

# Blockchain & Cloud: New Technology Patterns

## A WORKSHOP FOR TECHNOLOGISTS AND BUSINESS INNOVATORS

*presented by the SMU AT&T Center for Virtualization*



SMU | AT&T CENTER  
FOR VIRTUALIZATION

JOIN US to discover how you can apply blockchain to your work. Learn about leading experts and practitioners who are prototyping and producing blockchain networks across sectors. Gain the tools to assess how blockchain technology could impact your business processes and determine how to measure your appetite for risk, plan for adoption, and evaluate outcomes.

Blockchain is one of the most disruptive innovations since the advent of the internet, fundamentally changing business and finance. With far-reaching implications beyond technology and commerce, blockchain networks will be used as worldwide resources for critical learning, buildout, and governance.



Friday, December 15, 2017  
8 a.m.–5 p.m.  
SMU Campus  
Hughes-Trigg Student Center  
3140 Dyer Street  
Dallas, Texas 75205

#### REGISTRATION FEE

- Priority Rate: \$650  
Before November 27
- Standard: \$750
- Students: \$400

#### FOR MORE INFORMATION AND REGISTERING

[smu.edu/provost/virtualization/workshops](http://smu.edu/provost/virtualization/workshops)  
214-768-ATTC  
[attcenter@smu.edu](mailto:attcenter@smu.edu)  
[events@digitaltwinlabs.com](mailto:events@digitaltwinlabs.com)

What is the magnitude of  
impact? Banks stand to save  
\$20B. Financial Services will  
remove \$100B in costs by 2020.  
Cross-border payment sector  
will see \$60B in savings. Supply  
chain trade finance will boost  
revenue by \$14B.

#### WHO SHOULD ATTEND?

For all audiences, this workshop provides balanced breadth and depth on blockchain learning accompanied with “how to” guidance to apply in your context. Technology, innovation, and business leaders gain from workshop delivery grounded in practitioner thinking and experiences. Professionals with technology leanings, roles in multi-party process and integration will discover how blockchain is unique in accomplishing what other technologies have not provided easily or at all.

#### Targeted Roles

- Technology and business leaders
- Chief technology and innovation offices
- Lawyers in technology related practices, contract innovation
- Supply chain, global trade, logistics and other experts involved in multi-party process and integration
- Prospective advanced education candidates

#### Targeted Entities

- Large/medium businesses
- Public sector institutions
- Startups and individual experts

#### Targeted Industries

- Telecommunications
- Real estate
- Insurance and health services
- Technology and engineering
- Financial services and professional services
- Manufacturing and retail
- Public sector, defense, and utilities
- Transportation, logistics, and distribution



# agenda

## WORKSHOP HIGHLIGHTS

Our keynote presentation and break-out session will investigate innovation and implementation considerations to apply blockchain technology to your work, from the viewpoints of both technology and business.

### Technology Topics

- Blockchain, Cloud, Virtualization, IoT, Artificial Intelligence/ Machine Learning – The knitting of modern technologies
- Cryptocurrencies and how blockchain is different from bitcoin
- Landscape of blockchain platform and choices
- Development practices and tooling
- Consensus protocols and what role they play in blockchain
- What are digital tokens and their role
- Security and privacy
- How you create your own roadmap and start experimentation

### Business Topics

- Economics of transactions
- Business differentiation unique from this technology
- Consensus protocols and their role in blockchain marketplaces and fairness
- Digitization and blockchain – what is the relationship
- Decentralized governance and participant incentives
- How you create your own roadmap and start experimentation

8–8:15 a.m.  
**Registration and Networking**

8:15–8:30 a.m.  
**Welcome and Overview**

8:30–10 a.m.  
**Session 1: Introduction**  
What is blockchain and why do we need it? How it grew from mysterious origin and esoteric use case to a broad set of business use cases across all industry, a new technology pattern and market disruption. Translate blockchain application to your context. Learn a new vocabulary around blockchain.

10–10:30 a.m.  
**Break and Networking**

10:30 a.m.–12 p.m.  
**Session 2: Blockchain Use Cases and Differentiation**  
Why is blockchain different and what are the use cases? An innovation which resulted from combining three old technologies solves burning business problems in a manner which no previous approach in computing history has solved easily or at all. Learn what’s differentiating about blockchain, how to apply it your innovation roadmap, business application development, and tech development team skills.

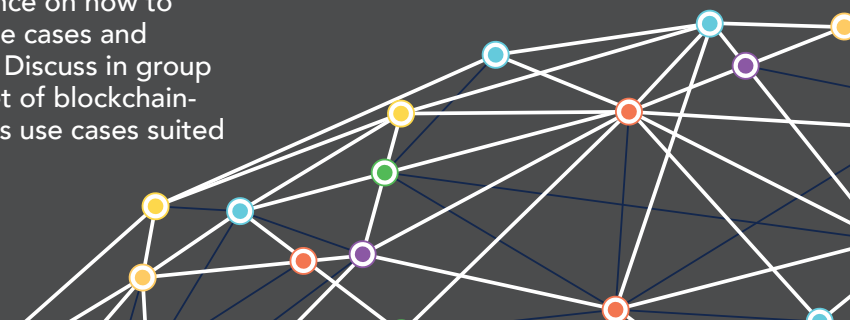
12–1 p.m.  
**Lunch and Networking**

1–2:30 p.m.  
**Session 3: Practitioner Landscape and Lessons**  
What blockchain platforms and pieces exist and who have built them? A look at blockchain platform provider and developer tooling space consisting of commercial providers and open source movements. Guidance and lessons learned from navigating the space for choices and solution.

2:30–3:30 p.m.  
**Breakout Session**  
How do you generate your use cases and know they are good? Consume guidance on how to identify good use cases and overall learning. Discuss in group to generate a set of blockchain-enabled business use cases suited to your context.

3:30–4:45 p.m.  
**Session 4: The Roadmapping**  
How should you design your path forward with blockchain? A look at consuming space on adoption. Sample blockchain based reference architectures and tooling. Guidance to prepare strategy and roadmap, isolate use cases in your settings, and establish proofs with a path to production.

4:45–5 p.m.  
**Wrap Up and Remarks**



**Gurvinder Ahluwalia** has stewarded clients and industry through our recent waves and reordering triggered by technology. His current passion includes digitally native, decentralized patterns for trust and transfer of cryptoassets and value.

As former CTO at IBM for Blockchain-Cloud-IoT covering North America, Guri delivered massive savings and growth to over 700 clients. He blazed the trail with seminal work in 2013 on Blockchain with IBM and Samsung which resonated widely in industry and media. This led to IBM's foray into Blockchain through investments in a new business unit, product line, and an open source movement. Among his other clients like American Airlines for Cloud, Guri shepherded the relationship and incubated the solution for IBM Blockchain's marquee client Everledger, the first blockchain for provenance and global supply of diamonds in the world. Guri's previous background includes embedded and wireless systems from TI and consulting from Accenture.

Currently, as Founder & CEO of Digital Twin Labs, Gurvinder's bias is towards execution of blockchain. His team co-creates new business models, builds MVP's, scales products, and participates in venture formations motivated by blockchain, crypto-assets, and digital tokens for startups and some of the largest global brands. He is widely regarded by startups, enterprises, and media for his seminal contributions to the industry in proving blockchain as a next generation architecture for IoT. Early in his career at Motorola, Gurvinder deployed the second largest enterprise network in the world at the commercial dawn of another esoteric disruption of our times called TCP/IP.

On the industry stage, Gurvinder is a frequent keynoter and speaker at venues including Federal Reserve, Google, MIT (Media Lab, Sloan, BitcoinExpo, Technology Review), Stanford, Berkeley, NIST, Samsung Developer Conference, ARM TechCon, W3C, Cloud Foundry, ITExpo, IC-Food, and Interop.

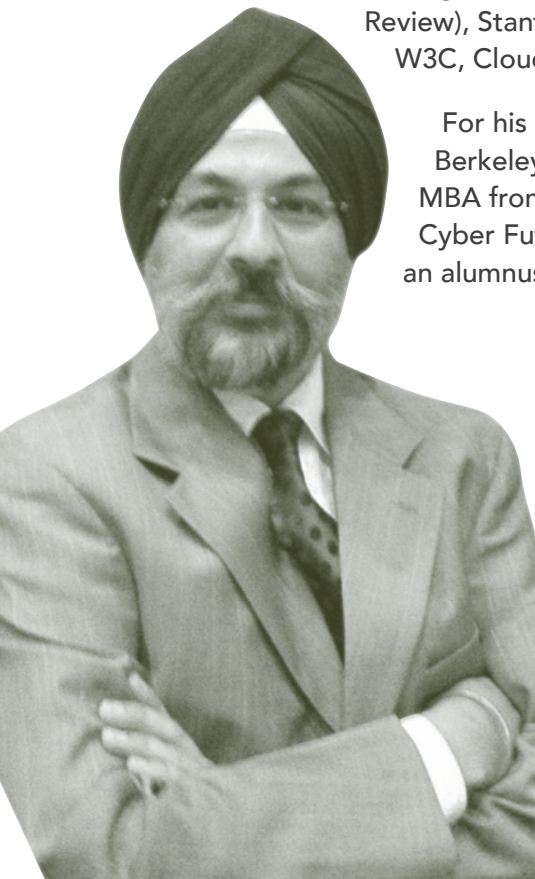
For his education, Gurvinder Ahluwalia did graduate research at Lawrence Berkeley National Lab (UC Berkeley), MSCS from Jackson State University, and MBA from University of Texas at Austin. Guri is an Honor Roll Inductee of the Cyber Future Foundation for his work in building a trusted cyberspace. He is also an alumnus of the IBM Academy of Technology.

Follow Gurvinder Ahluwalia on

**Twitter:** @guriahluwalia

**LinkedIn:** <https://www.linkedin.com/in/gurvinder-a-1ab71/>

**Web:** [www.digitaltwinlabs.com](http://www.digitaltwinlabs.com)



**Featured Speaker**

**Gurvinder Ahluwalia**

**Founder & CEO Digital Twin Labs**