

# *Blockchain e D.Lgs. 231/01: il possibile supporto della tecnologia*

**Milano, 7 febbraio 2023 - Dott.ssa Silvestri**

## XBOX | Blockchain for royalty payments

### Challenge

- Microsoft used a complicated, manual method to calculate royalties for XBOX publishers.
- Microsoft's royalty process took 45 days, which delayed payments to publishers.

### Strategy

- Microsoft developed a blockchain-based solution that offers XBOX royalty information in near real time.

### Results

- Blockchain technology improved trust by making the royalty payment calculation process more transparent for publishers.
- Publishers gained actionable business insights, enabling them to proactively respond to customer demand.
- Blockchain technology reduced XBOX process efforts by two thirds and saved publishers time by eliminating the need for manual audits.



"We are developing an ecosystem within the gaming industry that connects developers and publishers to game performance. Providing near real-time access to data greatly improves the process' effectiveness and insights that lead to a more enriching experience for the partners."

— Tim Stuart, Chief Financial Officer of Xbox

## How it works?



## Blockchain Pilot – Desired Benefits and Target Impact

### RCO Operations Impact



Efficiency

~50%  
Efforts Reduction



Annual Audit  
Savings

~\$2M



Accrual  
Accuracy

99.99%



CSAT



### Business Outcomes and Partner Benefits



Royalties Earned  
Visibility

Months



Minutes



Transparency &  
Trust

Excel / PDF Statements



Full access to  
Contracts and  
Underlying Data



Accruals

Monthly



Daily



Control Audits

Sample based one  
month lag



100%  
real-time pre-processing  
QC



ERP Integration

Manual Processes



Integrated into  
ERP, BI, ML/AI  
platforms



Scale Benefits

Current Process



Leverage Blockchain  
DApp  
to serve their partners

## SBLC New Process Flow - Distributed Ledger

