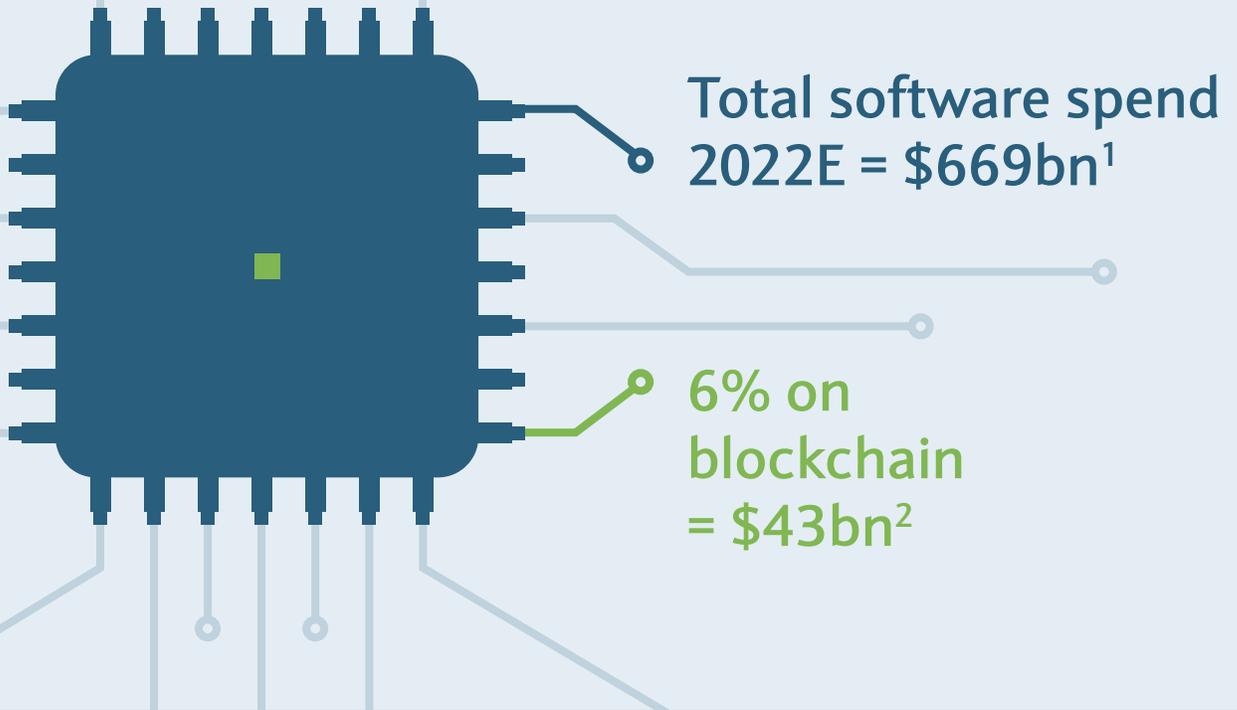


Enterprise software:
**Blockchain's next big
market opportunity**

As blockchain technology finds use beyond crypto currency, enterprise software is likely to be an early adopter. With the need for faster, simpler ways to record transactions, validate documents and prevent fraud, there is a potentially significant market for blockchain in enterprise software.

Multi-billion dollar potential

By 2022, we estimate blockchain technology will account for 6% of total software spend across all industry verticals. That small percentage represents huge potential.



Industries most likely to adopt blockchain:



Healthcare & Insurance



Hospital \$1,833mn²
Insurance \$1,691mn²
Physicians \$449mn²



\$3,973mn²
total available
market

Estimated blockchain penetration level



Medium



High

Blockchain can offer the Healthcare and Insurance sectors more secure, efficient, and immutable record storage and sharing. Potential applications include:



Optimising records management

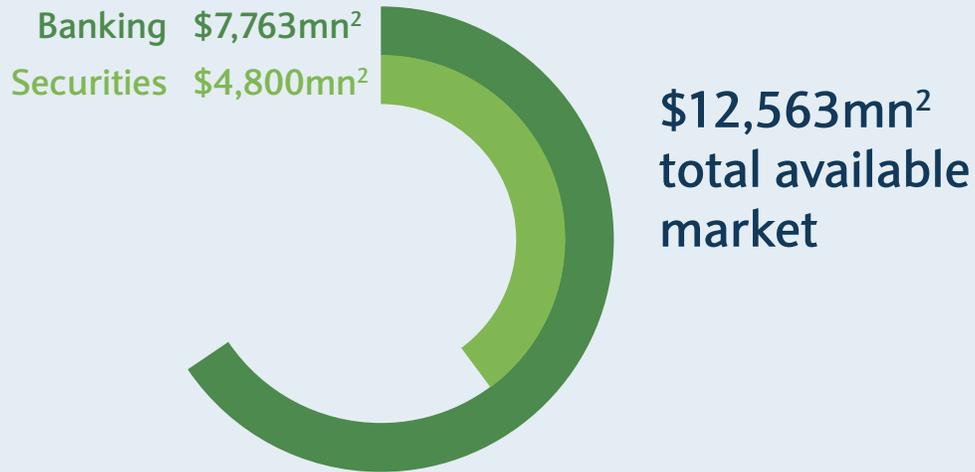


Preventing healthcare fraud (est. \$68bn/yr)³



Shifting control of health history to patients

Financial Services



Estimated blockchain penetration level ● Medium ● High

Blockchain can enable faster, simpler, and more transparent transactions and records in Financial Services by:



Removing middle men from multiple-party transactions



Optimising cross-border payments and settlements



Improving compliance and reconciliation processes

Our analysts' view:

Blockchain represents a large market opportunity in enterprise software

As various industries look for opportunities to leverage crypto technology, large-scale software vendors have the edge because they're already integrated into the world's largest enterprise business processes.



Sources:

¹ Gartner, Inc., Forecast: Enterprise IT Spending by Vertical Industry Market, Worldwide, 2016-2022, 2Q18 Update. August 2018.

² Barclays Research. U.S. Software: Beyond the 'crypto hype': Blockchain in enterprise software – A PM's guide. 14 June 2018.

³ National Health Care Anti-Fraud Association

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