

Blockchain e D.Lgs. 231/01: il possibile supporto della tecnologia

Milano, 7 febbraio 2023 - Dott.ssa Silvestri

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XBOX | Blockchain for royalty payments

Challenge

- Microsoft used a complicated, manual method to calculate royalties for XBOX publishers.
- Microsoft's royalty process took 45 days, which delayed payments to publishers.

Strategy

 Microsoft developed a blockchain-based solution that offers XBOX royalty information in near real time.

Results

- Blockchain technology improved trust by making the royalty payment calculation process more transparent for publishers.
- Publishers gained actionable business insights, enabling them to proactively respond to customer demand.
- Blockchain technology reduced XBOX process efforts by two thirds and saved publishers time by eliminating the need for manual audits.

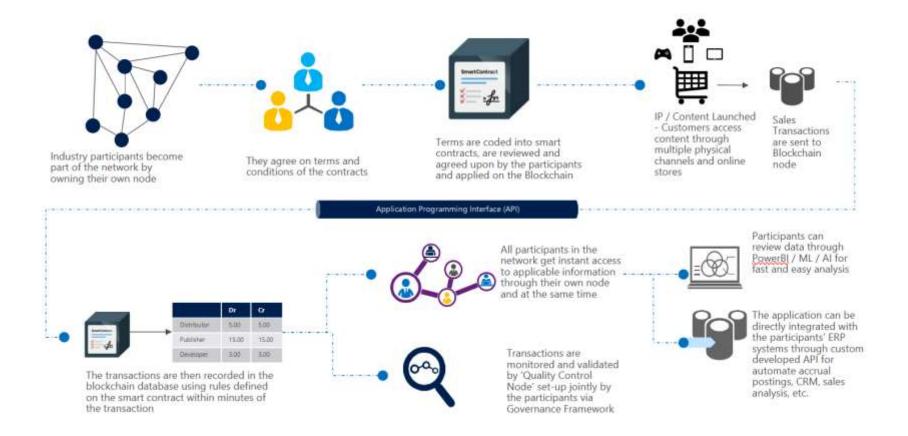


"We are developing an ecosystem within the gaming industry that connects developers and publishers to game performance. Providing near real-time access to data greatly improves the process' effectiveness and insights that lead to a more enriching experience for the partners."

- Tim Stuart, Chief Financial Officer of Xbox

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How it works?



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Blockchain Pilot – Desired Benefits and Target Impact

RCO Operations Impact



Efficiency

~50% Efforts Reduction



Annual Audit Savings

~\$2M



Accrual Accuracy

99.99%



CSAT



Business Outcomes and Partner Benefits



Royalties Earned Visibility

Months



Minutes



Transparency & Trust

Excel / PDF Statements



Full access to Contracts and Underlying Data



Accruals

Monthly



Daily



Control Audits

Sample based one month lag



100% real-time pre-processing OC



ERP Integration

Manual Processes



Integrated into ERP, BI, ML/AI platforms



Scale Benefits

Current Process



Leverage Blockchain DApp to serve their partners



SBLC New Process Flow - Distributed Ledger

