



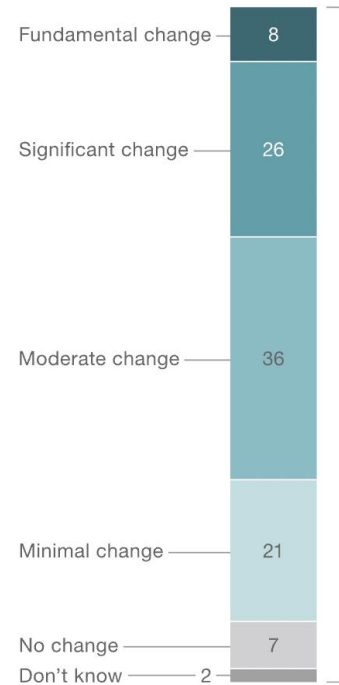
Intention



Unlocking the True Potential of Data Monetization as Organizations Evolve

Transformational Impact : New Data & Analytics Ventures Are Reshaping Competitive Landscapes Through Data Insights

Extent to which data and analytics
have changed nature of industry-wide
competition, past 3 years,
% of respondents



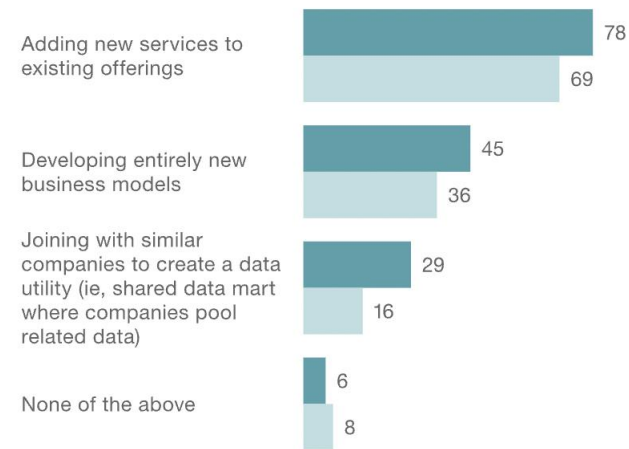
Changes in nature of competition brought about by data
and analytics, past 3 years,¹ % of respondents



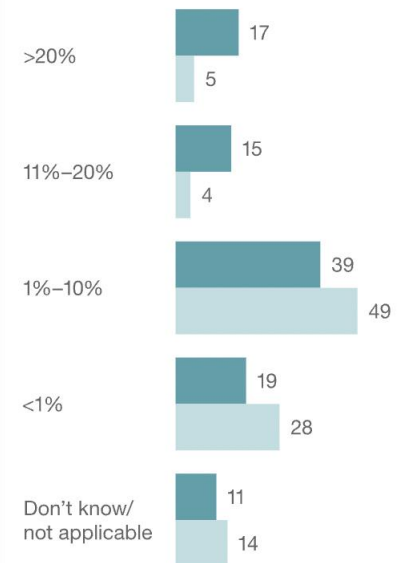
Source : McKinsey

High-performing companies' monetization efforts contributed more than 20% to company revenues

Ways in which organizations have created new businesses to monetize data,²
% of respondents



Contribution of data monetization to organizations' total revenues,
% of respondents



Source : McKinsey

Data Monetization
is a differentiator



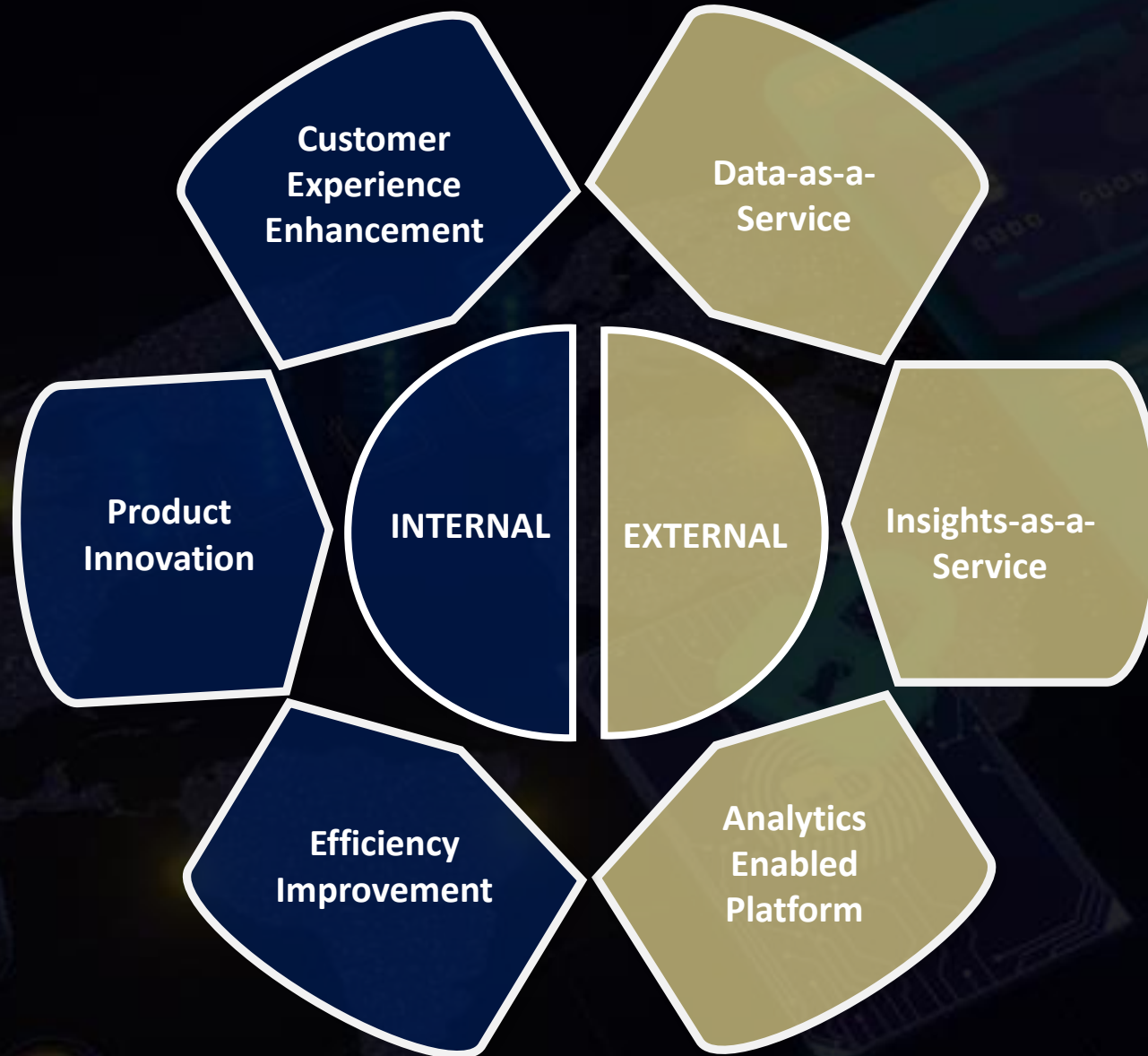
What is Data Monetization?

The background is a dark blue, textured world map. Overlaid on the map are several glowing blue server racks and stacks of gold coins. In the foreground, there is a smartphone displaying a digital wallet interface with a balance of \$1,000,000 and a credit card. Below the smartphone, there is a circuit board with a padlock icon.



The *PROCESS* of generating
MEASURABLE value streams
from available *DATA ASSETS*

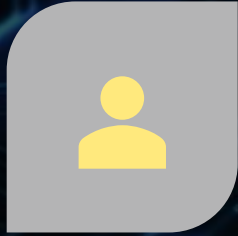
Data Monetization Framework



Essential Steps to Data Monetization



Strategize Your Data & Analytics As A New Bank



Scalable Architecture



Data Science and Decision
Models Innovation



Flexible and Reusable

Data Acquisition



Data Pre-Processing



Data Analysis



Data Visualization



Machine Learning(ML) /
Artificial Intelligence(AI)



Data As A Service

Insights As A Service

Analytics Enabled
Platform



Pos Malaysia's Data Monetization Journey

Product Innovation with ETA model

Route Mapping

A routing map is built for finding all the network of routes



Parcel Movement Time

Parcel movement time is calculated for each of the routes



Expected Time of Arrival

Parcel delivery time across the three routes are sum

First Mile

Mid Mile

Last Mile



This predictive model consistently resulted with high coverage of >95% nationwide within 3 hours of delivery window.

ERC988148365MY

Copy Tracking Link

Status:

ON ITS WAY

(Updated on Thu, 10 Aug 2023)

Estimated delivery:

Fri, 11 Aug | 05:00pm-08:00pm

KUALA LUMPUR, WILAYAH...

Beaufort *, Sabah

Telematics to Improve Operations Efficiency



IDLING TIME



FUEL- EFFICIENT
DRIVING



SPEED



CO2 EMISSION



ROUTING
OPTIMIZATION



PREDICTIVE
MAINTENANCE



HARSH BRAKING

Telematics enables us to build predictive models, which then supports informed decisions, cost efficiency & increasing sustainability goals



Enhancing customer experience

An enriched First Party Data is sufficient to facilitate Campaign as a Service.

Brand partnerships will allow us to augment the customer profiles and widen targeted marketing towards hyper-personalization, driving revenue growth and brand loyalty

Perbaharui lesen memandu 10 tahun dengan bayaran 9 tahun SAHAJA!

HANYA DI POS MALAYSIA

KETAHUI LEBIH LANJUT

*Tertakluk kepada terma dan syarat.

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Tempoh penyertaan DILANJUTKAN sehingga 30 Nov 2023!

SENANG MENANG!

MENANGI WANG TUNAI RM10,000

DENGAN TRANSAKSI MINIMUM RM20

Shahelzy Sam
Pelakon dan Selebriti

Promosi dilanjutkan

Hantar sekarang dan nikmati...

HARGA MURAH SEHINGGA 15 Ogos 2023!
RM4.99* untuk 1kg pertama

KAMI SAMPAIKAN KECERIAAN

Shahelzy Sam
Pelakon dan Selebriti

KAMI SAMPAIKAN LEBIH PENJIMATAN

*Tertakluk kepada terma & syarat.
*Harga hanya tertakluk kepada Zon 1, 2, dan 3.
*Untuk perolehan sekali sahaja.

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Boost your bills with

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LATEST PROMOTION #STAYPOWERED CAMPAIGN



Location Intelligence

Data as a Service

Data provisioning & augmenting current base to enrich data which will enable a better understanding on customers

Insights as a Service

Insights reports on a particular GPO location

Analytics Enabled Platform

Enabling locations as a service — having a platform to utilize as a base map or use it as a geo-location connectivity via API

Evolve and Monetize

Knowledge ↑

New

New Knowledge
Not Monetized

New Knowledge
Monetized

Existing

Existing Knowledge
Not Monetized

Existing Knowledge
Monetized

Not Monetized

Monetized

Monetization →

A conceptual image featuring six hands of diverse skin tones (ranging from light to dark brown) arranged in a circle, with their fingers pointing towards the center. The hands are set against a light gray background. In the center of the circle, the word "Ethics" is written in a bold, yellow, sans-serif font.

Ethics

In a McKinsey Survey...

Only **27%** said that their data professionals actively check for **skewed or biased data** during data ingestion

Only **17%** said that their companies have a **dedicated data governance committee** that includes risk and legal professionals

Only **30%** said their companies recognized **equity and fairness as relevant data and AI risks**

Ethics Plays a Role in Data Monetization

Promote
transparency

Respect the
public,
individuals and
communities

Respect
privacy and
confidentiality

Hold oneself
and others
accountable

Act with honesty,
integrity and
humility

Uphold applicable
statutes
regulations,
professional
practices and
ethical standards

Your data is
your product.
Start making
money of it!

