

FOR IMMEDIATE RELEASE**Nisum Next Gen Launches Blockchain Lab to Accelerate and Elevate Clients' Blockchain Initiatives**

Nisum Blockchain Lab to provide business consulting and solution development services specifically related to the optimal application of blockchain technology across industries

Brea, CA - February 7, 2019

Today, [Nisum](#), a global business+technology consulting firm, has announced that Nisum Blockchain Lab will be going to market following an initial 18-month period of extensive research, industry collaborations, proof of concepts and team capacity building. A part of Nisum's Next Gen division, Nisum Blockchain Lab will work with clients across industries in both a consulting and development role to not only identify areas within the organization where Blockchain technology can drive business value, but also create custom-built, end-to-end solutions based on Blockchain and Distributed Ledger Technology (DLT).

"From the creation of Bitcoin to the Smart contracts introduced by Ethereum in 2015, Blockchain has become one of the most relevant technologies today, and adoption will undoubtedly increase in the coming years," said Sebastián Martínez, Head of Nisum Blockchain Lab. "Many organizations are eager to embrace disruptive technologies, but it's critical that Blockchain adoption and implementation is done within every organization's distinct reality as the technology itself is not a magic bullet. As such, the aim of Nisum Blockchain Lab is to work in tandem with organizations to identify the ways in which Blockchain technology can improve their business in real ways, with the understanding that large-scale change, when done strategically, often takes time to yield the most impactful results."

Nisum Blockchain Lab falls within the company's Next Gen division, developed specifically to help organizations leverage two areas of emerging technology to enhance their business: Artificial Intelligence and Blockchain. Nisum Next Gen supports companies using these technologies, from the first phases of analysis to the implementation of complex solutions.

"We believe that over the next 5-10 years, the adoption of AI and Blockchain will be instrumental for organizations in identifying and exploiting their unique value propositions and selling points," said Sajid Mohamedy, Vice President and Head of Next Gen for Nisum. "The combination of these technologies can offer organizations certainty of data, the ability to share that information knowing it has retained its integrity, and to make real-time decisions based on that data using predictive capabilities."

Nisum Blockchain Lab is currently working with clients across verticals, including financial services, legal, and retail.

For more information, visit www.nisum.com.

About Nisum

A preferred advisor to leading Fortune 500 brands, Nisum is a global business+technology consulting firm. We enable transformation for industry-leading brands, building strong omnichannel commerce with smart checkout solutions between B2B and B2C clients and their customers via advanced technologies. Founded in 2000 and headquartered in Southern California, we grow alongside our clients by focusing on our motto Building Success Together®. Whether you're a hot start-up or a major global brand, our approach is the same: forge the most powerful connection possible between people, processes, and technology in order to achieve unparalleled success with fast time-to-market, scalable and cloud-based solutions. At the intersection of business and technology, Nisum's strategy, management and technical expertise results in integrated solutions that deliver real and measurable growth.

For more information please contact:

Mason Mukai
Marketing Coordinator
Phone: 714.579.7979x242
mmukai@nisum.com

Nisum
500 S. Kraemer Boulevard, Suite 301
Brea, CA 92821

-END-