**CITY A.M.'S CYBER INSIDER**

**James Bowater**

Cybersecurity remains underfunded and, in many cases, manslaughter continuing operations of many companies. The argument that it is too expensive to implement cybersecurity best practices is not sustainable. In a world where billions of dollars are at risk, it is not possible to afford to ignore this critical issue.

**Is blockchain a FAD or is there a reality?**

The rise of blockchain into the area of legible and secure transactions is inspiring confidence in the financial and operational services we all use and that our personal information is going to reside somewhere in the blockchain network. Businesses are using the technology for a range of applications and personal data protection. Personal data such as medical histories, medical transactions were the only ones not made public a year ago. There are concerns about the level of security, the risk of losing data, and the potential for malicious actors to gain access to our information. However, blockchain technology can add an extra level of security, which is particularly important in industries such as finance, healthcare, and supply chain management.

The global blockchain network connects millions of nodes to each other, allowing for a secure and transparent means of transactions. While blockchain technology is still in its infancy, it has the potential to revolutionize the way we conduct business and protect our personal data. The concept of a decentralized network is already being put into practice in various industries, and it is only a matter of time before we see more widespread adoption.

**There is a greater desire for freedom and job opportunities.**

The traditional employment market is being disrupted by the rise of the freelance economy. Sites like Fiverr are providing a unique opportunity for employees to work on projects that suit their interests and capabilities. This shift in the labor market is creating a more flexible and dynamic work environment, making it easier for employees to find opportunities that align with their career goals.

**The bookshop, picked the book from the shelf, placed the book in the cart and paid.**

For example, there was a time when there were no digital payments options available. However, with the advent of blockchain technology, it is now possible to make payments in a secure and transparent manner, without the need for intermediaries.

**For now, blockchain technology is only a small part of the ecosystem.**

While blockchain is currently in its infancy, it has the potential to revolutionize various industries, from finance to healthcare. As blockchain technology continues to evolve, it is only a matter of time before we see more widespread adoption and integration into our daily lives.

**There are numerous enterprise and commercial blockchain projects underway, utilizing blockchain technology to solve various problems.**

These projects range from supply chain management to asset tracking, providing a secure and transparent means of conducting business. As blockchain technology continues to mature, we can expect to see even more widespread adoption and integration into our daily lives.

**Crypto A.M. industry voices**

**CC Forum London: Investment in A & Blockchain 14-16th October at Q.E II Conference Centre**

**What IF IT IS SPECIAL ABOUT CO & DIGITAL ASSET MANAGEMENT?**

Leading Exchange Coinbase Invests in Decentralised Finance (DeFi)

DeFi has emerged as one of the major areas of growth in 2020, with the number of DeFi protocols and applications increasing rapidly. DeFi aims to provide user-friendly access to decentralized financial services, enabling users to trade, earn interest, and engage in other financial activities without the need for intermediaries.

Leading exchange Coinbase has now invested in Decentralised Finance (DeFi), indicating the growing interest in this area. This investment is expected to support the development of popular DeFi protocols and applications, including Maker, Synthetix, and lendroid. In other news, cryptocurrency exchange Binance announced a partnership with DeFi platform Aave, while Coinbase也 discussed investments in DeFi projects.+

**Blockchain offers the opportunity to build more powerful businesses in real-time**

The power of blockchain enables businesses to access new pools of capital, enabling them to drive growth across the globe. In an increasingly digital and interconnected world, businesses are, on the one hand, expected to know who their customers are and, on the other hand, expected to know who their employees are.

**The traditional employment market into the connected world.**

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