

Where data comes to

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**Building the foundation to support Data
Monetisation & Enable Data Consumers**



A revenue stream from data?



Reasons to Monetise Data



Increase customer Acquisition/Retention



Creating supplemental revenue streams



Introducing new lines of business



Entering new Markets



Enabling competitive Differentiation



Optimises the use of data and maximise the value potential



Create and strengthen strategic partnerships



Transform cost centres into profit centres



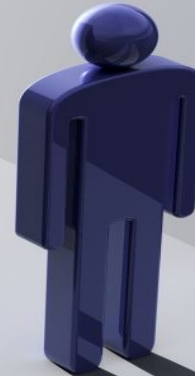
Improve citizen wellbeing



Help mitigate risk and enhances compliance

Data Monetisation Challenges

- Legal, regulatory or ethical (perceived or real)
- Insufficient foundation, capabilities or platform
- Lack of data quality and data governance
- Lack of innovation culture
- Data not recognised as an asset
- Organisational experience & skill



Getting Ready



Strengthen Governance

Unify governance activities between business and IT as a multi-disciplinary team in the centre of Expertise in the Enterprise Data and Analytics Office.



Quality First

Measurable and quantifiable KPI's for critical data attributes "Get Clean".



Single Source of Truth

Embed, automate, validate and simplify data creation and publishing in a single process



One data Platform

Modernised and accelerate data usage via a Front Door with enterprise grade eco-system and security.



For Purpose Data Collections

Build business-specific certified data sets and data collections for consistent interactive insight. Stock the shelves for self-service agility.



Elevate Advanced Analytics

Develop a core team of data scientists as a service who support advanced techniques to fuel business innovation based on value drivers.

Getting Ready

Type of Feasibility	Possible Indicator
Practical	Is the Idea something that is utilitarian or merely interesting/cool? Is it useable?
Marketable	Does the idea have broad appeal, internally or externally?
Scalable	Is the idea something that can be developed & implemented to extent required?
Manageable	Do you have the skills to oversee the development & Implementation of the idea?
Technological	Do you have the tools & skill to design, build, test, roll-out and maintain the idea?
Economical	Is the idea something that will generate sufficient ROI?
Legal	Does the idea conform to industry regulations and local laws?
Ethical	Will the idea have the potential for customer/partner or public backlash?
Ecological	Will the idea cause undue impact on the environment?

Source: Laney, Faria, Duncan, "Seven Steps to Monetizing Your Information Assets." Gartner-Research G00291622, October 7, 2016

Data Valuation Models



Foundation Measures

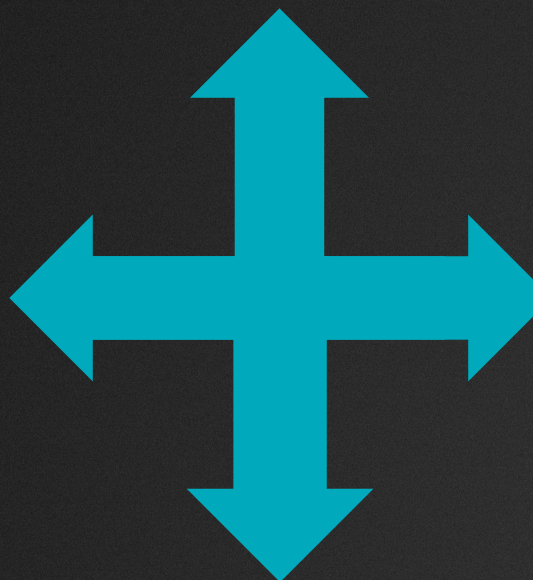
Intrinsic Value of Information (IVI)
How correct, complete and scarce is the data?

Business Value of Information (BVI)
How good and relevant is this data for specific purposes?

Performance Value of Information (PVI)
How does this data affect key business drivers?

Improve data management discipline.

Leading Indicators
(Potential Value)



Improve data's economic benefits.

Lagging Indicators
(Realised Value)

Financial Measures

Cost Value of Information (CVI)
What did it cost to collect this data, or if we were to lose it?

Market Value of Information (MVI)
What could we get from selling or trading this data

Economic Value of Information (EVI)
How does this data contribute to revenue generation and expense savings

Source:



So, what if I can not Monetise data?

So, what, No Postal Code? The impact was ~\$100m

1. Missing Region or Postcode
2. Tax Jurisdiction Calculated Incorrectly
3. Key Address Fields not Printing on customer facing documents – Bad Address

Delays in customer receiving invoice

~\$8.0m address reconciliation
Cash flow impact

Postal Service Penalty
Charges bad address

\$10.00 per bad address for Fedex
Logistics Penalties

Overbilled customer for tax

~1,200 calls per month from customers

Customer Called and Complained

Staff up additional x folks
for data investigation across
8 applications & multiple ID's

Rebilling Process

Rebilling of 1,200 invoices a month, plus loss of revenue since customers don't call in when it's under

Finance Accruals

Tax Accrual to off-set expected Over/under bills (~10m)

Customer Satisfaction
Lost Opportunity

Frustrated customer does not Place additional orders

Illustrative example

Cash Flow

Duplicate Payments
1099 Tax Legislation
Tax Miscalculations
Missed Volume Rebates
Missed Discounts
Intercompany vs. Trade Misclassification

Risk Management

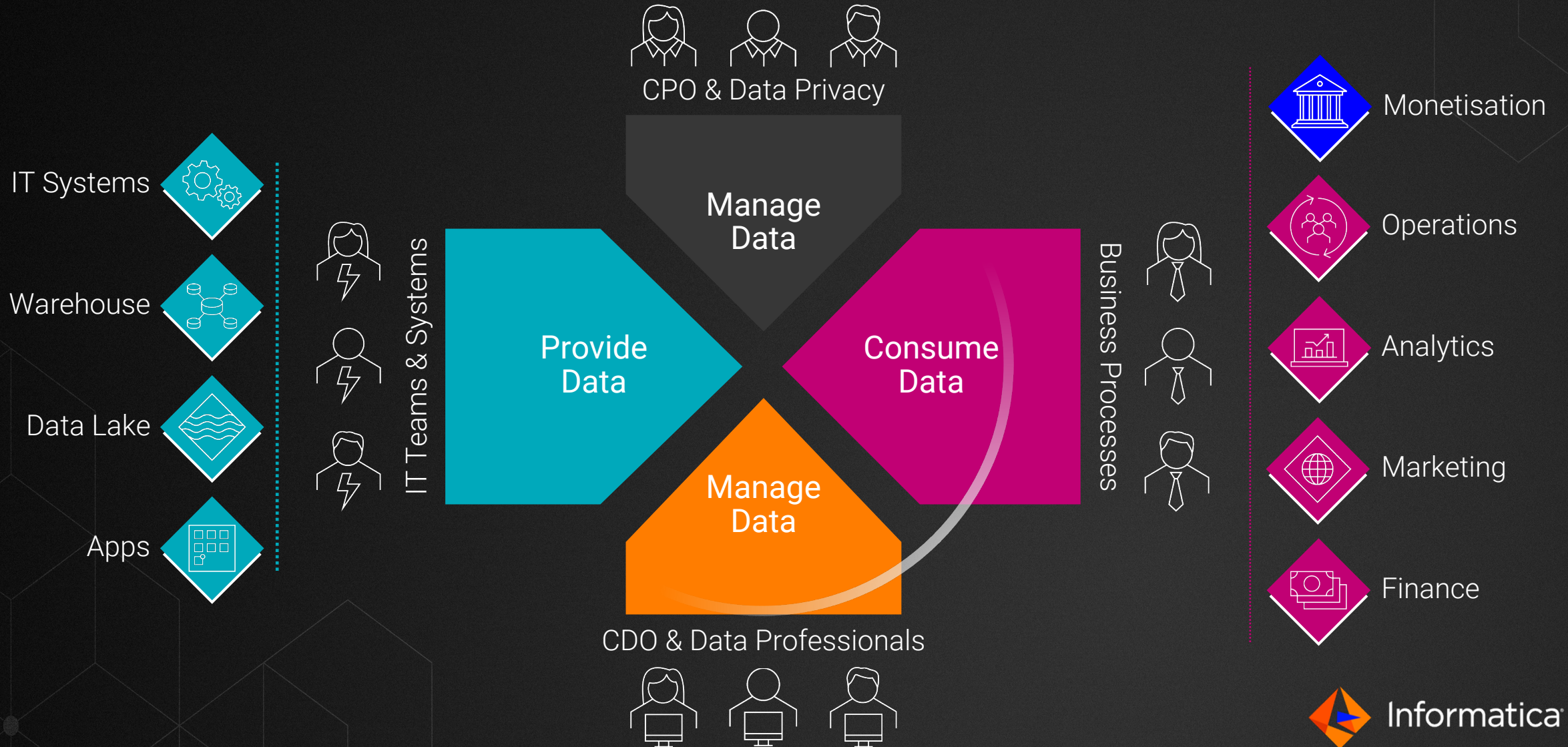
Fraud Payments

Productivity/Data Collection

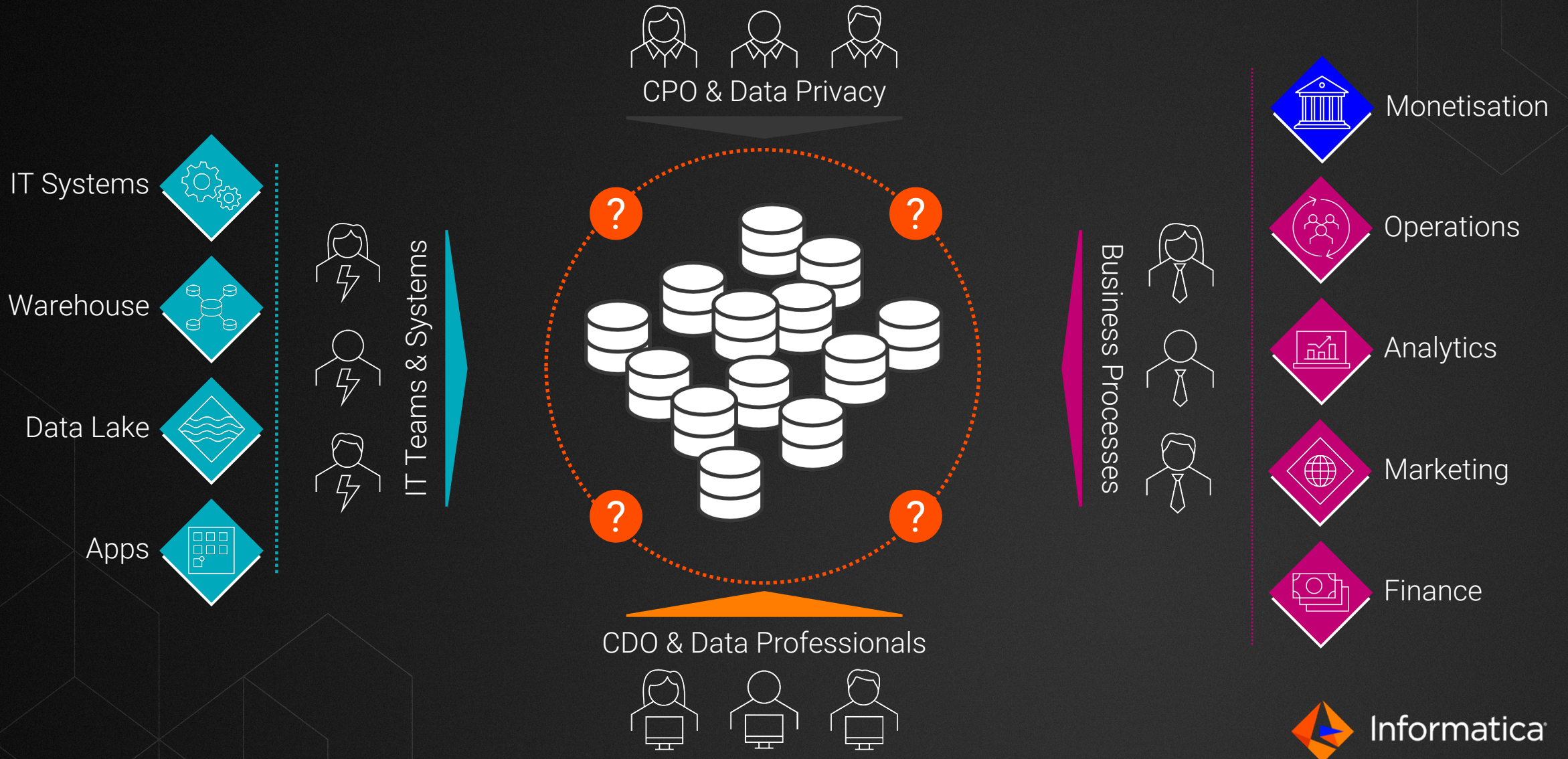
Investigation/Blocking of Duplicate Vendors
Data Corrections
Duplicate Data Entry
Language Translation
of different local processes
Incomplete Vendor Hierarchy

Data Platform to Support Data Monetisation

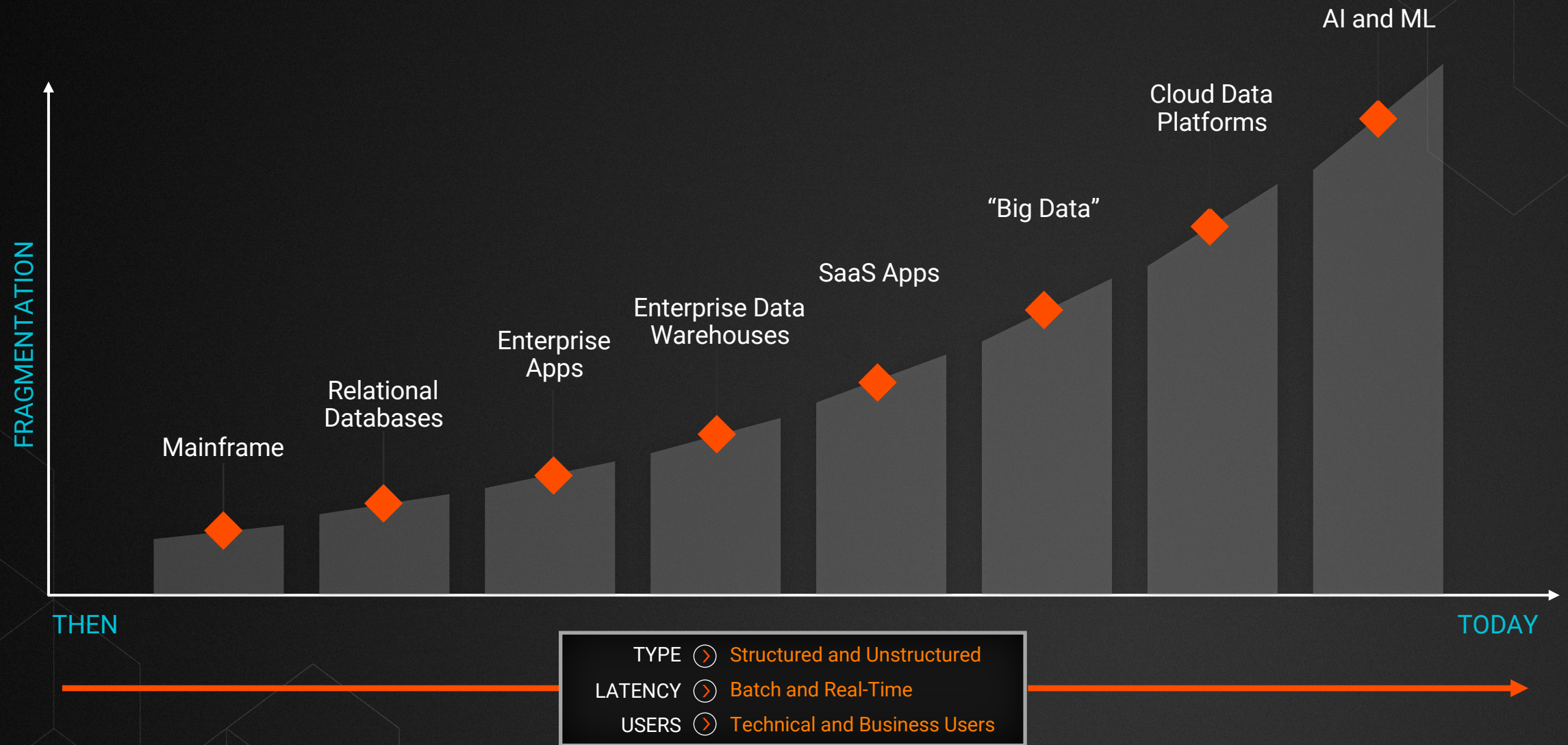
The Data Intelligence Challenge



The Data Intelligence Challenge



Data Complexity Is Increasing Exponentially



Hybrid Cloud Adoption is Complicating Things ...



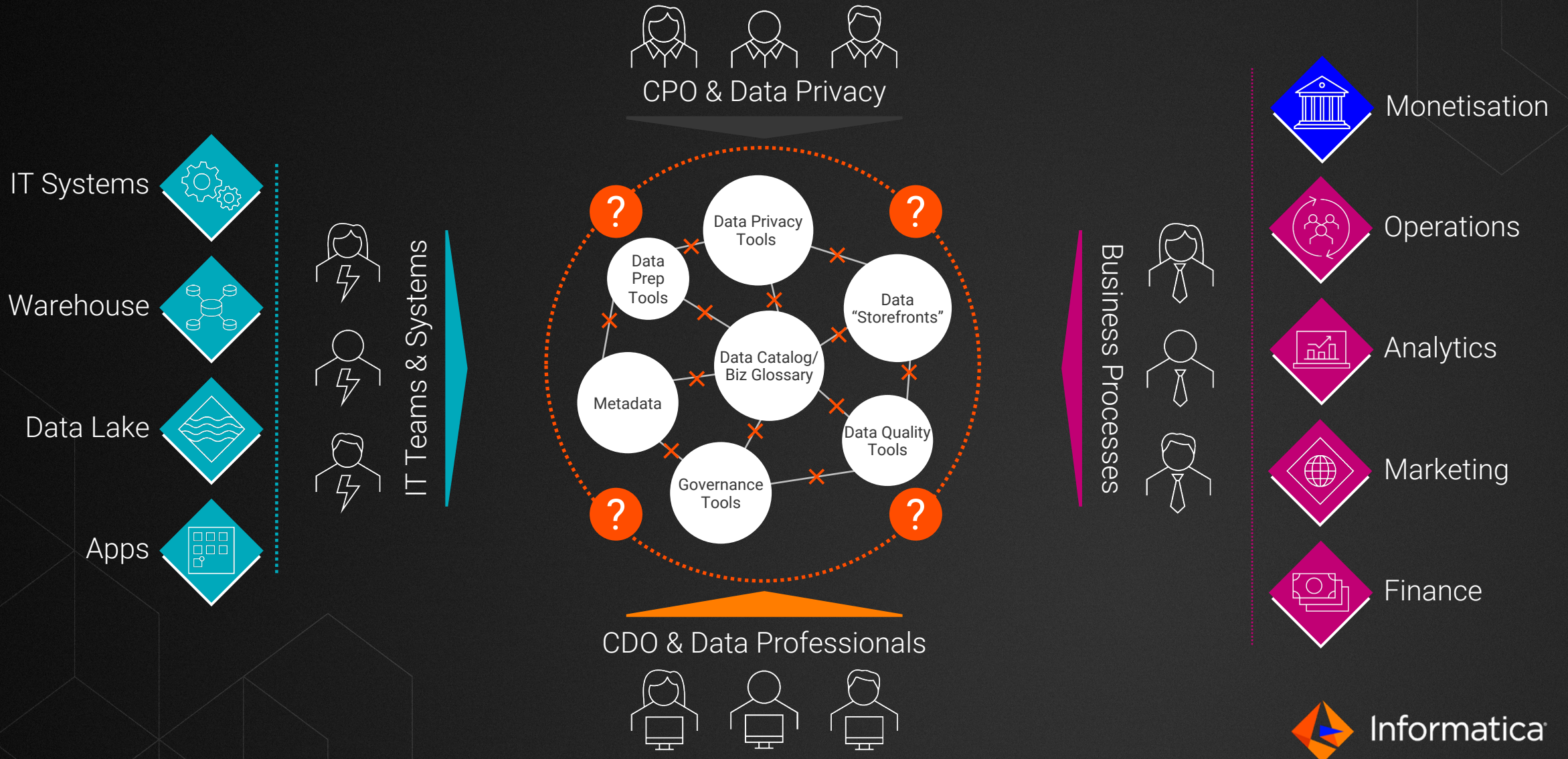
2/3rd of organizations regularly use multiple clouds

1/3rd of organisations have over 1000 data sources*

Nearly 80% of organizations store more than half of their data in hybrid and multi-cloud infrastructures.

* IDC Global Chief Data Officer (CDO) Engagement Survey 2021

Siloed Tech Doesn't Solve the Problem





DATA
CATALOG



DATA
INTEGRATION



API & APP
INTEGRATION



DATA
QUALITY



MDM & 360
APPLICATIONS



GOVERNANCE &
PRIVACY



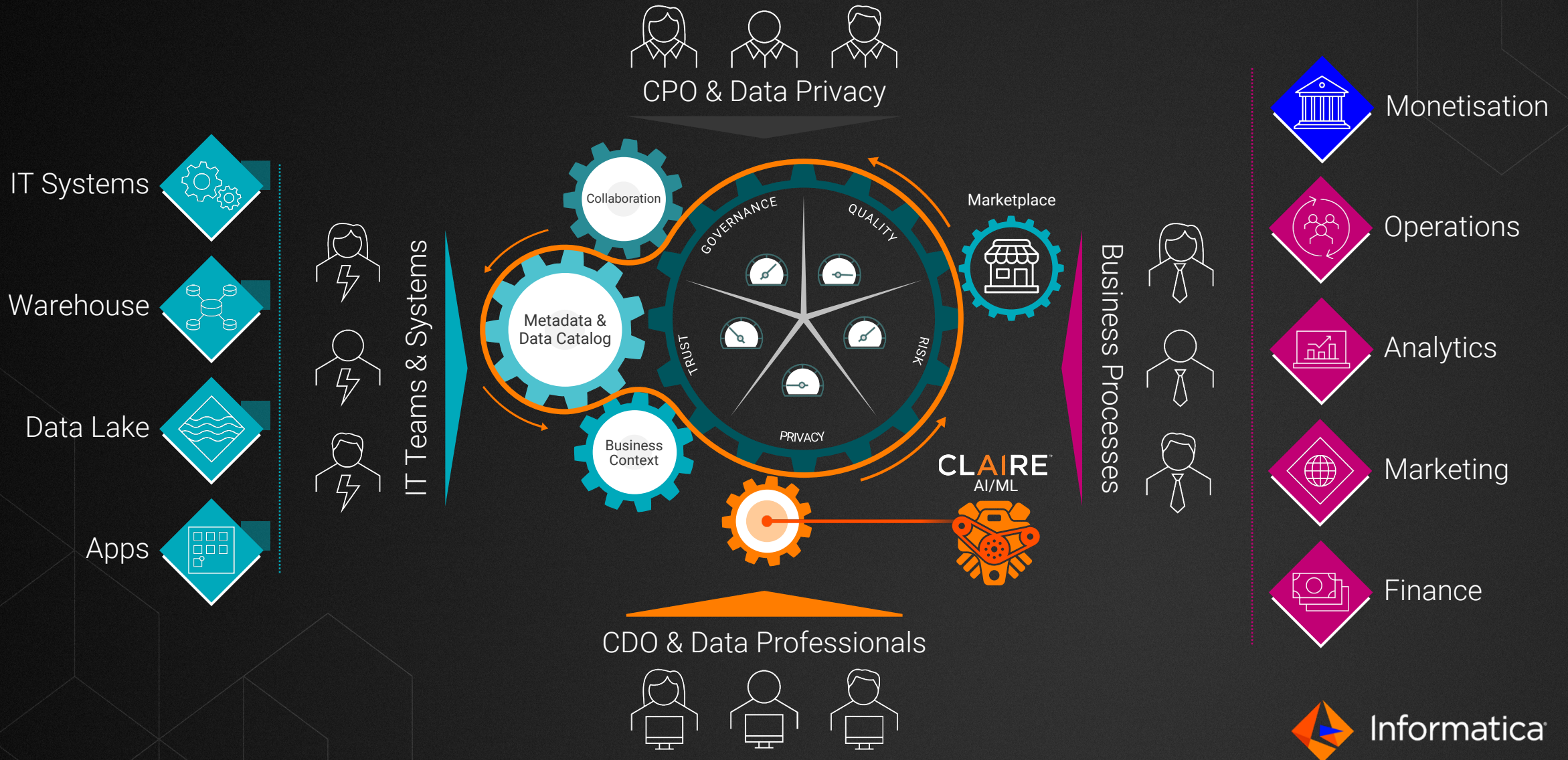
DATA
MARKETPLACE

50% organizations rely on **5+ tools**

55% have **1,000+ data sources** and 78% predict more in 2023

Statistics are based on 600 CDOs surveyed around the world – November 2022

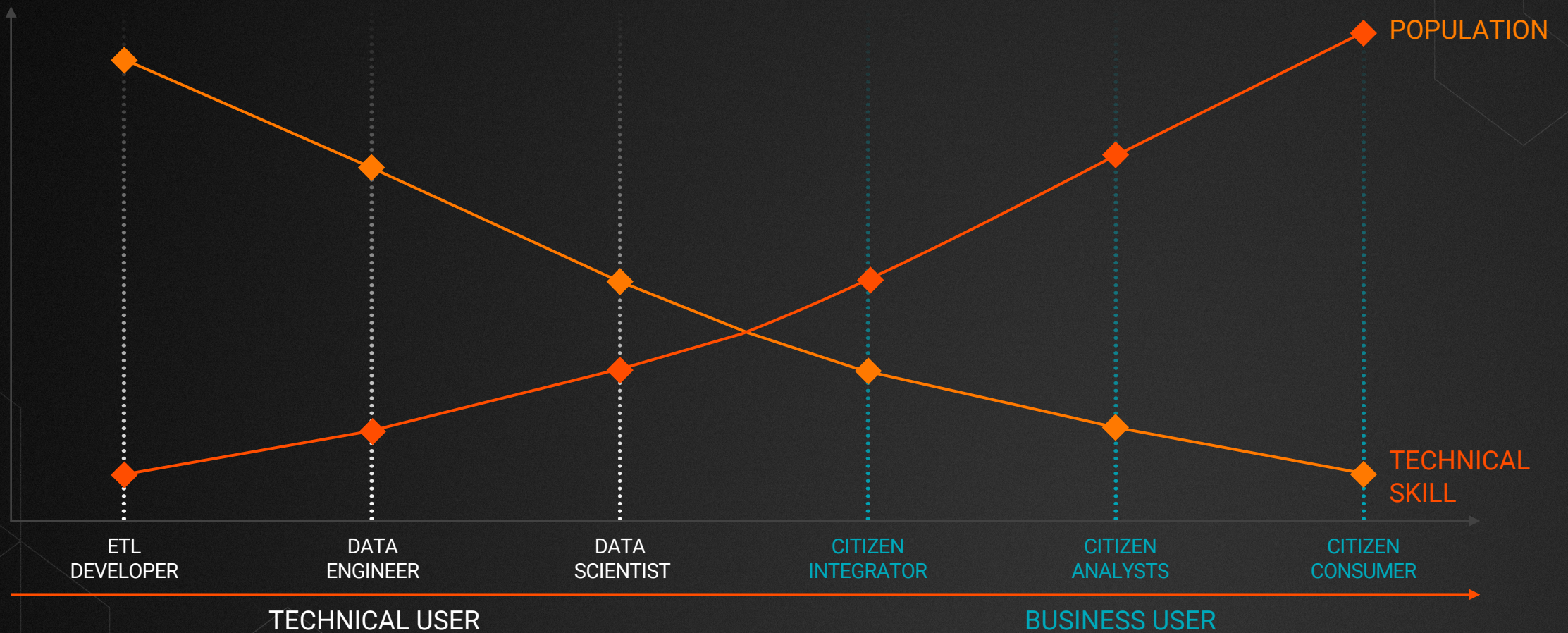
Cloud Data Intelligence Solution



EMPOWERING THE DATA COMMUNITY



Enabling an Expanding Breadth of Data Users



Welcome to Data Marketplace! Publish Data Products that other teams in your organization can use. Similarly, find and request access to published Data Products on a self-service basis.

Category	Count
Categories	11
Data Products	57
Orders	55
Consumer Accesses	36

Data collections related to sales made by the organization.

- New
- Home
- Search
- Tasks
- Data I Own
- Data I Use
- My Orders
- History
- Setup
- Personalize...

PURPOSE	Model and dependent pipelines for predicting customer sensitivity to product offers, conveyed through HWE ecommerce application service. Indicates sensitivity to accept both new service offers and term modification for existing products and services. Derived from the Churn algorithm, NBO Predictor takes multiple defined inputs, correlated by ID and outputs most likely action to be conveyed through HWE app, with likelihood score for acceptance. Deployable to designated Python runtimes.
STATUS	Published
DATA OWNERS ⓘ	<div>Svetlana</div> <div>Rick Slade</div>
TECHNICAL OWNERS ⓘ	<div>Srikkant Srinivasan</div>
CATEGORY	<div>Location</div>
CREATED	24 May 2022
LAST UPDATED	24 May 2022

Order

Request a similar data collection that matches your specific needs.

Want this data collection? Click Checkout to start the order process.

Request New Data Collection

Checkout

- Data Assets
- Delivery
- Terms of Use
- Consumers
- Approve
- Fulfill
- Withdraw

Describes the data or data-related assets contained in the collection. The Data Elements describe the contents of each Data Asset.

Data Assets ⓘ										
NAME	DESCRI...	DATA SOURCE ⓘ	DES... ⓘ	TYPE	STATUS	DATA QUALITY ⓘ	AVERAGE SCORE ⓘ	CRE		
<div>Personalization model for email campaign</div>	Wareho...	Logistics Snowflake	Cloud D...	DataMart	<div>✓ E...</div>	-	<div>6</div>	95.39	17 M	
<div>Purchase Location Snowflake DataMart</div>	Anticipa...	Informatica MLOps Pro...	Data Go...	AI Model	<div>✓ E...</div>	-	<div>27</div>	98.99	18 M	

LGST_DBSNOW_01 / LGSTSW01 / LGST_SNOWFLK_WHS /

Create Dataset



Purchase location datamart SNOW

TABLE

LIFECYCLE

PUBLISHED

LAST UPDATED

Apr 18, 2022, 11:55 PM

Overview

Contains

Lineage

Relationships

Data Quality

Stakeholders

Properties

Tickets

History

Dataset Level

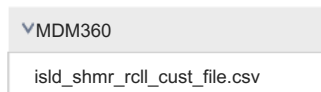
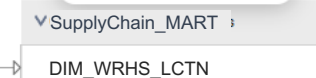
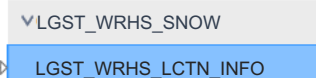
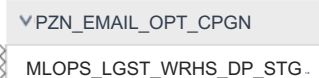
Find Assets



Overlays

- ☐ Business Term
- ☐ Domain
- ☐ Metric
- ☒ Policy
- ☐ Process
- ☐ Sub Domain

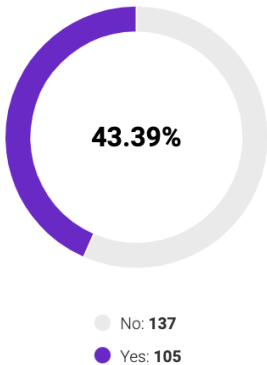
Apply Cancel



Help for Getting Started

- [Search & Browse for Assets](#)
- [Create Assets](#)
- [Workflows & Tickets](#)
- [Understanding Business Assets](#)
- [Understanding Technical Assets](#)
- [Data Lineage](#)
- [Bulk Import Business Assets](#)

Business Term by CDE



Group By : Critical Data Element

No Stakeholder

Business...			Table	Policy	
Name	Description	Location			
Customer	Customers are c...	CDGC:///f9d2			
IBAN Number	A combination of...	CDGC:///f9d2			
Pension Plan	Pension Plan	CDGC:///f9d2			
Delivery Method	Delivery methods...	CDGC:///6028			
Salary	Salary of individual	CDGC:///f9d2			

Claire Recommendations

powered by CLAIRE™

2K

TOTAL RECOMMENDATIONS

RECOMMENDATION TYPE



RECOMMENDATION STATUS

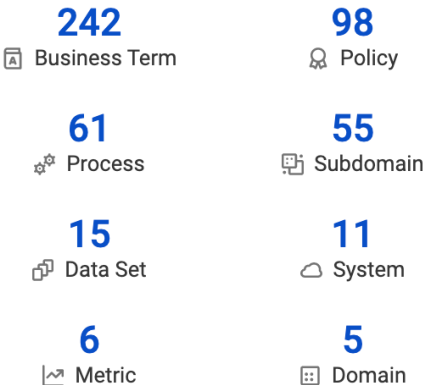


My Tickets (Business Term)

Ticket title	Ticket status	Asset name
Manage asset Bu...	RESOLVED	Passport Country
Manage asset Bu...	RESOLVED	Student Status
Define Student P...	RESOLVED	Student Passport...
Manage asset Bu...	OPEN	Student Name

1 - 4 of 4 Items

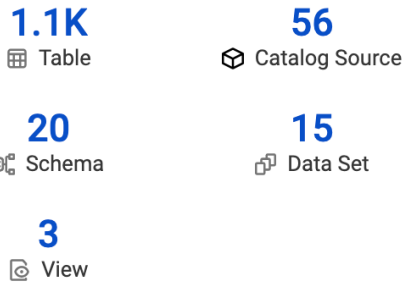
Governance Assets



Systems and Policies



Technical Assets



DQ Scorecard



DQ Summary



Personal Data Related Asset



Data Catalogue Summary ⓘ

Delete

Edit

PURPOSE	As ESG market opportunities accelerate and ESG risks intensify, you need a trusted partner to help embed environmental, social and corporate governance considerations in your decisions. You can leverage our suite of ESG datasets to conduct peer and portfolio analysis, assess risks and impacts and report in line with voluntary and mandatory requirements.
DATA OWNERS ⓘ	<div>TQ Tim Qin,</div> <div>JT John Tan</div>
TECHNICAL OWNERS ⓘ	<div>TQ Tim Qin,</div> <div>JW Jack Wong,</div> <div>JT John Tan</div>
CATEGORY	<div>MSCI ESG</div>
DEFAULT DELIVERY	<div>Snowflake Data Exchange as JSON via SQL</div> <div>System: Snowflake</div>
CERTIFIED USE ⓘ	<div>Analytics,</div> <div>Internal Reporting</div>

Additional information ⓘ

Edit

CONTRACT REFERENCE	ESGA_00272248.0
DATA PROVIDER	MSCI

Order

Request New Data Catalogue

Checkout

WHAT IS IT USED FOR?



WHERE IS IT USED?



ORDERS ⓘ

CONSUMERS ⓘ

DELIVERY ⓘ



DATA QUALITY PER DATA SET ⓘ



Summary

Technology Challenges

Data is difficult to find
and understand

Poor data quality, not
trusted

Can't scale for volume
and variety

Data and applications siloed
and fragmented

Difficult to share data and not
governed or protected

How Are You Going to Resolve These Challenges

68%

of data leaders
predict an increase in
data management
investments in 2023

Data

\$169B

in data management
software spend by 2026
with 5-year CAGR of 16.1%

Business Challenges

Reducing costs and growing revenue with
access to trusted data for business insights

Increasing customer acquisition & retention
with single source of customer data

Improving customer experience and
optimizing supply chains

Reducing costs and improving
business process efficiency

Ensuring data is trusted and used
responsibly by enforcing data governance

Empowering data consumers to find,
understand, trust, access and monetise
data

Where data comes to

Where will you start?

