SERA

Abstract

This Litepaper introduces SERA project: a new Business Ecosystem that can be used globally as a public business network, where all businesses, developers, freelancers, and enterprises can Join SERA and work together interoperability in a decentralized environment governed by the latest blockchain technologies.

SERA is a leading software platform that helps businesses in their blockchain transformation.

According to a survey carried out by FORRESTER, under the title Public Blockchain is on the Horizon, 75% * of companies are considering leveraging publicblockchains in the next couple of years.

SEIZE THE DAY: PUBLIC BLOCKCHAIN IS ON THE HORIZON

Consider Public Blockchain To Escape The Limitations Of Private Networks

Although the technology is still in its early stages, organizations have already started to plan for, pilot, and implement blockchain.

To date, enterprises have almost exclusively chosen to work with private/permissioned blockchains, a choice driven largely by fear of public blockchain networks. And this fear is often due to a lack of understanding of how public blockchain networks operate.

But as private blockchain projects get underway, firms are quickly discovering their limitations.

In August 2019, EY commissioned Forrester Consulting to conduct three interviews and survey 233 decision makers in the US, Europe, and Asia to explore firms' impressions and experiences with blockchain technology broadly and public blockchain specifically.

Key Findings

Though most firms are currently leveraging private blockchain, there is growing interest in public blockchain: 75% of respondents are likely to use public blockchain in the future.

Firms may be trying to force the technology to do things it was never intended to do. This is especially prominent with privacy and confidentiality concerns.

Interoperability is a key concern for private blockchain, which is exacerbated when firms start their own private networks. Leveraging a public blockchain could ease this problem.

FORRESTER OPPORTUNITY SNAPSHOT: A CUSTOM STUDY COMMISSIONED BY EY NOVEMBER 2019

Fig 1: an illustration of the research conducted by Forrester

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Introduction

During the corona virus pandemic, many businesses failed to adopt with the sudden change in business processes, many went out of business.

there was a need for:

- Working remotely with employees and freelancers.

- Upgrading software systems in a short period of time to adopt with the change in business processes.

- Finding a new payment method. Traditional bank transactions were taking days, weeks, and even months during the early days of the pandemic.

The question is are the business sectors ready for any unexpected event such as a political conflict, military conflicts, a new pandemic, or a collapse in the traditional banking sector?

The short answer is NO.

At the current blockchain state, there is no clear guideline and procedures on how to integrate a complex business application with blockchain, there is no ecosystem that covers all aspect of this transformation for business.

There is few applications and solutions that cover a small part on the problem. It becomes like a buzzle for businesses to find which application can fit with this business module and on which network it operates.

among of the challenges:

- For business application to be integrated to Blockchain is that blockchain in its current state cannot act as database, its transaction ledger.

- There will be a need for new tools and middle wares.

- The Interoperability between these middleware, applications, and networks.

- Shortage of developers that have high skills in Blockchain and business applications development.

SERA Ecosystem

SERA is a leading software platform that creates a decentralized business ecosystem to help enterprises in their blockchain transformation.

1- **SERA Low Code Platform (SLCP):** SLCP is available for developers who wish to build on SERA blockchain, and for business people with a minimal development skills who wish to modify their business process and application in short time. With more than ↓**70%** reduction in development cost & time, Build and deploy business Dapps faster than ever.
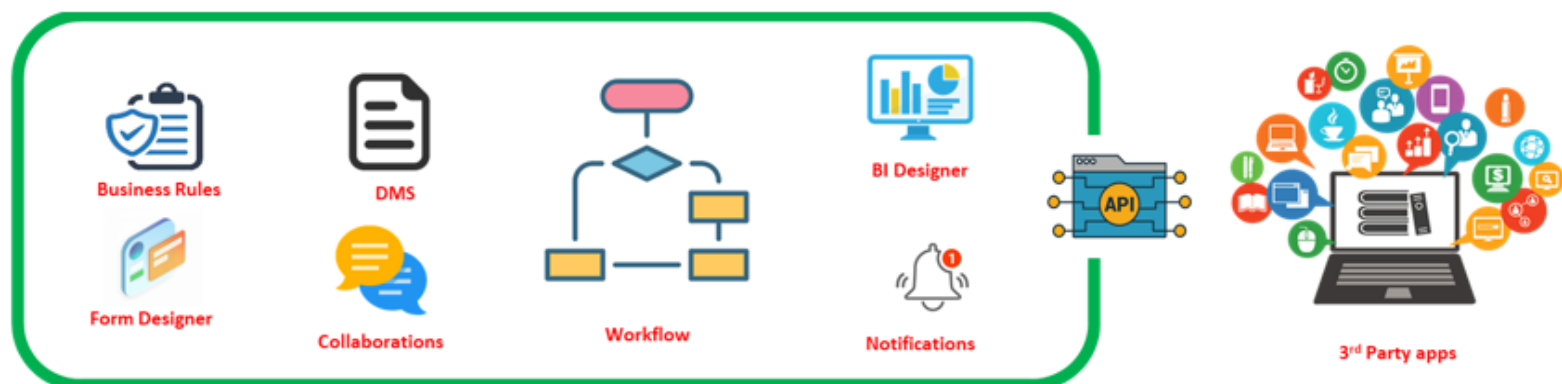

Fig. 2: SLCP

2- **SERA ERP**: ERP stands for enterprise resource planning—a kind of software that businesses use to handle day-to-day operations, like procurement, project management, risk managementand compliance, all the way to accounting and supply chain. ERP can also help with planning, budgeting, and predicting, and even provide financial reports.

SERA is a comprehensive ERP solution with 40+ business modules. Such as Financials, supply chain management, logistics, sales & marketing, HR & Payroll, manufacturing, and more.

Let's have a closer look at SERA ERP:

Fig. 3: SERA ERP dashboard

Fig. 4: Ledger journals

3- **SERA Chain**: is a sharded, proof-of-stake, layer-one blockchain that is easy to build on using SERA low code platform, secure and scalable.
SERA is mixing traditional databases with the blockchain to achieve decentralization, data integrity, and immutability. Which insures tamperproof in data records. Creating a perfect business Dapp network.
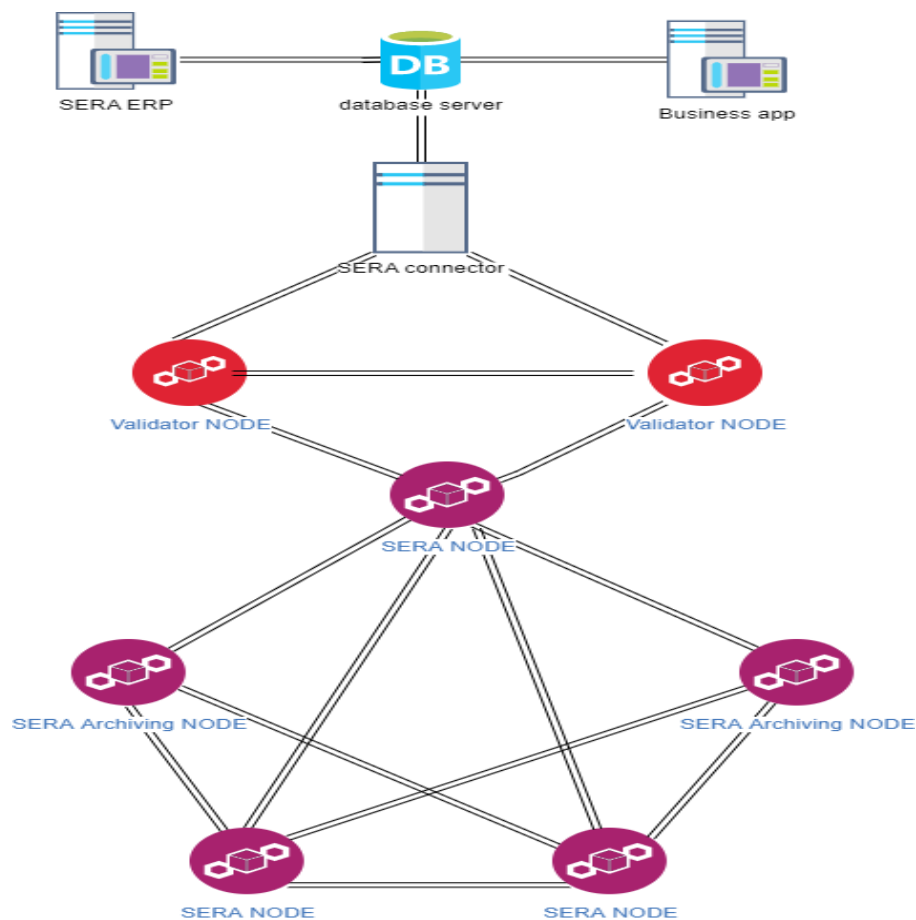
Fig. 5: SERA Chain Diagram

SERA connector is a middleware that acts as a data controller, its role is to collect information according to the agreed configuration and store it on the blockchain, all this data can be accessed by other ecosystem participants based on permissions given by the data owner.

Blockchain For Enterprise

Hundreds of use-cases that blockchain and cryptocurrencies can add to businesses,
Let's take some examples
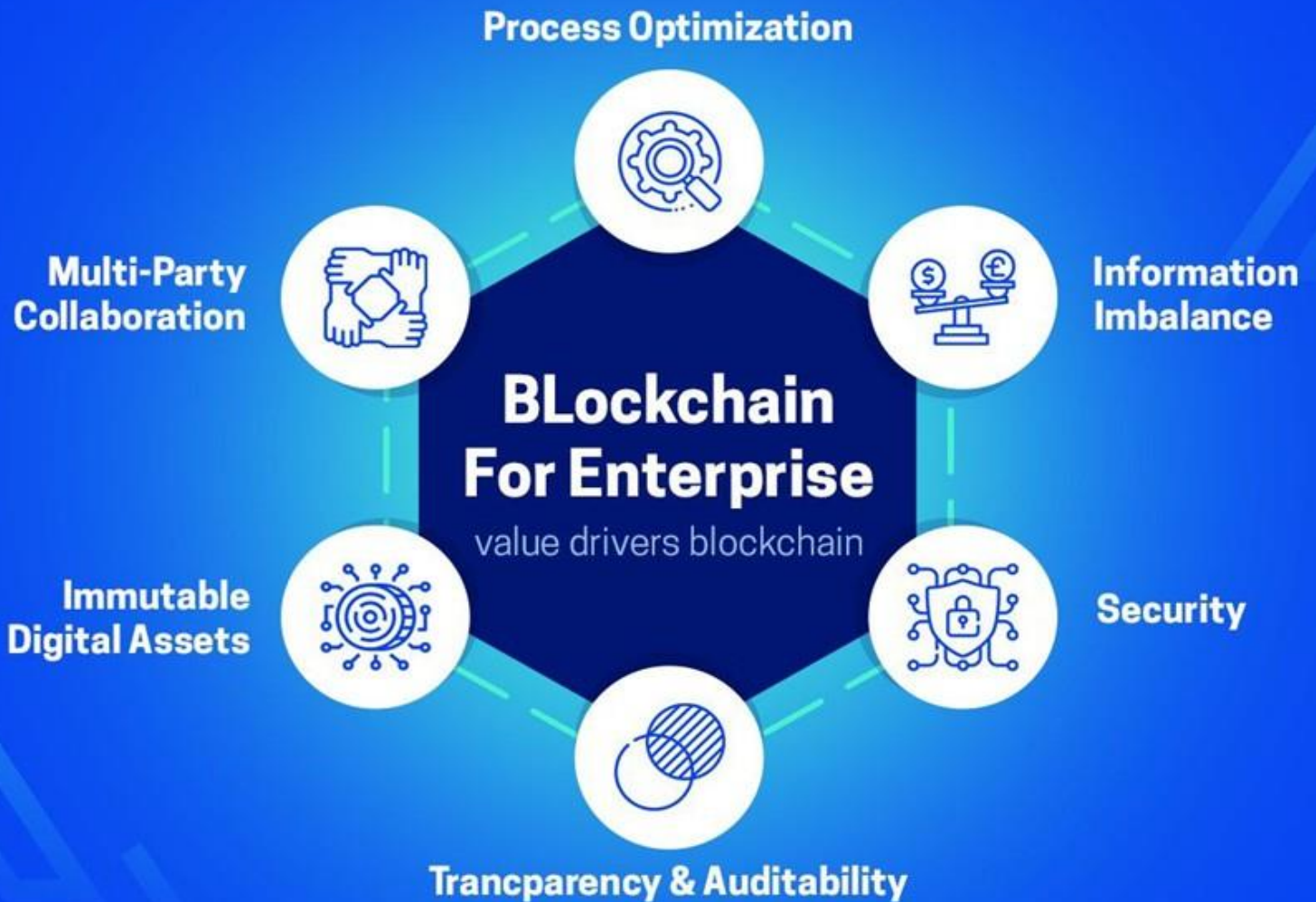
Blockchain in the supply chain

In almost every industry, companies are adopting software to monitor and trace products back to their source, establish authenticity and origin, avoid recalls, and speed up the flow of commodities. And thanks to blockchain technology, accountability and transparency and on the increase all over the supply chain.

Blockchain is being used to monitor perishables from farm to table, which is one area where it has really taken off. Food suppliers may invite anybody they choose to join the network, such as food aggregators, sustainable farmers, or even individual growers, using a permissioned blockchain. When food is harvested, it is then given a QR code that provides information about its origins, the grower's identity, and whether it is organic or from a fair-trade company. As the data flows through the supply chain, it is encoded into the blockchain and rigorously updated.

When material X reaches request level, Smart contract triggered sending RFQ to all these materials suppliers.
When the new shipment arrives, scanning a QR code will trigger a smart contract that confirms the transaction and transfers the payment in minutes.
All parties can cooperatively use smart contracts to create, track requests, calculate and make payments accurately eliminating human errors.

Blockchain in Supply Chain Management

- Transaction Settlement
- Audit Transparency
- Tracking Social Responsibility
- Accurate Costing Information
- Better Shipping Data
- Preventing Compliance Violations
- Provenance
- Reducing Human Error
- Automated Purchasing & Planning
- Automation
- Enforcing Tariffs & Trade Policies
- Food Safety

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Blockchain in HR

Employee records can be stored on the blockchain, such as academic qualifications, experiences, and employment history, which makes it easy to target certain profiles accelerating the hiring process.

Blockchain can help organization find talented freelancers and pay them based on labor hours, and securely pay them by Cryptocurrencies.

Smart contracts can manage all aspects of payroll, calculating labor hours and pay all employees once certain parameters have been fulfilled.

Blockchain in finance

In the world of finance, blockchains can be used to simplify and accelerate services and transactions. With them, the AP department at your company, for example, would be able to make payments directly to your partners, eliminating the need for a bank. In this scenario, the payer's identity is encoded using private keys and baked into the chain before being confirmed by other computers in the network. Because the blockchain in question is updated by the recipient, the AP will no longer have to update their records. This technology is also being used with royalty payments, offering a far more efficient and automated system.

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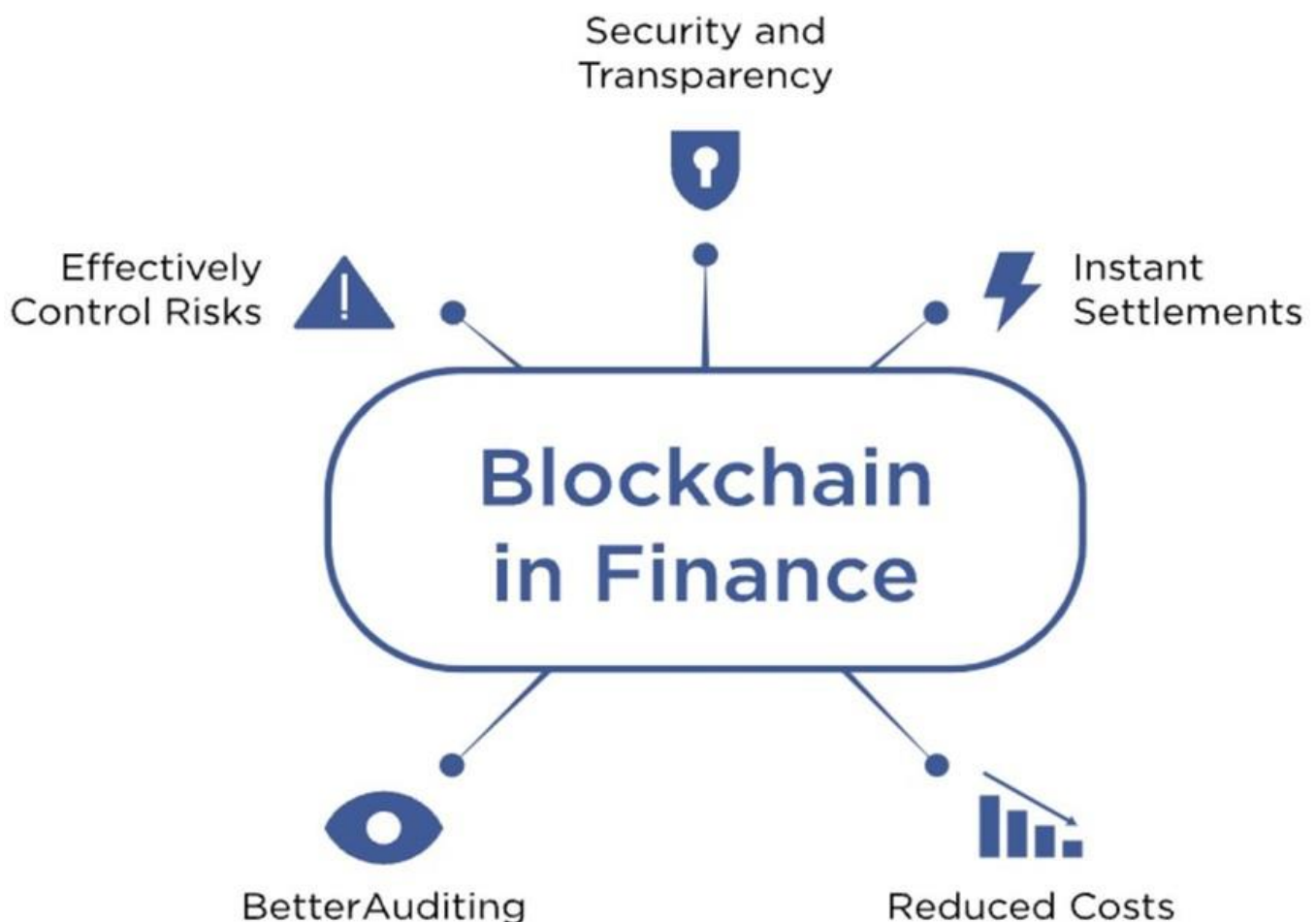
Blockchain in healthcare

Blockchain can be applied in healthcare as well, particularly when it comes to medical records and medicine supply. It streamlines drug traceability, generating data that is extremely hard to temper with, which enables statewide interoperability and simplifies the verification of medical claims with the help of smart contracts.
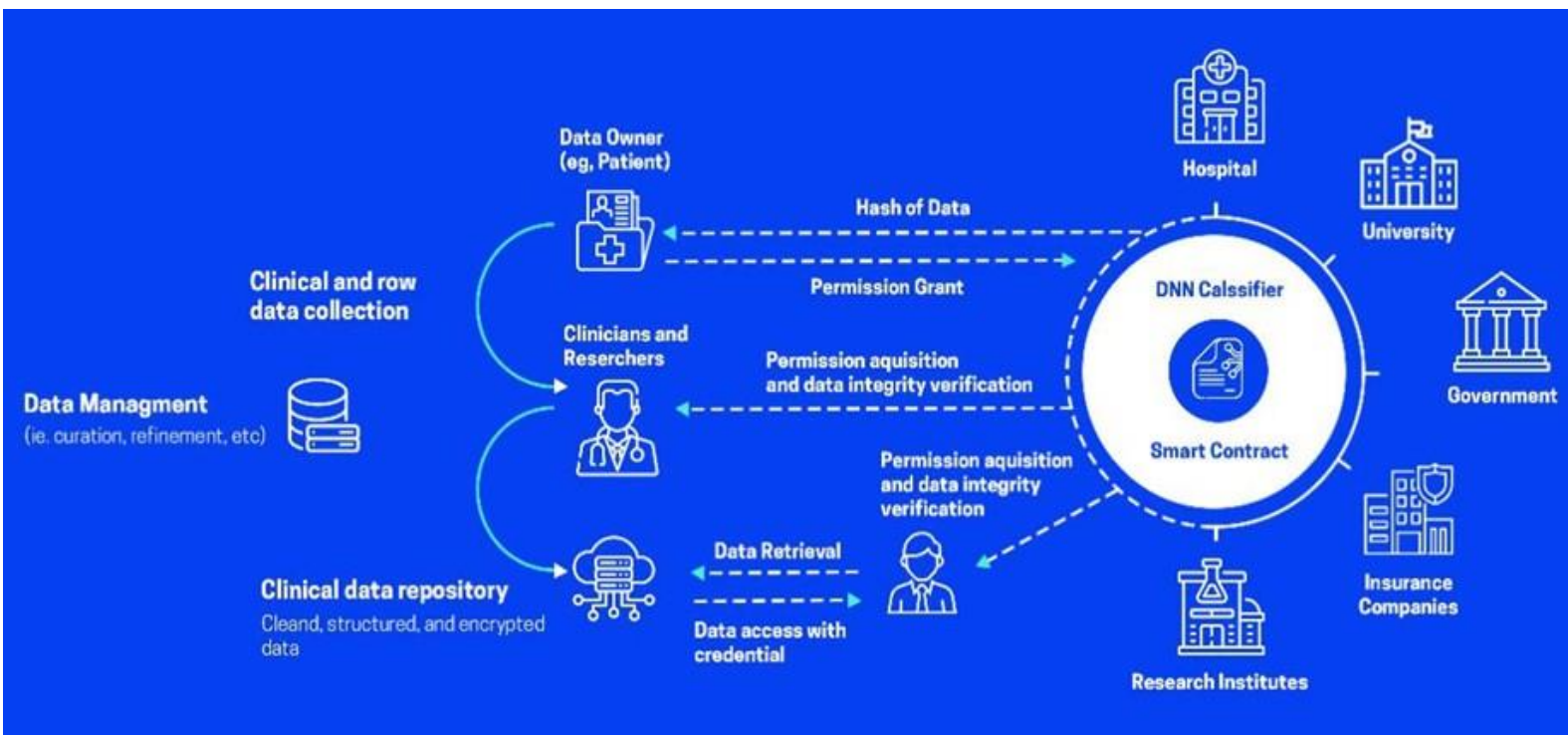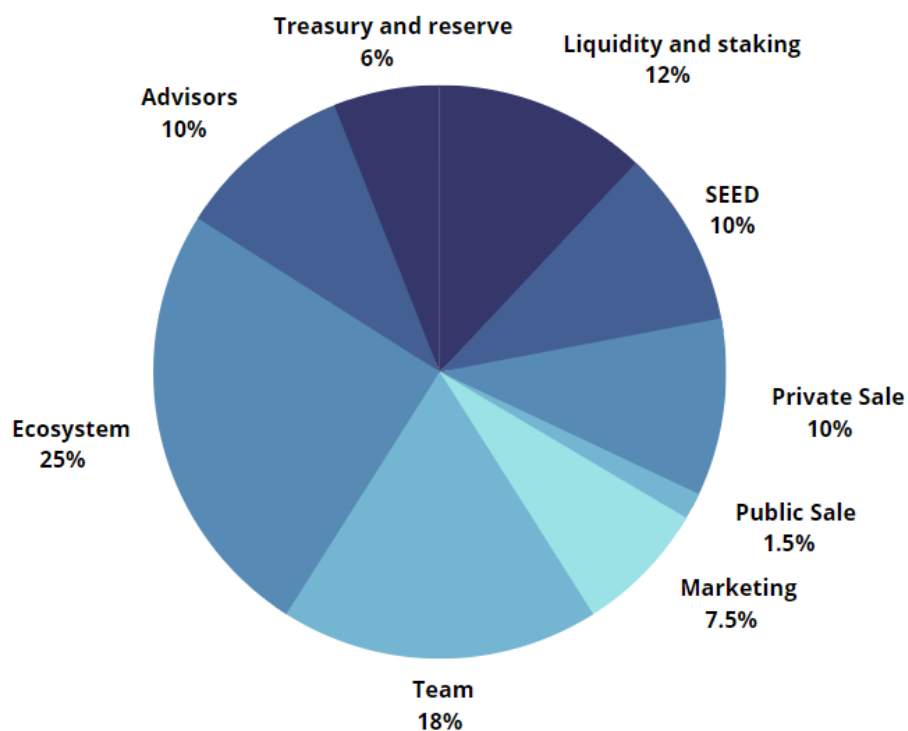
SERA's Tokenomics

SERA Token is a multipurpose utility token.

Symbol:	SERA

Total supply:	1,000,000,000

Available supply:	500,000,000

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Project Roadmap

2020

- Planning and development started

2021

- Whitepaper v1
- SERA low code platform

2022

- SERA ERP v1
- Deployment on layer 2 chain
- Business Pitching

2023

- Public IDO
- Exchange listing

2024

- SERA chain Testnet

2025

- SERA chain Main Net
- Deployment on SERA chain

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Conclusion

The founders of SERA project have spent the last 12 years working as ERP business advisors. Their main responsibilities were meeting with top management and listening to their business problems to find the best practices to solve those problems and challenges.

Trying to keep up with the rapid changes in business requirements and technologies, the lack of trust, the need for tamperproof business reports, the human errors in task execution, talents that are not available in the local market, and cutting costs are the challenges they hear from C-level.

SERA project is an innovative ecosystem that can solve many challenges in the business sector utilizing the latest blockchain technologies, this network of businesses will help companies in their blockchain transformation.

Next version

The next version of this whitepaper will provide more details about the following topics:
SERA chain in depth technical details, deployment on SERA chain.

Reference:

ey-public-blockchain-opportunity-snapshot

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