

An abstract graphic featuring a complex network of blue lines and dots, resembling a data visualization or a molecular structure, set against a dark blue background. The lines and dots are interconnected, forming a web-like pattern that flows across the frame.

Building a Data Monetization Strategy: Brining Value to Your Organization

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Data is the new

- 1: Oil
- 2: Gold
- 3: Soil
- 4: Water
- Etc.



We should all treat Data as an **Asset**

According to IFRS an Asset is defined as

A resource controlled by the entity as a result of past events and from which future economic benefits are expected to flow to the entity





How to Unlock Value

Sweat your Assets

Extracting more value from an asset beyond its original intended use.

It means extracting more value from resources already in place, rather than creating new ones.





Data is the new

Product

a product is an object, or system, or service made available for consumer use.

it is anything that can be offered to a market to satisfy the desire or need of a customer.





Data Monetization

is a form of monetization, which involves the act of generating measurable economic benefits from available data sources. Less commonly, it may also refer to the act of monetizing data services.

In the case of analytics, these benefits typically either accrue as revenue or through cost savings, but can include market share or corporate market value gains.

Data monetization leverages data generated through business operations, available external data as well as data collected through electronic devices and sensors from IoT.



How to Monetize Your Data

Data Analytics:

Enhanced Product Offering Through better understanding of clients needs and behaviours



Data

Products:
Build New Products and Services



Data

Democratisation:

Faster & better internal processes and decision making



Data Exchange:

Buy and Sell Data





How to Start

- 1: Small (Add Value Fast)
- 2: Make it tangible
- 3: Set Expectations
- 4: Measure & Articulate Results





Ethics & Regulation

GDPR & AI Act

Ownership Claims

Personal Data as an
Asset





Thank you!

Q&A

