGS (IOT): BASICS AND APPLICATIONS"

Offered Jointly by AUD-CEPPS and IBM

February 19-20, 2018

Background: The emergence and rapid adoption of Blockchain technology has set in motion a transformative process whose scale, scope and magnitude are viewed by many business and government leaders as no less far-reaching than the advent of the internet in the late 20th Century. Private and public sector organizations worldwide are now faced with enormous challenges that arise from the pressing need to adopt Blockchain technology and reinvent their systems and processes to make this technology work for them. Failure to rise to these challenges and adapt strategically to this trans- formation would put the very survival of firms at serious risk. Learning the basics of Blockchain technology is, of necessity, the first step towards meeting these challenges.

Similarly, internet connectedness is rapidly expanding beyond the framework of computers and other electronic devices that are linked to the worldwide web, to a broader, all-encompassing "Internet of Things" (IOT). IOT technology allows the exchange of signals and information between people, machines, animals, buildings, and a wide range of everyday objects, all of which are linked through an integrated network. Along with Blockchain technology, IOT is another transformative force whose pervasive effects are changing the way in which businesses and other organizations generate and use the information they need to make decisions in an increasingly competitive world.

Purpose: To meet the growing need to learn about Blockchain and IOT, and to assist firms in incorporating these technological developments into their strategy formulation and execution, CEPPS in partnership with IBM will offer a two-day professional development course and workshop titled "Blockchains and the Internet of Things: Basics and Applications."

Who Should Attend? The course and workshop will be highly relevant and beneficial to decision makers in all private and public sector organizations at all levels: middle managers up to senior executives.

Learning Outcomes and Relevance: At the end of this highly interactive learning event, participants will take away numerous key learning points about Blockchain and the IOT which are included with their relevance and applications in the outline below.

OUTLINE AND SCHEDULE

Day 1: Monday, February 19, 2018

- **What Are Blockchains?** Outline of the business components of Blockchain technology, touching on some of its key functionalities and capabilities
    - Blockchains as a peer-to-peer distributed ledger
    - Transparency, longevity, interoperability and support
    - Data integrity in Blockchains
    - Blockchains and smart contract automation
    - Permissioned Blockchains networks

- **Why Blockchains?** What is the value of using this technology? How does it benefit processes? Some use cases as examples of how Blockchains drive value; broad-based focus on benefits Blockchain technology brings
    - Value of Blockchains
    - Differentiation between types of Blockchains

- **Refreshments Break**

- **Use Cases and Case Studies:** How have Blockchains been used by organizations in their processes? Examples of the benefits this has brought; focus is on specific solution sets
    - Examining the impact Blockchain technologies across multiple industries
    - How Blockchain technology can take a networked business models to a new level by supporting a whole host of breakthrough applications
    - The best public Blockchain platforms and emerging technologies
    - Creating a better sharing economy and a ledger of everything

- **Lunch**

- **Changing the Way We Live and Work with the Internet of Things (IOT):** Introduction to IOT and Artificial Intelligence (AI) concepts, and how they are impacting business strategy; examples from cutting-edge projects and IBM partnerships
    - IOT as the largest source of data and maturity of technology
    - Business benefits of IOT solutions: creating new revenue streams, increasing efficiency, lowering costs, and enhancing customer experience
    - IOT solutions and integration with the Cloud and AI
    - Value of Ecosystems
    - Q/A

- **Industry Perspectives:** Overview of Industry Applications in IOT
    - Industry solutions as a differentiator
    - Overview of the key industries benefiting from IoT and AI

- **IOT for Buildings:** Overview of workplace management solution that combines data from sensors and equipment with powerful analytics to optimize your buildings' operations

- Introduction to Cognitive Buildings
- Interactive demonstration of solution
- Q/A

- **IOT for the Automotive Industry:** Overview of full lifecycle IOT solutions for the automotive industry, from smart product development and connected manufacturing, to new service models, enhancing the customer experience

  - Introduction to IOT for Automotive and solutions
  - Interactive demonstration of solution
  - Q/A

- **Refreshments Break**

- **IOT for Energy, Utilities and Petroleum:** Overview of E&U and C&P solutions and benefits including; reduce downtime, improve product quality, or streamline asset maintenance

  - Introduction to IOT solutions for E&U and C&P
  - Interactive demonstration of solution
  - Q/A

- **IOT for Insurance:** Overview of full lifecycle IBM® IOT for insurance solutions that can deliver a customized shield of protection to increase customer satisfaction, lower costs and mitigate risk

  - Introduction to IOT for insurance
  - Interactive demonstration of solution
  - Q/A

- **Art of the Possible:** IOT makes it possible to transform in ways we never thought possible

  - Use cases in the art of the possible

- **Wrap Up for Day 1**

Day 2: Tuesday, February 20, 2018

- **IOT and Blockchain:** Use overview of the integration of Blockchains and IOT

  - Examining how sensors as sources of data can change solution designs
  - Demonstration of solution
  - Q/A

- **Use Cases:** How firms have used the two platforms together to create business value

  - Scenario Use Case 1
  - Solution development for Use Case 1
  - Benefits Use Case 1
  - Scenario Use Case 2

- Solution development for Use Case 2
- Benefits Use Case 2

- **Design Thinking Introduction:** How firms have used the tools of IOT and Blockchain together to create business value

  - The concept of design thinking
  - How it is structured
  - Benefits of the methodology
  - End product of design thinking

- **Refreshments Break**

- **Workshop:** Hands on workshop deconstructing a process and using the tools of IOT and Blockchain to create benefits for the business

  - Team structure for workshop
  - Understanding a process
  - Deconstructing the process
  - Incorporating IOT and Blockchain tools that will drive efficiency all the way through the process
  - Reviewing the output
  - Articulating lessons learned

- **Closing Remarks**

- **Distribution of Certificates**

WORKSHOP LEADERS

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