

Client:

emlyon business school
Lyon – France

Industry:

Higher Education Institution

Client's needs:

- To certify the authenticity of diplomas and other documents
- To provide new innovative tools
- To improve the brand image
- To create a real and global *student experience*

Benefits obtained:

- Security and durability of certified diplomas
- An innovative brand image
- Savings on internal resources
- Acceleration of digital transformation
- Increased visibility on social media

To learn more about us:

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Case study: dematerialization and authenticity check of all diplomas on the blockchain

With the growing threat of fake online diplomas, verifying the authenticity of diplomas has become an absolute priority for **emlyon business school**.

Two main goals:

- To build a relationship of trust with recruiters
- To maintain the school's excellent brand image

Background

emlyon business school is one of the best and oldest business schools in France, founded in 1872. The school has 4,100 students, including 40% of whom are international students (80 different nationalities).

Challenges

To increase its attractiveness to its students and maintain its excellent brand image, **emlyon business school** has to provide its students a complete range of business related knowledge, including innovative services. It also needs to create a new internal dynamic in terms of process and digital transformation in order to remain competitive.

Goals

With **BCdiploma**, **emlyon business school** wants to provide its students with groundbreaking technology, that allows them to:

- Easily prove the authenticity of their diplomas
- Increase their employability
- Improve their visibility on all social media platforms

emlyon business school needs a simple and durable solution with advanced security features.

It also needs to contribute to meeting the challenges of brand image. **BCdiploma** provides **emlyon business school** with a 100% customizable solution in terms of:

- Content
- And design

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Solution

BCdiploma is a turnkey web app that allows users to upload an unlimited number of documents, and to certify all data by encrypting them on the blockchain.

For each certified document (diplomas or certificates), **BCdiploma** generates a personalized URL link to an alumnus. Graduates can share this link on their resume or on LinkedIn to prove the authenticity of their education in a heartbeat.

Implementation

The integration of **BCdiploma** is fast and simple, achievable in two easy steps:

- The groundwork for the templates
- The importation of all data using Excel or by giving access to **BCdiploma** with the school's SI via API.

Benjamin Coste, emlyon business school – Digital project manager:

« This project addresses several challenges: the first one is to build a stronger relationship of trust between our brand and recruiters, by providing proof the graduate they want to recruit actually attended our school. For graduates, being able to improve their employability is an obvious asset. In addition, the use of a groundbreaking technology clearly demonstrates our strengths in terms of innovation and digital solutions. »

BCdiploma in action

After a proof of concept on a few diplomas to test **BCdiploma**, and to check the strengths of the solution, emlyon business school provides the **Bcdiploma** technology to all 2019-2020 students:

- An innovative service that maintains the excellence of emlyon business school's brand image
- A saving of time and financial resources
- An attractive business model and a perfect cost control

