

DATA IS THE NEW OIL.

BUT IT'S ALSO THE NEW

OIL SPILL





DATA MONETISATION DEFINITION

Just imagine where your data could take you.

Start answering these questions, and your company is well on its way to realizing revenue opportunities from data.

⬆️ **External**
(Direct)

Create new revenue streams with third parties

VS

⬇️ **Internal**
(Indirect)

Data developed or owned by enterprise

Enhance customer experience, cross-selling and loyalty

1



What's your data **worth?**

2



What's your data **strategy?**

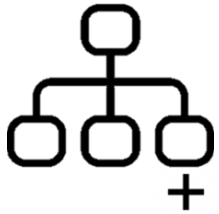
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What's your data **opportunity?**



DATA MONETISATION INTERNAL/INDIRECT



New customer types & business categories

What other customers
could benefit from
your service?



New services, products & markets

Locate gaps in the
market – look for
customer pain points



Enhance products & services

Discover secondary
problems that haven't
been addressed by
initial product offering



Reduce costs

Streamline operations
such as reducing stock
or improving tools



Improve efficiencies & productivities

Monitor effectiveness
and productivity of
resources to optimize
resource allocations



DATA MONETISATION EXTERNAL/DIRECT



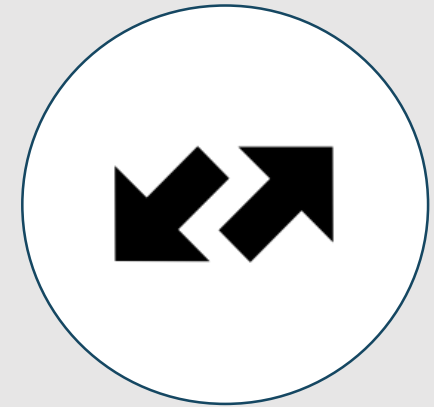
Selling your data

Big data can be licenced for use by other businesses or brokers



Selling your analyses

Selling of insights to businesses that value these insights. This could include report subscriptions



Barter or trade data

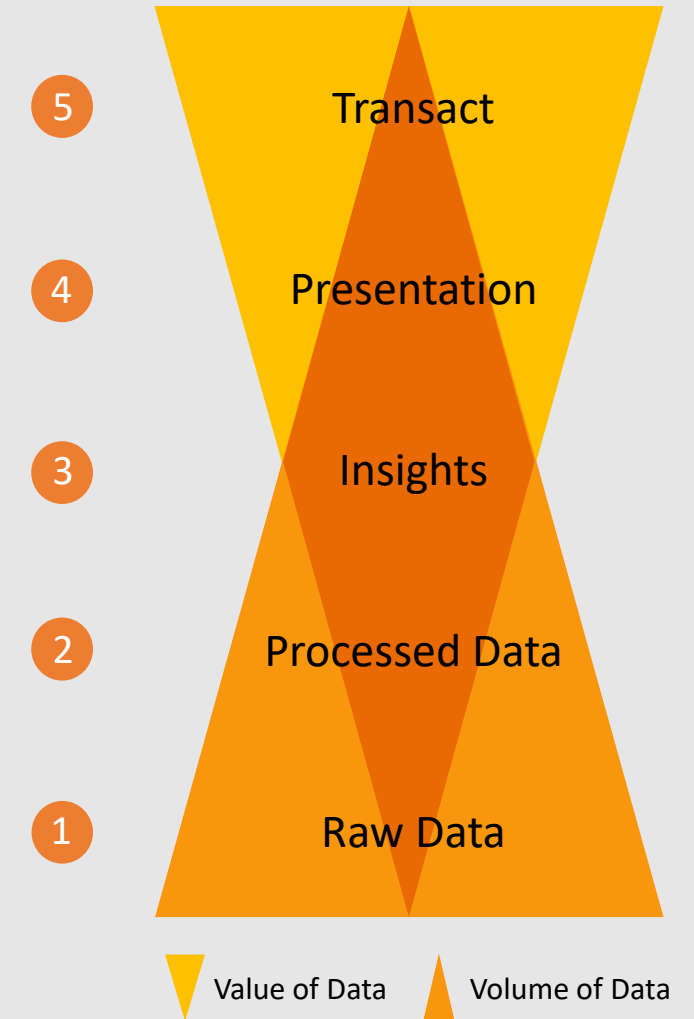
Utilising data to benefit your clients and business. You could provide data in return for favourable terms or free services



DATA STRATEGY

What's your data strategy?

- 1 Companies that generate a rich pool of **raw data** can sell it with little investment – think NASDAQ Data On Demand service.
- 2 **Processed data** comes from multiple sources that is stored, managed and analysed for other to consume.
- 3 Use of data science, data mining, predictive modeling and analytics help perform complex correlations in data and gain business **insights**.
- 4 The ability to **present** data, insights, and analytic models to key business partners, helps them build scalable new business ventures.
- 5 Companies provide an end-to-end solution to conduct high value **transactions**, leveraging the unique data of expertise, at scale for key business partners

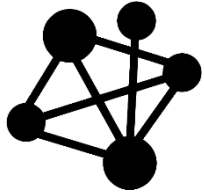




TRANSFORMING BUSINESS THROUGH DATA

Monetising data assets, integrating outside data (perhaps from adjacent industries, new partners or unstructured data sources) with internal information and developing powerful insights into client behaviour and supplier capabilities to create new products and services

Enhance Current Business



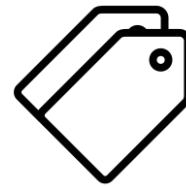
Leverage enhanced data for core business

- Opportunities to enrich existing service through new data sources
- Develop and leverage new platforms
- Deliver enhanced services



Generate new insights

- Understand deep client insights
- Enhance marketing campaign ROI and conversion



White-label capabilities & infrastructure

- Monetise existing analytics capabilities via white labeling to clients and other partners across the value chain
- Commercialize infrastructure to sell platforms as a service



Create new data

- Partner with adjacent players across the business value chain
- Identify new sources of data (e.g. unstructured) to join with existing data sets
- Monetize new sets of data



Create new offering

- Develop new sets of analytics and data products
- Develop new products that benefit from enhanced data and analytics (e.g. real-time net asset value)

Traditional business model

More efficient business model →
Business optimisation →
Becoming a data driven company

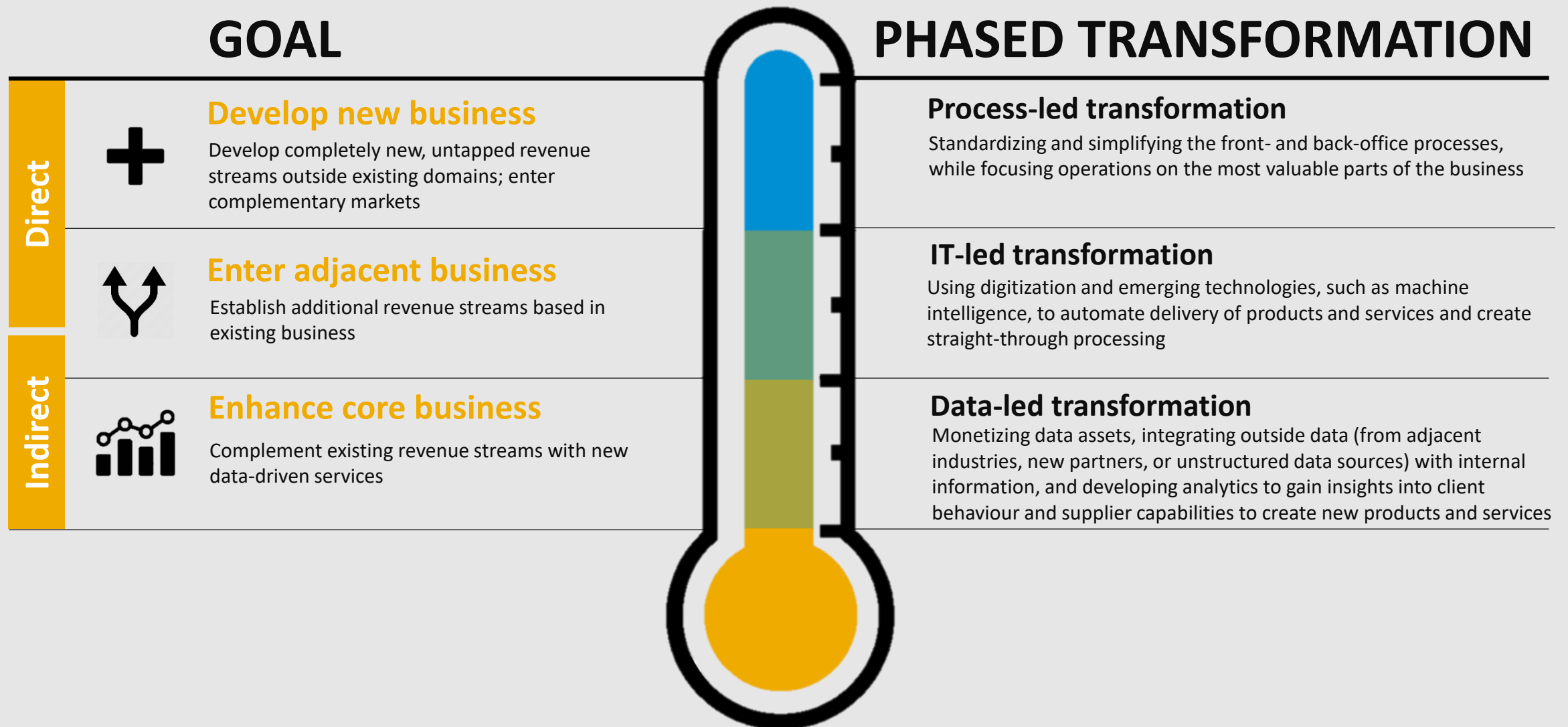
How do we do what we do better?

Develop New Businesses →
Business transformation →
Becoming a *data company*

How do we do something different? Data becomes the product



DATA MONETISATION STRATEGY





DETERMINING FEASIBILITY CASE STUDY 1

Identifying new revenue opportunities – development of a new business model

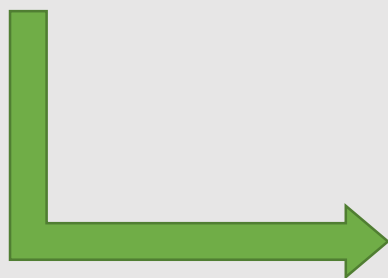
Travel by Investec

Travel by Investec is a white-labelled business designed to add value to clients by offering a specialised travel booking service

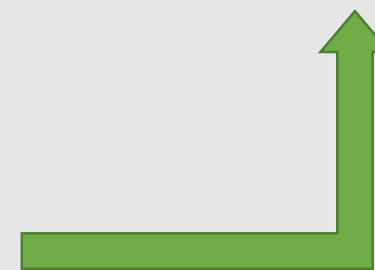
Travel by Investec



Through data insights, an additional revenue stream opportunity was identified by moving the Travel by Investec travel business in-house



Utilisation of data
processing and analytics



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DETERMINING FEASIBILITY CASE STUDY 2

Improving marketing impact through personalisation



Family Banking

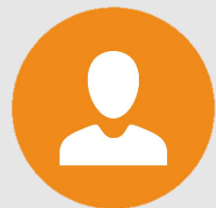


Insurance

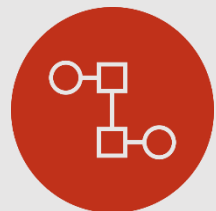
Lifestage triggers



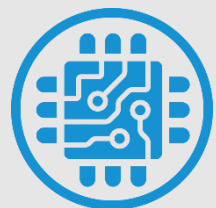
DATA STRATEGY NOT ANY OLD STRATEGY



People



Process



Technology

Organise

How do I
structure data
to ensure that
it meets
company
needs?

Govern

How do I
manage data
to ensure its
suitability for
its purpose?

Share

How do I
provide data
in ways that
systems or
people can
apply it to
business
problems?



BUILDING CAPABILITIES FOR THE DATA GOLD RUSH

Investment in continuous improvement

- Invest in continuous learning and management of clients' and customers' unmet needs across the value chain.
- Truly understand the delivery and integration models that clients require to benefit from enhancements to products or new products and services

Cataloging & mapping existing data

- Understand, catalog, and map data housed across all business lines.
- Map data and analytics services across business units to understand what types of capabilities can be leveraged to build new products and services.

Developing insight adjacencies

- Determine additional opportunities across the value chain by developing insights into adjacencies, for both data and partners.
- Create a comprehensive view of the data ecosystem.

Combining structured & unstructured data

- Combine “internally owned” structured data with both internal and external sourced semi-structured and unstructured data, market data, telemetry data, etc.
- Seek out opportunities to enhance the core business or develop new products and services.

Building data infrastructure

- Put in place a data infrastructure that can provide the necessary foundation to enable the organization to unlock the value of data assets.
- Continue to evaluate core capabilities to determine what suits the particular situation best.



WHY IS IT SO DIFFICULT TO MONETISE INFORMATION ASSETS?





Effective data monetisation is as much **about strategy** as it is **about execution** and it is as much **about where to go** as it is **about where to start**. It is about **prioritisation**, **culture** and **commitment**, as much as it is about a **systematic approach**.