



## **Innovation Trail Finalist**

### **Conduent – Stand C40**

#### **Bringing Blockchain Technology to Parking**

Conduent recently announced that it has joined the Enterprise Ethereum Alliance (EEA), the world's largest open source blockchain initiative.

Conduent will collaborate with industry leaders in pursuit of Ethereum-based enterprise technology best practices, open standards, and open-source reference architectures. Ethereum is a decentralized platform for applications that run exactly as programmed without risk of breach, providing the opportunity to strengthen Conduent's digital platforms.

“Blockchain promises to drastically transform digitised business processes – making them more efficient, agile, secure and transparent,” said Carol Kline, Chief Information Officer at Conduent. “Distributed ledger and blockchain technologies can address a number of pain points for our clients, such as reducing fraud in claims management, computing accurate payments and simplifying data sharing in the public sector. We are committed to learning from and building upon industry standards through our EEA membership.”

With more than 500 member companies, the EEA membership base represents a wide variety of business sectors from every region of the world, including technology, banking, government, healthcare, energy, pharmaceuticals, marketing, and insurance. The EEA's industry-focused, member-driven working groups are each tasked with creating and delivering specific advancements to the development and use of Ethereum-based technologies.

#### **Data Led Enforcement**

Conduent has launched its new Intelligent Data Led Enforcement service – designed to provide a complete end to end enforcement service which uses the latest analytical tools and in house Data Scientists that optimises On Street enforcement activities to deliver improved outcomes. Conduent has leveraged years of parking management operations experience to analyse the patterns of non-compliant parking behaviour and created a service that delivers optimum deployment plans to Civil Enforcement Officers on an hourly basis to ensure that non-compliant parking is efficiently detected and enforced. Councils are increasingly tasked with delivering ‘more with less’ and Conduent can help support this increasingly difficult task.