

# Vodafone, Case Study

by Web3 Labs



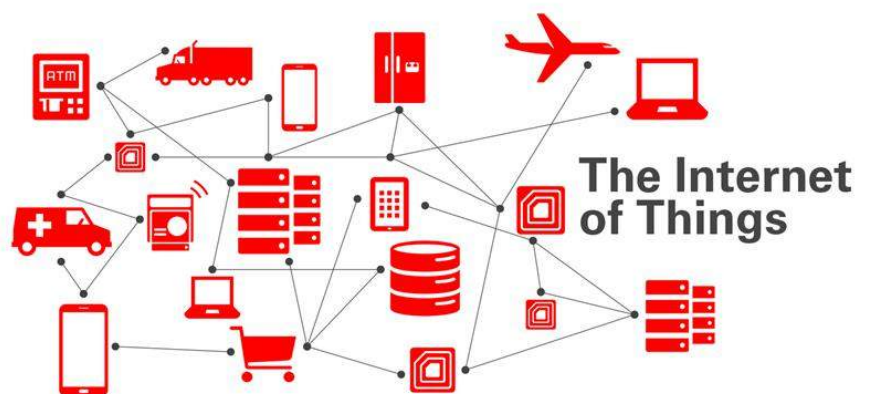
## Vodafone Seizes the IoT Opportunity Thanks to Web3 Labs

Taking innovation very seriously, Vodafone has partnered with Web3 Labs to help it achieve its IoT and blockchain-specific goals. Development and implementation of these technologies focus on providing Vodafone's customers with more control over their personal data and simpler access to services. Web3 Labs has provided its expertise and infrastructure to facilitate the architectural design and delivery of projects that would support Vodafone's strategically important services.

One of the largest telecommunications companies in the world, Vodafone is a multinational giant with global headquarters in the United Kingdom and operations predominantly in Europe, Asia, Africa, and Oceania. Since 2017, Vodafone has been working on a number of blockchain-specific initiatives, with a mission to create real business value and improve the customer experience with its technology.

**"We want to define an integrated blockchain strategy and drive real business value while providing a better customer experience."**

Pierguido Caironi,  
Vodafone Group's Operational Excellence Manager



### At a glance

**Website**

[www.vodafone.com/business/iot](http://www.vodafone.com/business/iot)

**Size**

10,001+ employees

**Country**

UK

**Industry**

IoT

**Products and Services**

Delivery Services

## Customer Challenges

Vodafone aims to empower its customers with greater control over their personal data while at the same time simplifying access to its services. On top of that, it wants to eliminate the single points of failure that have plagued many enterprises' identity management services.

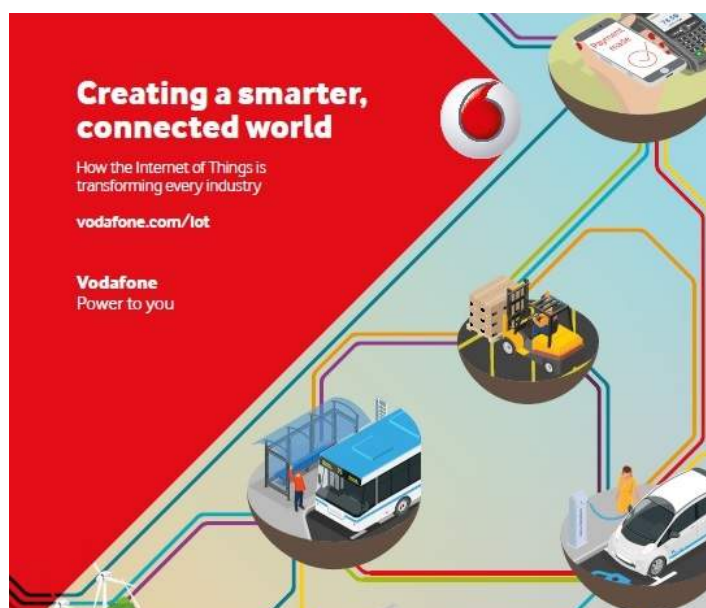
Their goal is to create real business value and improve the customer experience with technology.



## The Solution

To achieve its goals and overcome the existing challenges, Vodafone has focused on decentralized identity technology and developing products that capitalise on the resiliency of blockchain networks. This includes their Digital Asset Broker platform using blockchain technology to allow IoT devices to transact directly with peer-to-peer services.

Web3 Labs has been actively collaborating with Vodafone on the architectural design and delivery of projects to support these strategically important services.



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exploration of  
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## Customer Benefits

By partnering with Web3 Labs, Vodafone have been able to deliver on their goals for the platforms such as DAB with the confidence they are building a scalable and future proof platform for their customers and valuable partner network.

They're also able to have ongoing strategic support from the Web3 Labs team to help shape other future initiatives.



## How Web3 Labs can help you

Web3 Labs works with organizations to deliver applications that improve the trust and authenticity of data and assets. Its clients include Microsoft, J.P. Morgan, and Vodafone.

We also work with leading blockchain companies and protocols to develop their ecosystems and platforms. Clients include ConsenSys, R3, the Open Application Network, the Ethereum Foundation, and ICON.

Web3 Labs is also the creator of the blockchain analytics platform Epirus Blockchain Explorer and the widely used blockchain developer library Web3j, which provides the tools for business applications and Android phones that allow them to work with the Ethereum blockchain. The library is over five years old and has been downloaded over 1 million times, thanks to usage by companies like J.P Morgan, Opera, and Samsung.

We believe in creating business value and greater efficiency through decentralization.

## Questions?

Sign up for a [discovery session](#) with one of our team to discuss Web3 opportunities for your business.



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