CONCEPT

# Blockchain Strategy for Business: Enterprise Use Cases, Governance and Pilot Roadmap

13 – 17 December 2026
Jeddah - Corniche four-star



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**Ref:** 279_15468 **Date:** 13 – 17 December 2026 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

## Introduction:

Blockchain strategy for business often fails at the first steering committee: pilots start because the technology is fashionable, partners never sign up, and a shared ledger ends up doing the work of an ordinary database. Supply chain, energy, trade and public-sector organisations need a disciplined way to decide where distributed ledgers genuinely remove friction between parties and where they do not. This Core Concept course equips managers to screen use cases, choose network models, design consortium governance and produce an Enterprise Blockchain Business Case and Pilot Roadmap for executive approval.

## Course Objectives:

- Explain to executives how shared ledgers and smart contracts work, and where their limits lie, without technical jargon
- Apply a blockchain versus database decision test to separate genuine multi-party use cases from those better served by existing systems
- Compare public, private, consortium and hybrid network models and select a platform approach for a named use case
- Assess use cases in supply chain traceability, trade documents, energy certificates, public registries and physical asset tokenisation for value and feasibility
- Design consortium governance, ERP integration and data privacy arrangements that partners and auditors can accept
- Produce an Enterprise Blockchain Business Case and Pilot Roadmap with use-case scoring, a cost model and scale-up gates

## Target Audience:

- Supply chain and procurement managers responsible for supplier traceability and product provenance
- Logistics and trade operations managers responsible for document flows between shippers, carriers, customs brokers and consignees
- Energy and utility managers responsible for trading arrangements, metering data and renewable certificate schemes
- Public sector managers responsible for registries, licensing and records shared between agencies
- Strategy, innovation and digital transformation managers responsible for evaluating emerging technology investments
- IT and enterprise architecture managers responsible for integrating new platforms with ERP and partner systems

## Course Outline:

### Day 1: Shared Ledger Fundamentals and the Business Fit Test

- How a Shared Ledger Works: Replicated Records, Tamper Evidence and Validator Nodes in Plain Terms
- Smart Contracts for Non-Technical Managers: Self-Executing Business Rules and Their Legal Limits
- Blockchain Versus Conventional Database Decision Tree: Multi-Party Trust, Write Access and Intermediaries
- Enterprise Adoption Landscape: Stalled Pilots, Cumbersome Ledgers and Lessons from Early Programmes
- Organisational Readiness Scan: Partner Ecosystem, Data Maturity and Sponsor Commitment

### Day 2: Network Models, Platform Choices and Standards Work

- Public, Private, Consortium and Hybrid Networks: Access, Validation and Running Cost Trade-Offs
- Consortium Platform Options at Overview: Hyperledger and Quorum Compared by Governance and Hosting Model
- Oracles and the Oracle Problem: Feeding Sensor, ERP and Inspection Data into Smart Contracts
- ISO/TC 307 Work Areas: Vocabulary, Governance, Interoperability and Smart Contract Standardisation
- Blockchain-as-a-Service Versus Self-Hosted Nodes: Vendor Lock-In and Exit Criteria

### Day 3: Sector Use Cases Beyond Finance

- Supply Chain Traceability: Product Provenance, Batch Recall and Ethical Sourcing Records
- Electronic Trade Documents: Bills of Lading, Certificates of Origin and Customs Data Sharing
- Energy Sector Applications: Peer-to-Peer Electricity Trading and Renewable Energy Certificate Tracking
- Government and Land Registries: Title Records, Licences and Verifiable Credentials
- Tokenisation of Physical Assets at Overview: Real Estate, Commodities and Carbon Credit Registers

### Day 4: Consortium Governance, Integration, Privacy and Risk

- Consortium Governance Charter: Membership Rules, Decision Rights, Cost Sharing and Dispute Resolution
- ERP and Legacy System Integration: APIs, Middleware and Master Data Alignment
- Data Privacy on Shared Ledgers: Off-Chain Storage, Hashed Personal Data and Right-to-Erasure Conflicts
- Smart Contract Risk Controls: Code Review, Upgrade Keys and Oracle Manipulation Scenarios
- Blockchain Programme Failure Patterns: Partner Drop-Out, Scalability Limits and Energy Consumption Concerns

### Day 5: Case Study Workshop: Business Case and Pilot Roadmap

- Case Study: Multi-Party Food Traceability Network Tested Against the Decision Tree
- Use-Case Scoring Matrix: Value, Partner Willingness, Data Availability and Integration Effort
- Total Cost of Ownership and Benefit Model for a Consortium Ledger
- Pilot Design: Minimum Viable Network, Success Metrics and Scale-Up Gates
- Enterprise Blockchain Business Case and Pilot Roadmap Presentation and Peer Challenge

## Skills You Will Gain:

- Blockchain Use-Case Screening
- Ledger Network Model Selection
- Consortium Governance Design
- Smart Contract Risk Review
- Oracle and Data Feed Assessment
- Ledger Privacy Design
- Blockchain Total Cost Modelling
- Pilot Roadmap Planning

## Why Attend This Course:

- Return with an Enterprise Blockchain Business Case and Pilot Roadmap ready for executive review
- Stop funding ledger projects that a shared database or partner portal would solve at lower cost
- Challenge vendors and consultants on platform, governance and integration claims with confidence
- Compare adoption experience with managers from logistics, energy, manufacturing and public administration

## Conclusion:

Blockchain delivers business value only where several organisations must share trusted records and no single party should control them. The course moves from shared ledger and smart contract basics, through network models, oracles and standards work, to use cases in traceability, trade documents, energy certificates, registries and asset tokenisation. It then addresses consortium governance, ERP integration, privacy and failure patterns. The final day applies a case study and scoring model to build the Enterprise Blockchain Business Case and Pilot Roadmap each participant takes back to their organisation.