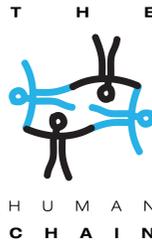




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# CASE STUDY



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The Human Chain specialise in business and technical consultancy and provide **thought leadership in mobile, digital and wireless.**

**Challenge area:** Personal Data and Trust

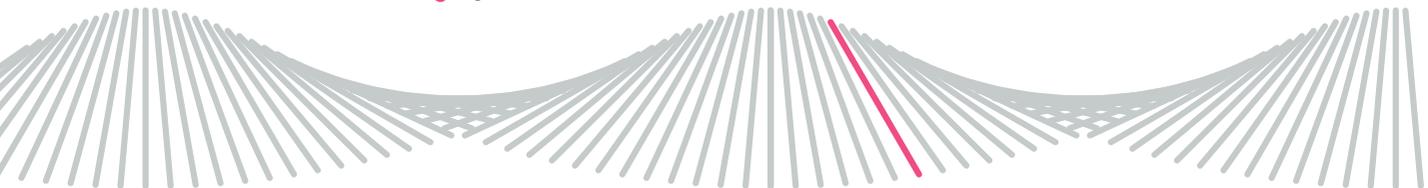
**Publish date:** September 2015

 [thehumanchain.com](http://thehumanchain.com)

 [digitalservicestoolkit.com](http://digitalservicestoolkit.com)

The Human Chain has more than 20 years' experience working with telco's, technology and service providers, helping them bring new products and services to market.

The Human Chain focuses on bringing digital commerce solutions to market, working in the digital, IoT and big data verticals with a focus on mWallets, payment, loyalty, ID/ authentication, utilising technologies such as mobile, biometrics and contactless/NFC, using structured consultancy along with its rapid service realisation platform Digital Services Toolkit.



CASE STUDY



# INITIAL ENGAGEMENT

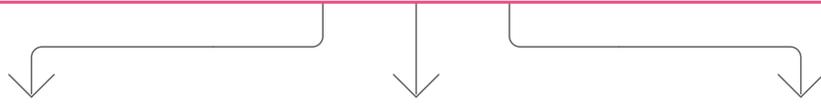
October 2014

Collaborative discussions on Personal Data and Trust - later joined the Personal Data and Trust Network (PDTN)



## DIGITAL CATAPULT INPUTS

- 1 — Joined the Digital Catapult Contributor Programme
- 2 — Part of the Trust Framework
- 3 — Speaker at the Innovation in Personal Data conference
- 4 — Expert at the Personalised Pension Pit Stop
- 5 — Speaker at numerous Digital Catapult events and workshops
- 6 — Privacy and trust a code of practice workshop
- 7 — PDTN inaugural event
- 8 — Speaker at Handling Personal Data and Trust conference



### CORE NETWORKS

- Facilitated bringing interesting and disparate people together
- Worked collaboratively to develop concepts
- 50 — New connections from Digital Catapult events and programmes

### NEW PARTNERSHIPS

- 4 — New partnerships formed with universities and technology innovators
- 10 — Business opportunities developed through Digital Catapult relationship

### INDUSTRY INSIGHTS

- Provided use cases to help realise services and bring to life industry challenges
- Helped to reinforce knowledge and place in the industry
- 5 — Demonstrated industry expertise at over 5 events

## SUMMARY

Within **eleven months** The Human Chain has:

- Formed **4 new partnerships**
- Made **50 new connections**
- Been a speaker and expert at over **5 events**
- Created **10 new business opportunities**
- Been able to challenge ideas and topics

“Working collaboratively with the Digital Catapult has enabled us to enhance our industry reach and expertise, we’ve been able to demonstrate our knowledge and help shape the focus and direction on key industry discussions. We’ve benefited with new partnerships, connections and enjoyed being able to meet with normally disparate groups.”

— Tim Jefferson, Managing Director, The Human Chain