The 2021 Hyperledger Brand Study

Linux Foundation Research
In Partnership With Hyperledger

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Methodology & Segmentation

Survey Scope and Screening Criteria

Sample

- Size: 243 (after screening filters)
- Survey fielded: May 2021
- Scope: Worldwide
- Enterprises: Technology consumers, producers, and organizations

Target Respondents

- ITDMs, LoB Leaders, Project Managers, Academia
- Director, VP, or C-Level roles
- Material involvement in technology decision making

Respondents filtered out of analysis

- Where Title (q4), Role (q5), and Industry (q6) = "Other"
- Verbatims associated with these fields primarily showed respondents outside of our target criteria

MoE is +/- 5.2% with 90% confidence and +/- 6.2% with 95% confidence

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Demographics at a Glance

Role

- **49%** IT
- **19%** Product Dev
- **16%** Go To Market
- **6%** Project Management
- **6%** Consultants
- **4%** Finance

Title

- **29%** Technician
- **24%** C-level
- **19%** Management
- **11%** Analyst
- **10%** Director
- **7%** Other

Company Size

- **55%** 1–100 Employees
- **14%** 30K+ Employees
- **12%** 1K–10K Employees
- **11%** 100–1K Employees
- **6%** 10K–30K Employees
- **2%** Don't Know

Geography

- **29%** North America
- **29%** Asia Pacific
- **23%** Europe
- **13%** Latin America
- **6%** Middle East/Africa

Vertical Industries

- **36%** IT
- **14%** Fin Services
- **11%** Business Services
- **7%** Education
- **5%** Manufacturing
- **4%** Government
- **4%** HC/LS
- **19%** Other

Demographics

Company Size (Employees)

Q2. Counting all locations where your employer operates, what is the total number of persons who work at your company? Your best estimate is fine.

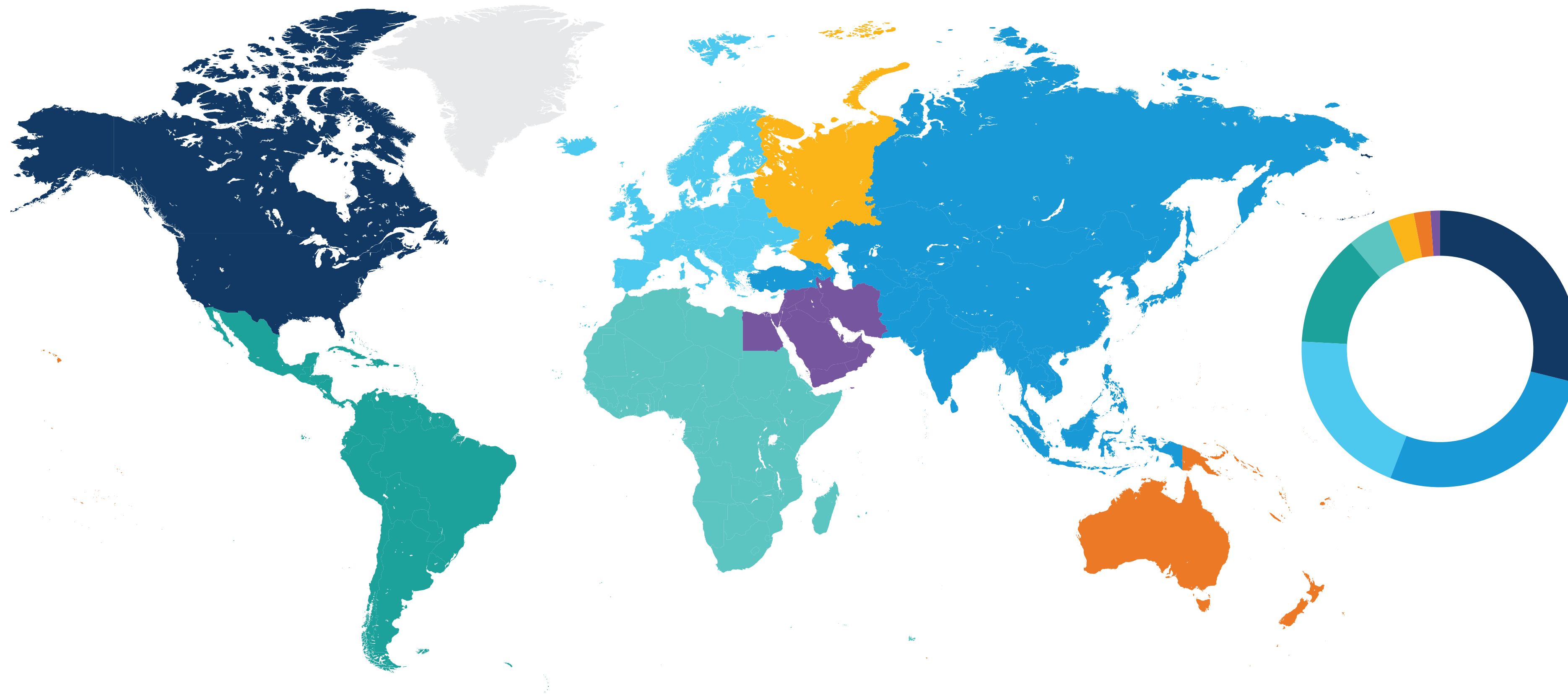N=243, single response, percent responding

55% 0–99

14% 30,000+

7% 100–499

7% 1,000–4,999

5% 10,000–20,000

5% 5,000–10,000

4% 500–999

2% Don't know or not sure

1% 20,000–30,000

Region

Q3. In which region do you reside?

N=243, single response, percent responding

29% North America
(US/Canada)

27% Asia

20% Western Europe

13% Latin America
(Mexico, Brazil, Argentina, etc.)

5% Africa

3% Eastern Europe

2% Australia/Oceania

1% Middle East
(Turkey, Egypt, Israel, etc.)

Title

Q4. Which of the following best describes your title?

N=243, single response, percent responding

29% Technician/engineer

19% Manager

12% Chief Executive Officer (CEO)

11% Analyst

10% Director

6% Chief Technology Officer (CTO)

4% Network architect/administrator

4% Other C-level

3% Vice President

2% Chief Strategy Officer (CSO)

Role

Q5. Which of the following best describes your role?

N=243, single response, percent responding

22% IT Development

19% Product Development

9% IT Operations

9% IT Consultant

9% Business Development

6% IT Management

6% Project Management

6% Marketing

6% Management Consultant

4% Finance

2% IT Other

2% Customer Success

Industry

Q6. What is your organization's industry?

N=243, single response, percent responding

36% Information Technology

14% Financial Services
(Banking/Insurance/Securities)

11% Business Services
(accounting, consulting, legal, other)

7% Education

5% Professional Services

4% Manufacturing

4% Media
(broadcast communications, entertainment,
publishing, web, social networking, etc.)

4% Telecommunications
/ISP/Web Hosting

3% Healthcare

2% Government
(Federal/National)

2% Oil & Gas/Energy

2% Transportation & Logistics

2% Construction/Engineering

2% Government
(State/Province/County/Municipal
or other local government)

1% Utilities

1% Consumer Packaged Goods

1% Life Sciences
(biotech, pharmaceuticals, etc.)

Approach to Computing Infrastructure

Q7. What is your organization's approach to providing computing infrastructure? Choose one.

N=243, single response, percent responding

42% Provided through a combination of private data center and cloud computing resources ●

28% Provided only by one or more cloud service providers or managed service providers ●

● **15%** Don't know or not sure

● **14%** Provided only by our private data center(s)

● **1%** Other (please specify)

Approach to Cloud Computing

N=243, single response, percent responding

27% Our cloud computing infrastructure is provided by one or more cloud service provider

21% Our cloud computing infrastructure is provided by one cloud service provider

16% Don't know or not sure

16% Our cloud computing infrastructure is provided by one or more cloud service provider and managed service providers

12% We are not using cloud computing infrastructure

4% Our cloud computing infra-structure is provided by one or more managed service providers

4% Other
(please specify)

Blockchain Questions

Blockchain Familiarity

Q9. How would you describe your familiarity with blockchain technology?

N=236, single response, percent responding

28% Familiar ⬤

24% Extremely familiar ⬤

22% Some familiarity ⬤

20% Very familiar ⬤

5% Not familiar at all ⬤

1% Don't know or not sure ⬤

Hyperledger Familiarity

Q10. How would you describe your familiarity with Hyperledger technologies?

N=236, single response, percent responding

26% Some familiarity ●

24% Familiar ●

20% Very familiar ●

17% Not familiar at all ●

12% Extremely familiar ●

1% Don't know / not sure ●

Blockchain Use Cases

Q11. Which one statement best describes blockchain technology? Choose one.

N=236, single response, percent responding

41% A component that can be used to create a distributed database that multiple companies can securely interact with

28% Groups of transactions that reference prior transactions to create an auditable history

26% A cryptographic data structure that can be shared between multiple entities

3% Bitcoin

1% A network that will eventually replace banks

1% Don't know

0% A tool to bypass regulations and avoid law enforcement agencies

Blockchain Adoption

Q12. Which of the following best describes your organization when it comes to business blockchain technologies?

N=220, single response, percent responding

33% Already has implemented, or is currently implementing blockchain technologies ●

22% Currently evaluating or testing blockchain technologies ●

20% Have discussed blockchain technologies ●

● **12%** Blockchain technologies are not currently on our radar screen

● **8%** Don't know

● **5%** Accepts cryptocurrency as a payment mechanism

If Blockchain Not Being Considered/Used

Q13. If blockchain is NOT yet being considered, how likely is it that your organization will evaluate business blockchain technologies in the next two years?

N=43, single response, percent responding

28% Don't know

23% Somewhat likely

19% Very Likely

16% Not very likely

12% Not at all likely

2% Extremely likely

Scope of Respondent Decision Making with Blockchain

Q14. Which of the following describes the extent to which you are involved in decisions around blockchain within your firm?

N=189, single response, percent responding

46% I have significant influence or decision-making authority (individually or as part of a group) regarding blockchain ●

31% I have some influence or input into decisions (individually or as part of a group) regarding blockchain ●

● **14%** I am not involved in blockchain decision making

● **10%** I have little or no influence or input on decisions regarding blockchain

Experience in Blockchain Application Development

Q15. Do you or will you have hands-on experience developing applications for blockchain technologies?
(E.g. supply chain tracking, asset tracking, cryptocurrency payments)

N=189, single response, percent responding

59% Yes

29% No

12% Don't know or not sure
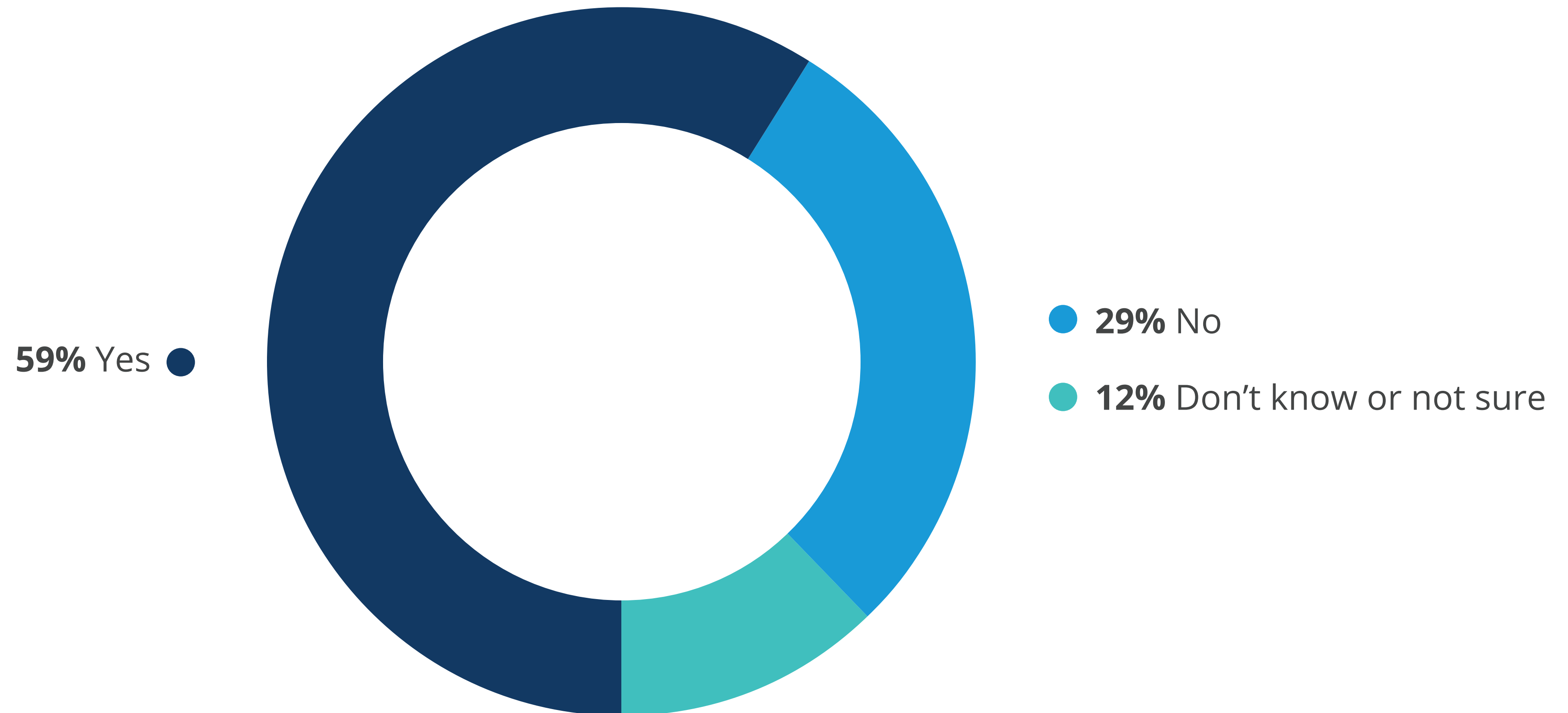
Are Blockchain Applications in Development?

**Q16. What type of blockchain applications are being developed or might be deployed within your organization?**
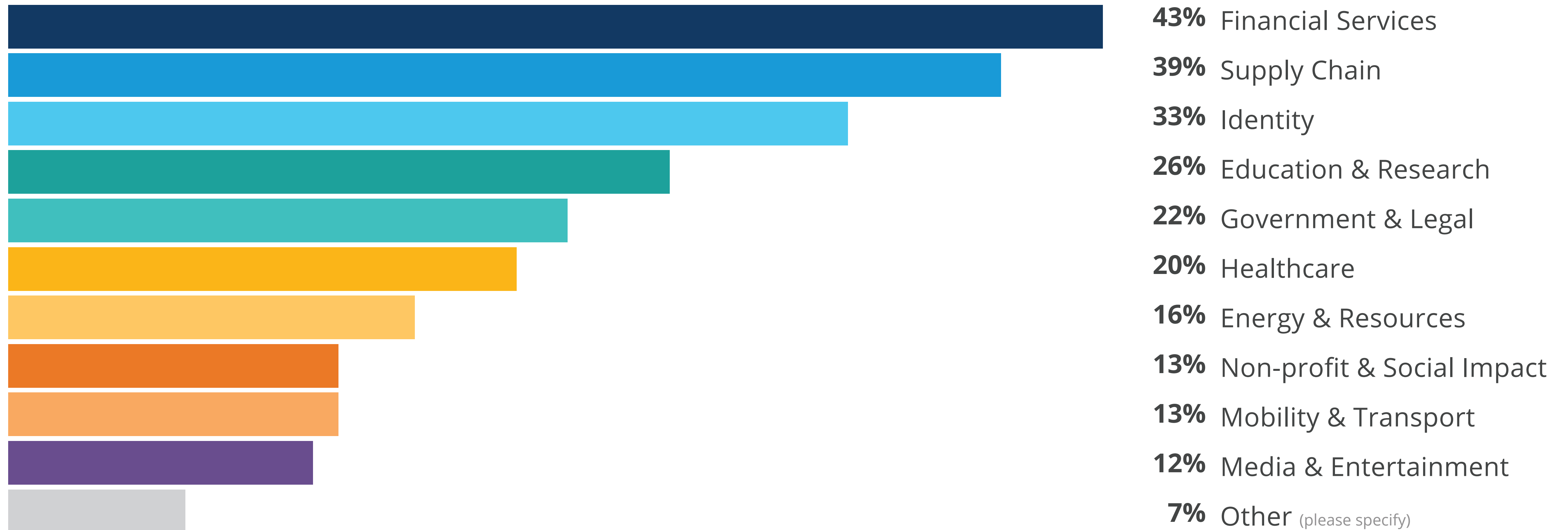
N=188, single response, percent responding

59% Type of application
(please specify) ●

● **42%** Don't know or not sure

Blockchain Applications in Development

Q16. What type of blockchain applications are being developed or might be deployed within your organization?

N=189, multiple response, percent responding
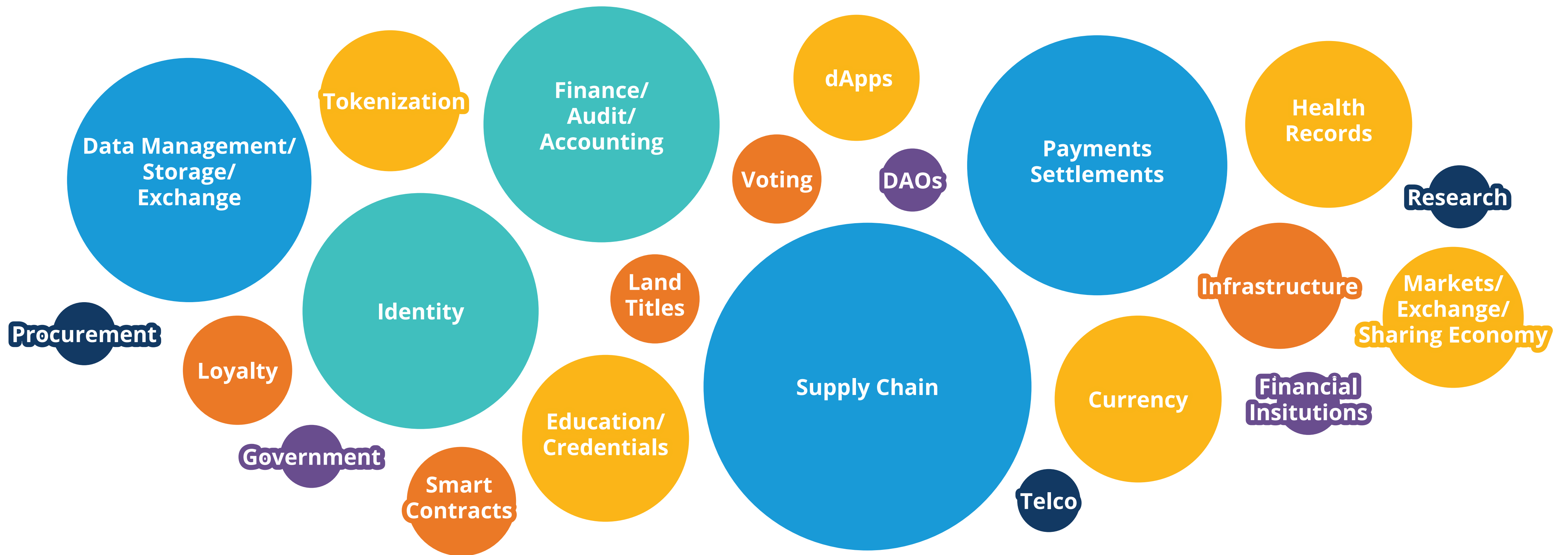
Blockchain Application Categories

Q17. Which of the following best categorize the blockchain application(s) being developed or deployed within your organization? Check all that apply.
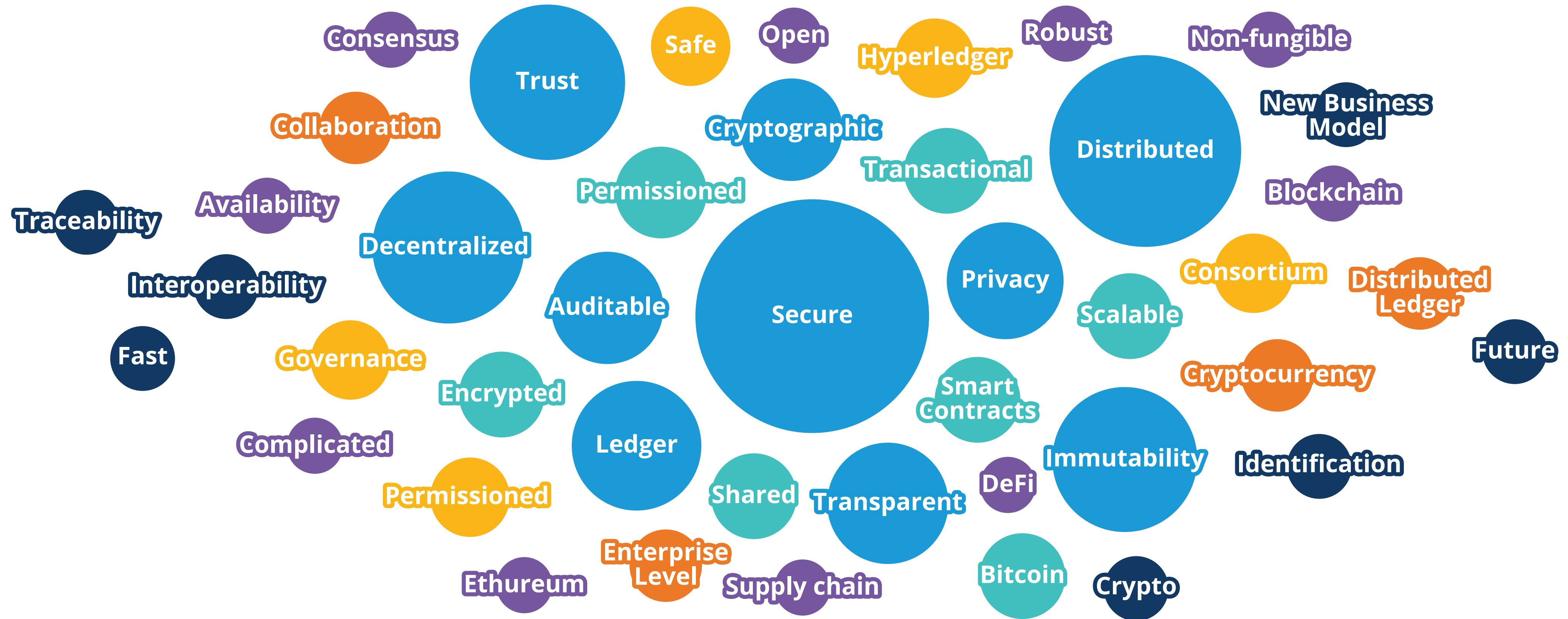
N=189, multiple response, percent responding

43% Financial Services

39% Supply Chain

33% Identity

26% Education & Research

22% Government & Legal

20% Healthcare

16% Energy & Resources

13% Non-profit & Social Impact

13% Mobility & Transport

12% Media & Entertainment

7% Other (please specify)

Words to Describe Blockchain

Q18. What words would you use to describe "business blockchain technology?" There are no right or wrong answers. Simply type in the first words that come to mind when you think about business blockchain technology.

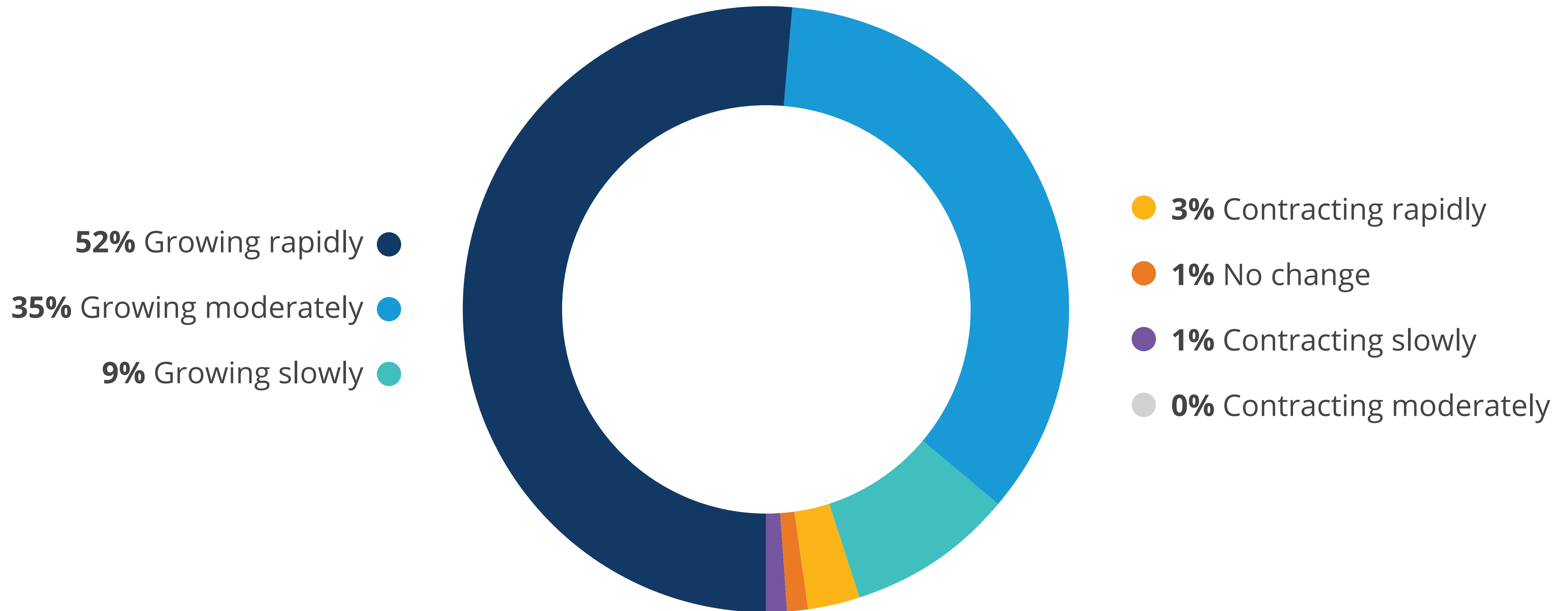N=159, single response, percent responding

Blockchain Growth

## Q19. Where do you see business blockchain technology going over the next 2 years?

N=159, single response, percent responding

52% Growing rapidly

35% Growing moderately

9% Growing slowly

3% Contracting rapidly

1% No change

1% Contracting slowly

0% Contracting moderately

Words to Describe Blockchain

Q20. Please identify the first five business blockchain technology projects or brands you can think of. Name up to five brands or projects in the spaces below.
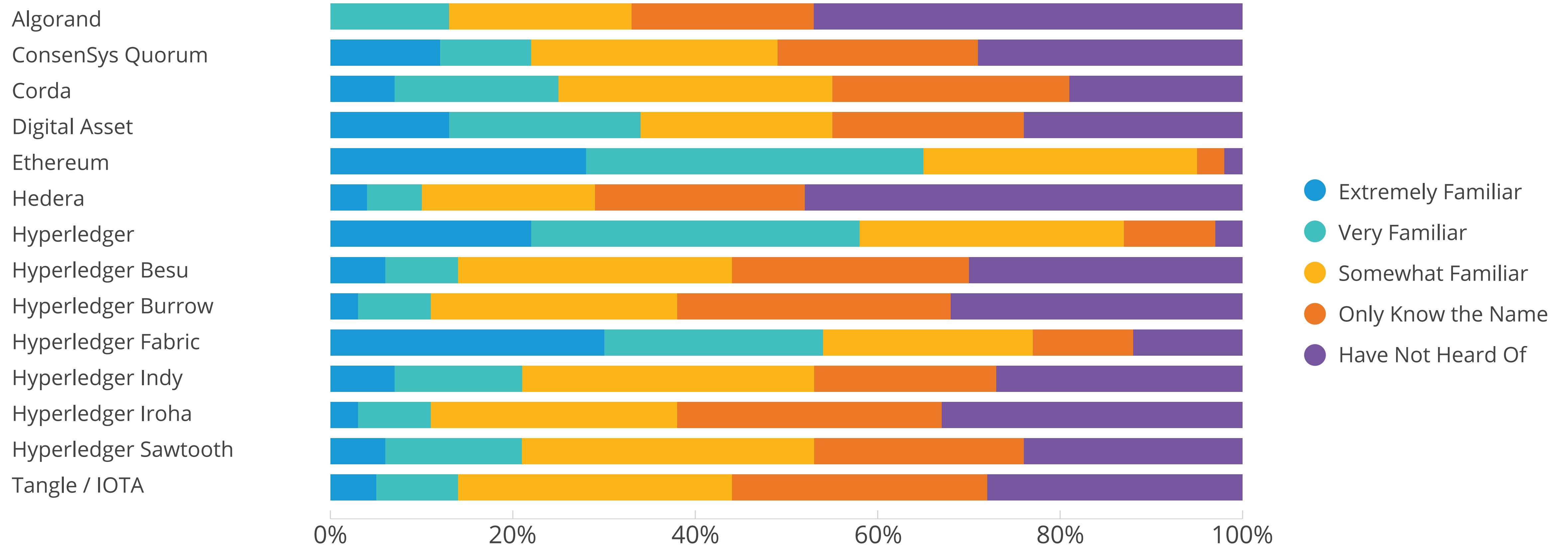
N=159, single response, percent responding
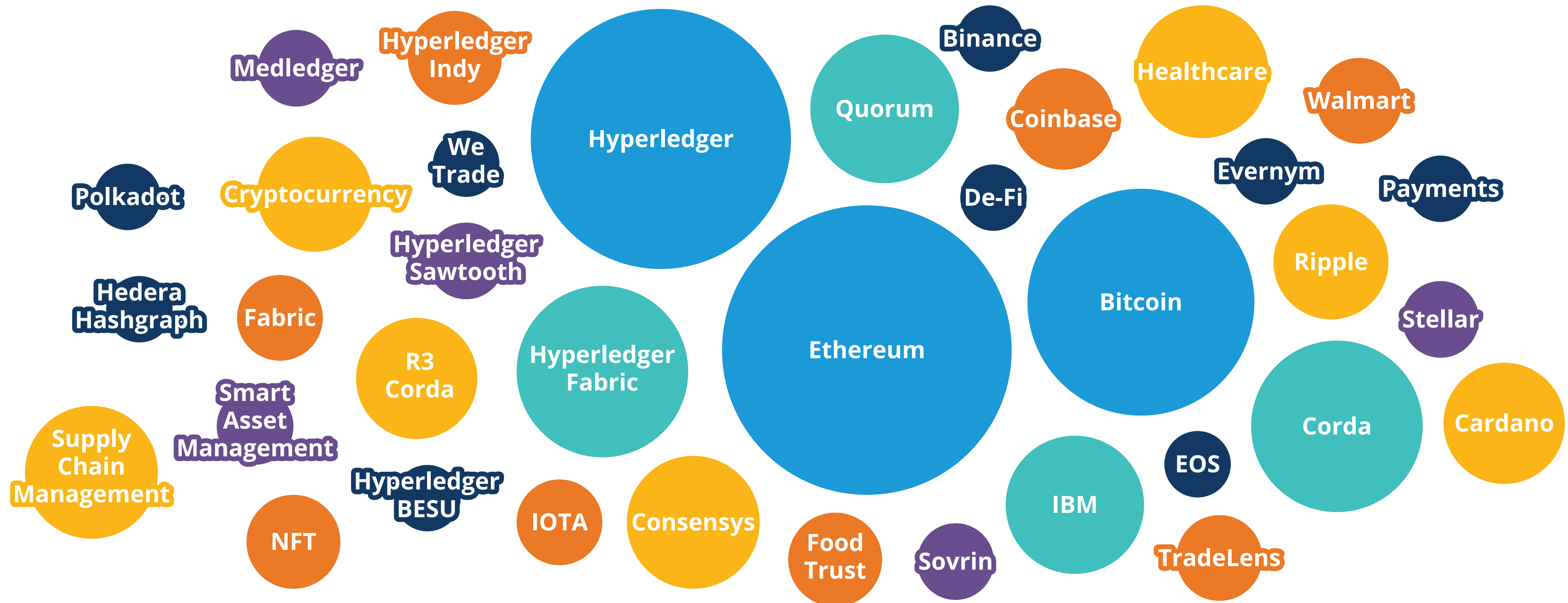
Business Blockchain: Brand Familiarity

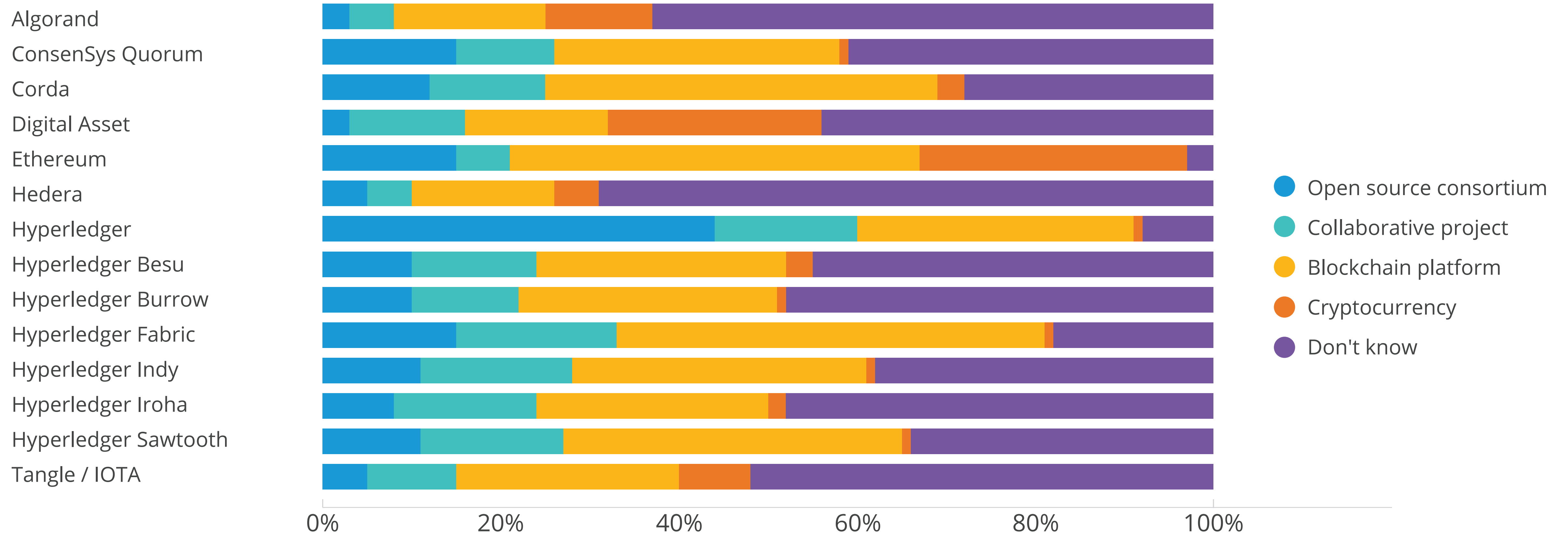## Q21. When it comes to business blockchain, how familiar are you with the following brands?

N=159, single response per row, percent responding

Legend:
- Extremely Familiar
- Very Familiar
- Somewhat Familiar
- Only Know the Name
- Have Not Heard Of

Categories: Algorand, ConsenSys Quorum, Corda, Digital Asset, Ethereum, Hedera, Hyperledger, Hyperledger Besu, Hyperledger Burrow, Hyperledger Fabric, Hyperledger Indy, Hyperledger Iroha, Hyperledger Sawtooth, Tangle / IOTA

What Best Describes each Blockchain Brand

Q22. Which of the following best describes each brand?

N=159, single response per row, percent responding

Legend:
- Open source consortium
- Collaborative project
- Blockchain platform
- Cryptocurrency
- Don't know

Categories:
- Algorand
- ConsenSys Quorum
- Corda
- Digital Asset
- Ethereum
- Hedera
- Hyperledger
- Hyperledger Besu
- Hyperledger Burrow
- Hyperledger Fabric
- Hyperledger Indy
- Hyperledger Iroha
- Hyperledger Sawtooth
- Tangle / IOTA

Blockchain Brand Perceptions

Q23. What are your perceptions of each of the following brands?

N=142, single response per row, percent responding

Legend:
- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

Brands (y-axis): Algorand, ConsenSys Quorum, Corda, Digital Asset, Ethereum, Hedera, Hyperledger, Hyperledger Besu, Hyperledger Burrow, Hyperledger Fabric, Hyperledger Indy, Hyperledger Iroha, Hyperledger Sawtooth, Tangle / IOTA
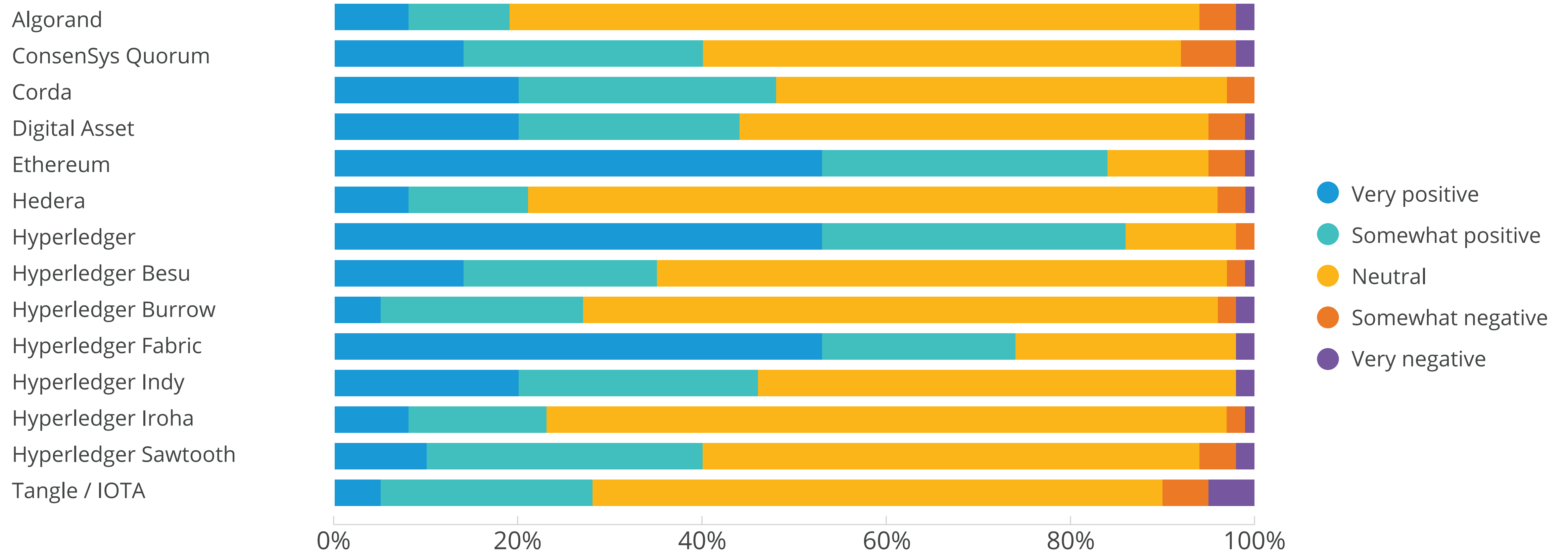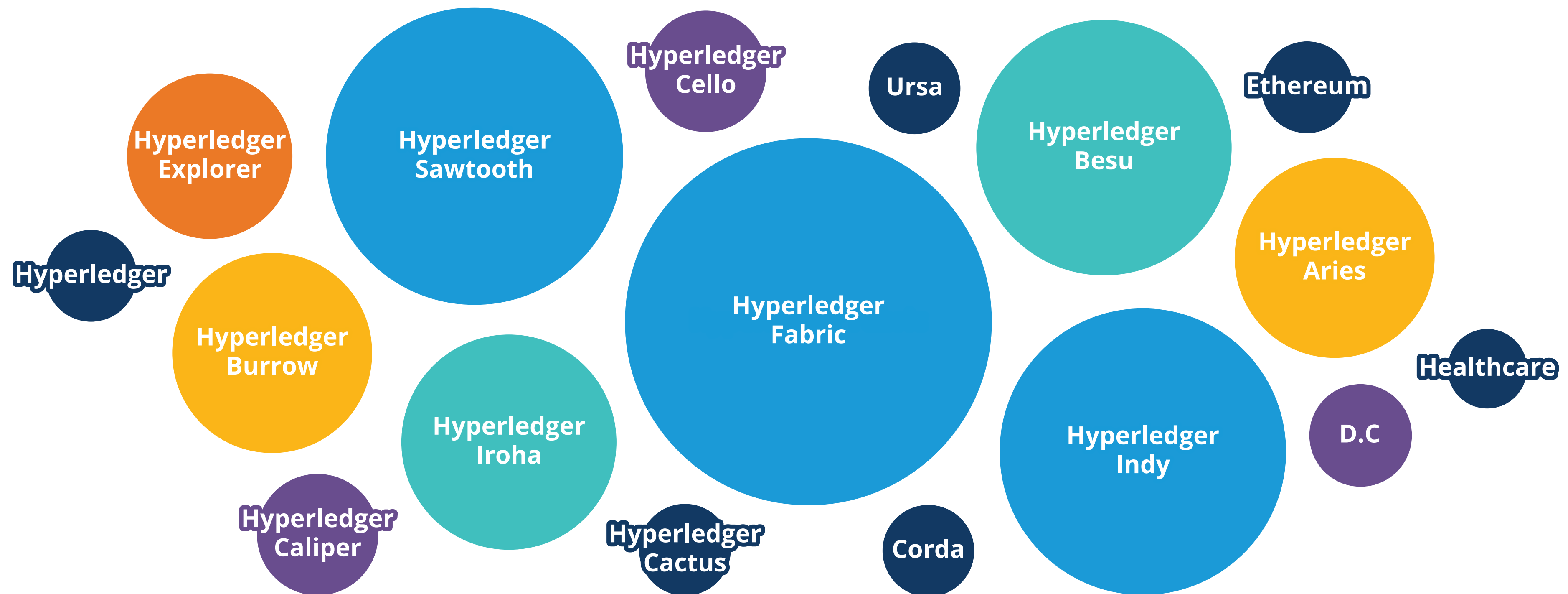
Blockchain Constructs that are Part of Hyperledger

Q24. Name any blockchain technologies or projects (e.g. codebases, frameworks, platforms, tools) that are part of Hyperledger.
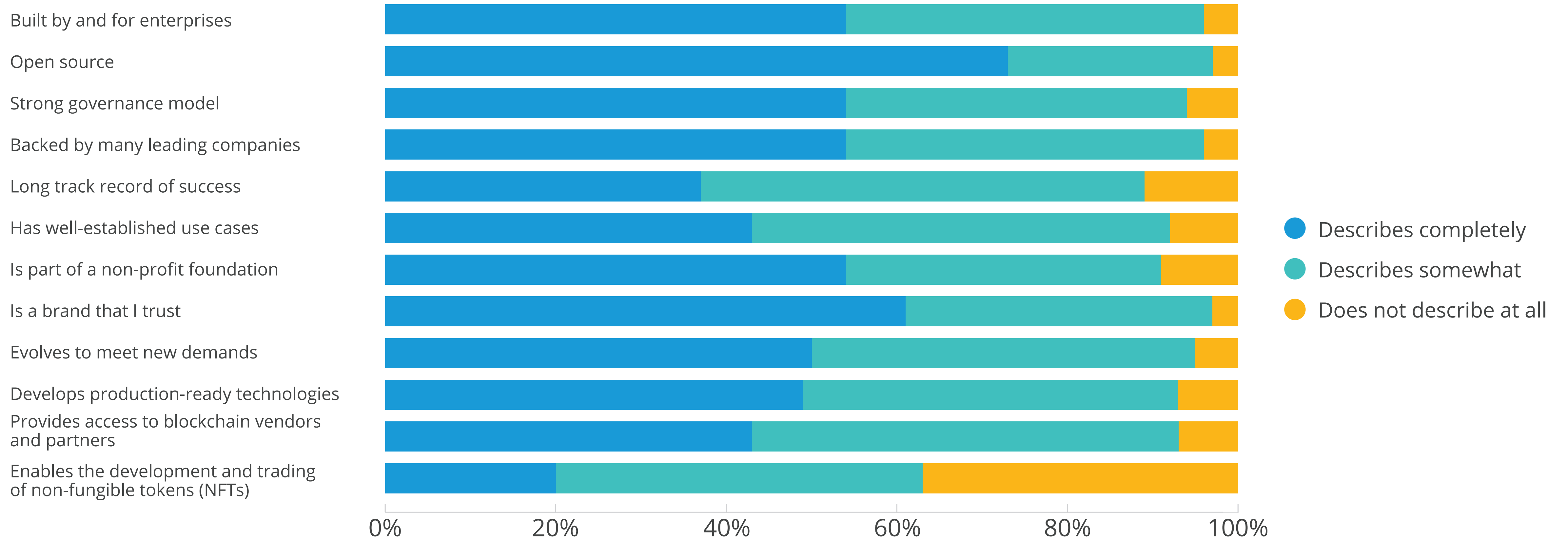
N=159, single response, percent responding

Hyperledger Attributes

Q26. How effectively do the following statements describe Hyperledger?

N=142, single response per row, percent responding

- Describes completely
- Describes somewhat
- Does not describe at all

Blockchain Maturity

Q27. Which of the following best describes the stage of development your organization is in with regard to blockchain technology?

N=140, single response, percent responding

27% Pre-proof of concept ●

25% Production deployment ●

22% Proof of concept ●

● **10%** Don't know or not sure

● **7%** No development intention

● **5%** Field trials

● **4%** Stalled post-pilot

Future Blockchain Deployment Plans

Q28. If your organization is not yet deploying blockchain technology, how long do you think it will be before it is ready to do so?

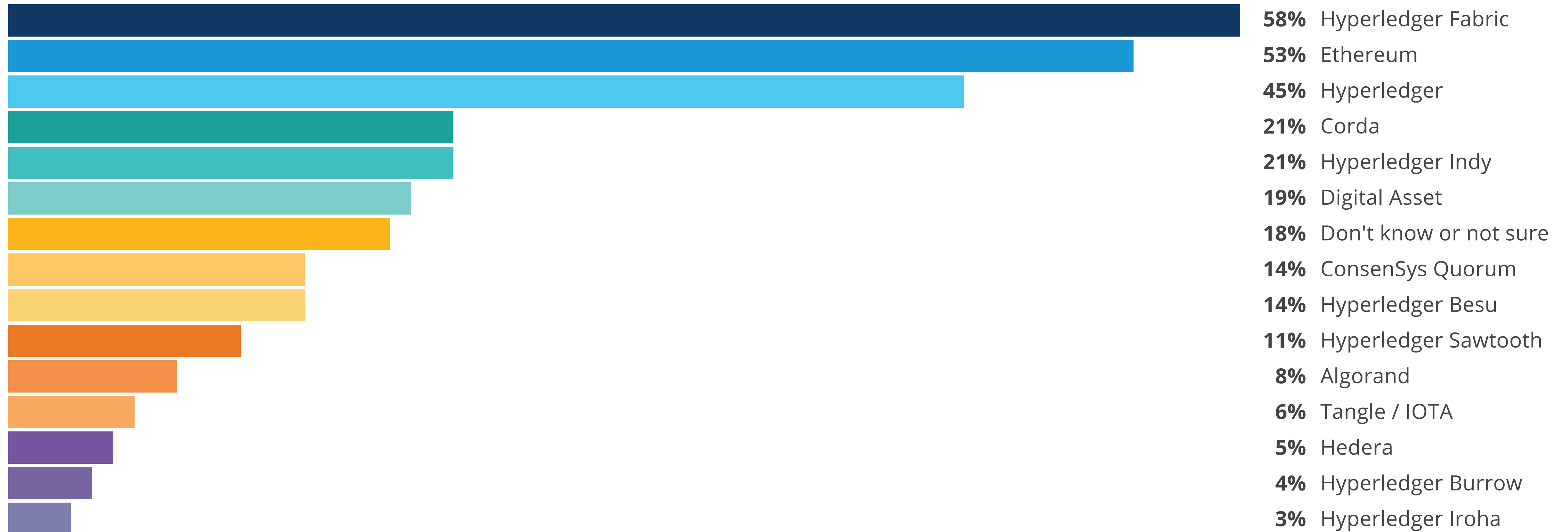N=140, single response, percent responding

26% N/A

18% Within 6 months

14% Within 12 to 18 months

12% More than 18 months from now

11% Don't know or not sure

10% Within 9 to 12 months

9% Within 6 to 9 months

0% Never

Most Likely Technologies to be Leveraged

Q29. Which of these technologies are most likely to be considered, evaluated, or implemented within your organization? Check all that apply.

N=140, multiple response, percent responding

%	Technology
58%	Hyperledger Fabric
53%	Ethereum
45%	Hyperledger
21%	Corda
21%	Hyperledger Indy
19%	Digital Asset
18%	Don't know or not sure
14%	ConsenSys Quorum
14%	Hyperledger Besu
11%	Hyperledger Sawtooth
8%	Algorand
6%	Tangle / IOTA
5%	Hedera
4%	Hyperledger Burrow
3%	Hyperledger Iroha

Hyperledger Tools Most Likely to be Implemented

Q30. Which Hyperledger tools are most likely to be considered, evaluated, or implemented? Check all that apply.
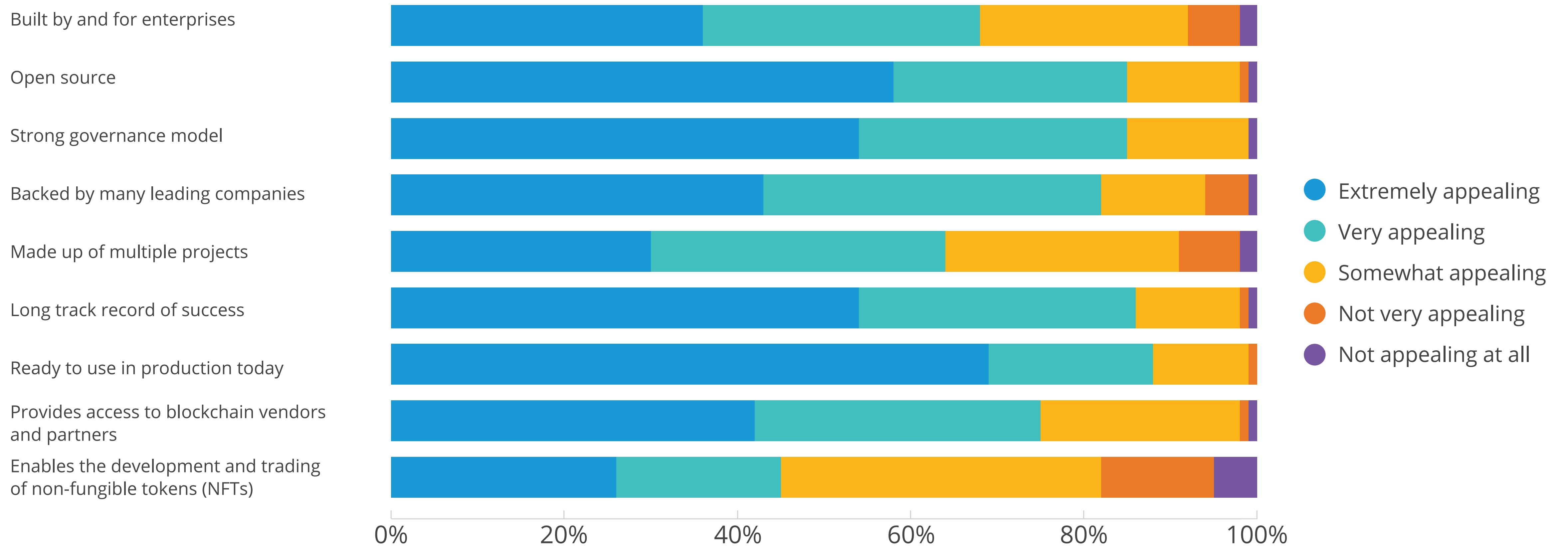
N=140, multiple response, percent responding

54% Don't know or not sure

30% Hyperledger Explorer

21% Hyperledger Calilper

15% Hyperledger Cactus

11% Hyperledger Cello

7% Hyperledger Avalon

7% None of the above

Appealing Blockchain Attributes

Q31. Imagine a hypothetical business blockchain technology was brought to market that included the following features. To what extent, if at all, do you find these features "appealing"?
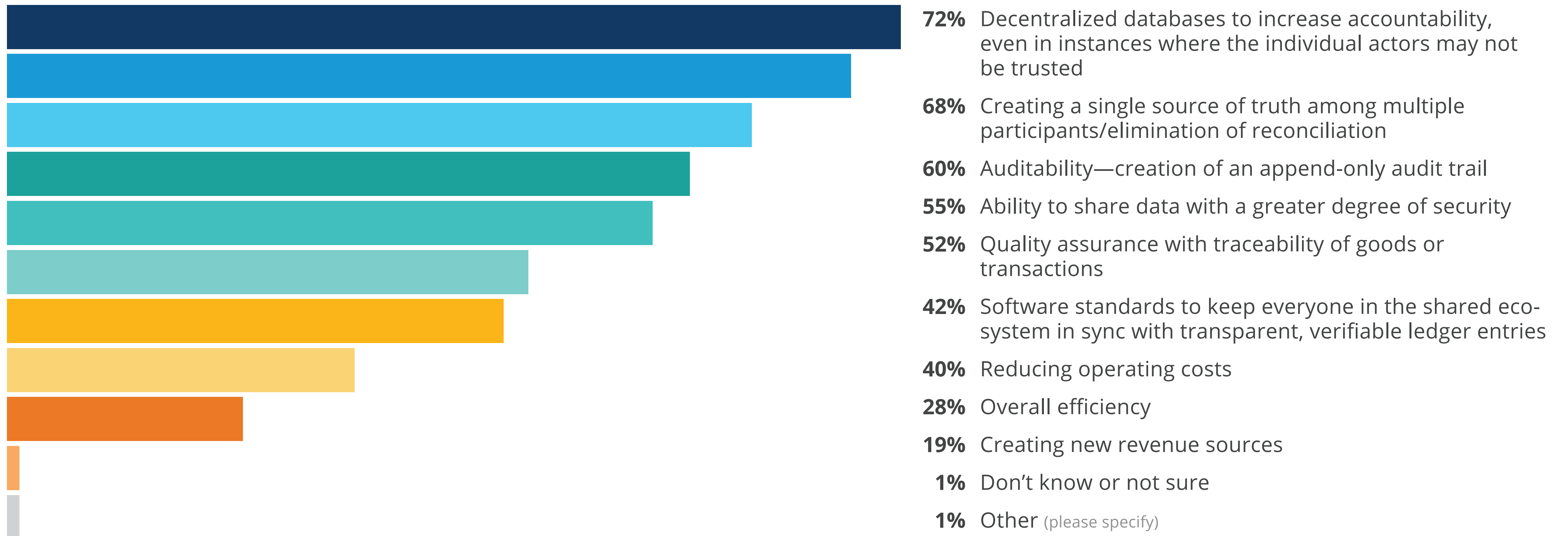
N=140, single response per row, percent responding

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Benefits of Business Blockchain

Q32. What do you see as the main benefits of business blockchain technologies? Check up to 5.

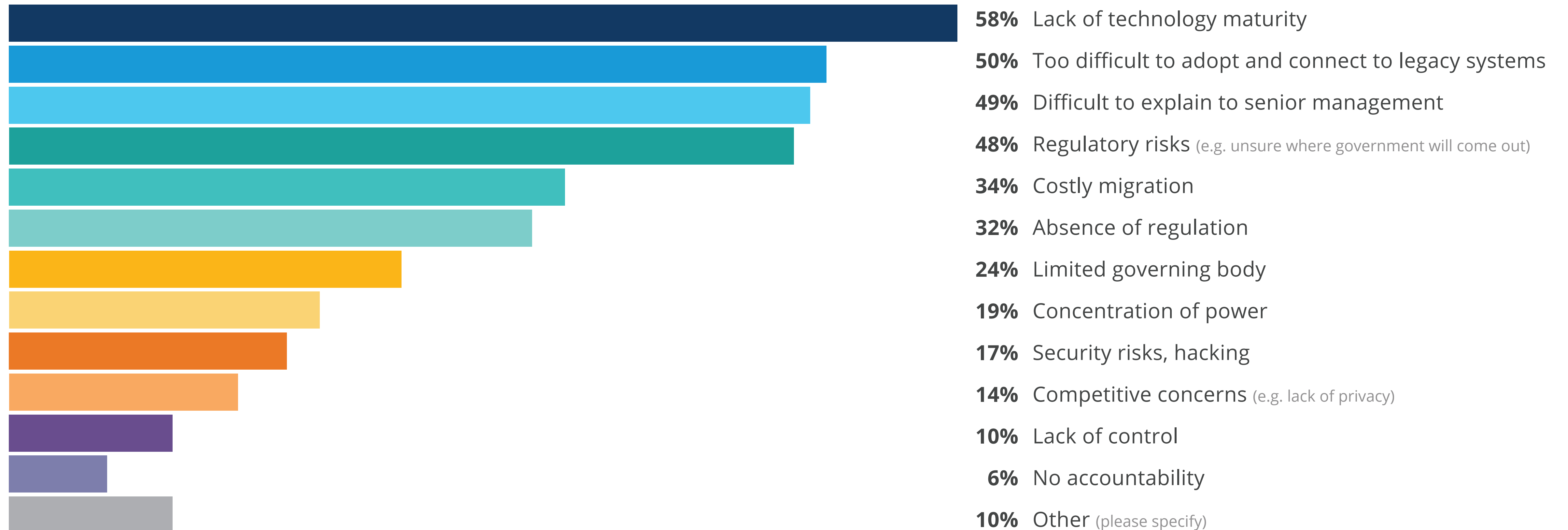N=139, multiple response, percent responding

72% Decentralized databases to increase accountability, even in instances where the individual actors may not be trusted

68% Creating a single source of truth among multiple participants/elimination of reconciliation

60% Auditability—creation of an append-only audit trail

55% Ability to share data with a greater degree of security

52% Quality assurance with traceability of goods or transactions

42% Software standards to keep everyone in the shared eco-system in sync with transparent, verifiable ledger entries

40% Reducing operating costs

28% Overall efficiency

19% Creating new revenue sources

1% Don't know or not sure

1% Other (please specify)

Challenges of Business Blockchain

Q33. What do you see as the most significant challenges to the adoption of business blockchain technology? Check up to five that apply.
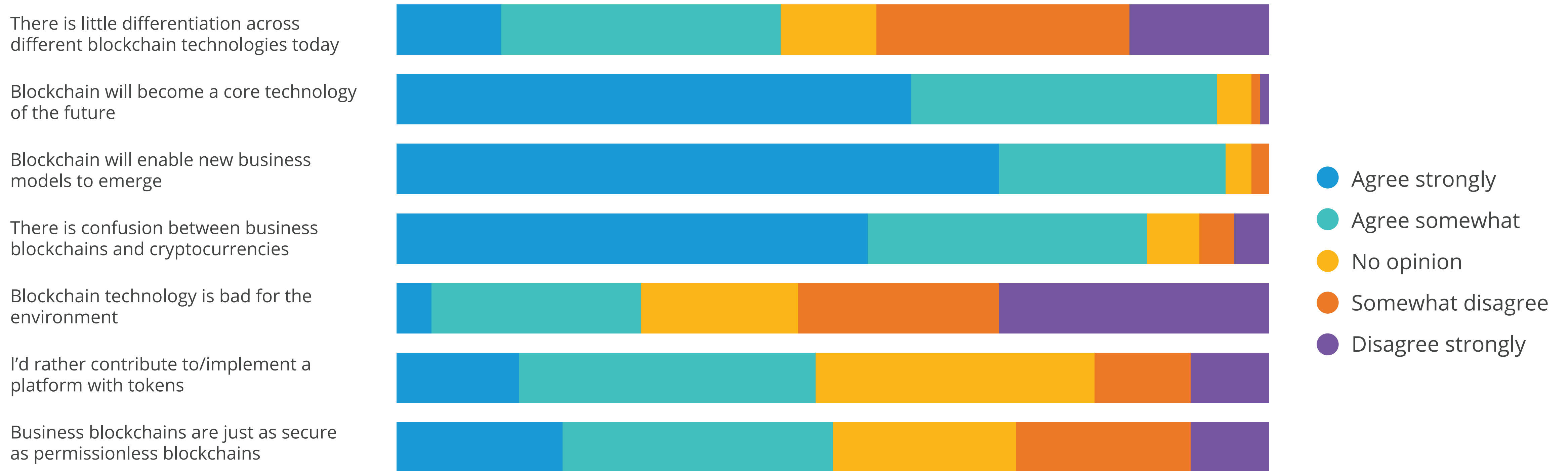
N=139, multiple response, percent responding

58% Lack of technology maturity

50% Too difficult to adopt and connect to legacy systems

49% Difficult to explain to senior management

48% Regulatory risks (e.g. unsure where government will come out)

34% Costly migration

32% Absence of regulation

24% Limited governing body

19% Concentration of power

17% Security risks, hacking

14% Competitive concerns (e.g. lack of privacy)

10% Lack of control

6% No accountability

10% Other (please specify)

Level of Agreement with Blockchain Characteristics

Q34. Please indicate the extent to which you agree or disagree with the following statements:

N=139, single response per row, percent responding

Statements (top to bottom):
- There is little differentiation across different blockchain technologies today
- Blockchain will become a core technology of the future
- Blockchain will enable new business models to emerge
- There is confusion between business blockchains and cryptocurrencies
- Blockchain technology is bad for the environment
- I'd rather contribute to/implement a platform with tokens
- Business blockchains are just as secure as permissionless blockchains

Legend:
- Agree strongly
- Agree somewhat
- No opinion
- Somewhat disagree
- Disagree strongly

Interest in Participating in an Open Source Blockchain Project

Q35. How interested would you be in participating in an open source project that develops business blockchain technologies?

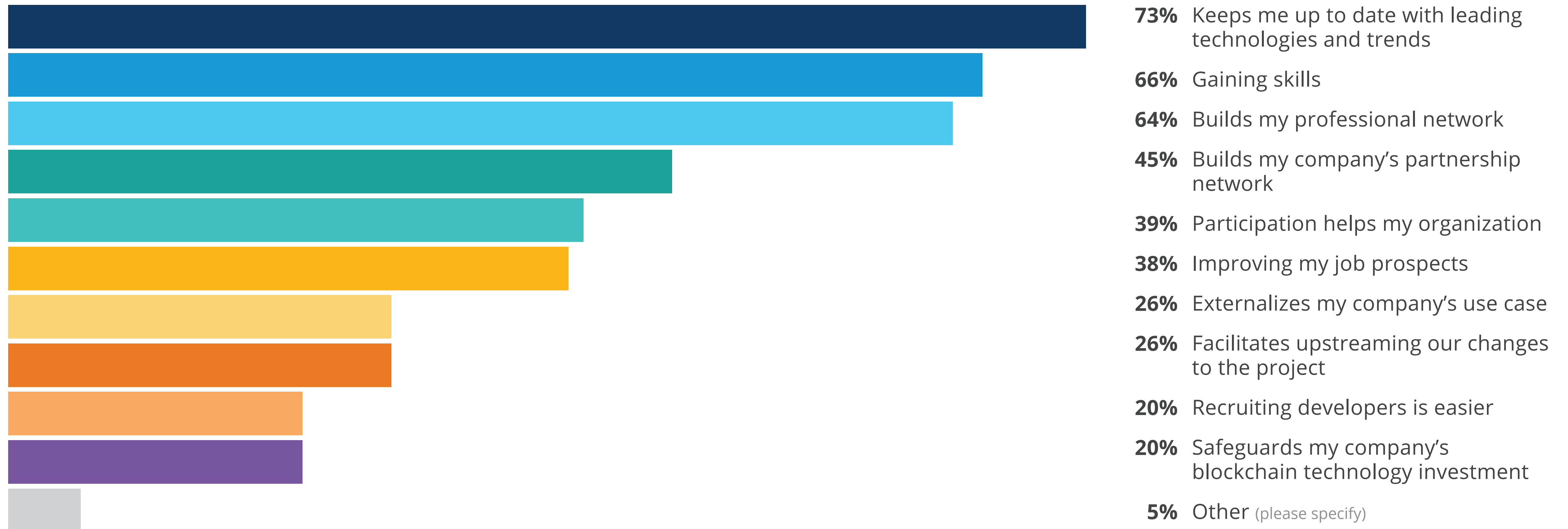N=139, single response, percent responding

46% Extremely interested ●
28% Very interested ●
19% Somewhat interested ●

5% Not very interested ●
2% Already participating ●
0% Not at all interested ●

Benefits of Participation

N=138 multiple response, percent responding

73% Keeps me up to date with leading technologies and trends

66% Gaining skills

64% Builds my professional network

45% Builds my company's partnership network

39% Participation helps my organization

38% Improving my job prospects

26% Externalizes my company's use case

26% Facilitates upstreaming our changes to the project

20% Recruiting developers is easier

20% Safeguards my company's blockchain technology investment

5% Other (please specify)

Should Hyperledger Change its Name?

Q37. Should Hyperledger change its name to Hyperledger Foundation?

N=138 single response, percent responding

45% Yes ●

● **25%** No

● **30%** Not sure

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