

VALUE DRIVEN, NOT DATA DRIVEN.

# FIRST-STEP INSIGHTS INTO YOUR DATA'S VALUE

## FROM RAW DATA TO VALUABLE INSIGHTS – INSIGHTS MONETISATION

Intuitively, we all know that data is valuable.

After all, our inboxes and news feeds are cluttered with headlines such as: 'data is the new oil'. Plus, businesses demonstrating data-savvy behaviour have a ~200% greater market-to-book value than the market average, according to the International Data Corporation.

Yet, whilst most business models have been radically altered by digitalisation (accelerated by the COVID-19 pandemic), many companies lack the in-house experience to truly unlock the value dormant in their data assets.

Some have started the journey, digitalising processes and products to create powerful visualisation tools and business intelligence dashboards.

But few have crossed the 'digital chasm' from traditional reporting to advanced analytics and true data monetisation.

In itself, the term '*data monetisation*' can be misleading, and the inference that simply selling a database to the highest bidder is rarely commercially wise.

Rather, '*insight monetisation*' might be better, as it infers that – with refinement – the insights derived from data are more valuable than the raw material.

Yet, to get to insights, you need to know which problems you want to solve. Size them. Understand who they belong to. And rapidly assess how your data might offer new insights or enhanced solutions.

## THE ECONOMICS OF DATA

Data is an asset like no other:



Never depletes



Never wears out



Can be re-used across use cases



Using it generates more data

Data is inert. It doesn't breathe. Or exert force. Yet, data holds the potential of vast value — intellectual and commercial — when curated and shared. Also data can be used across an unlimited number of use cases at zero marginal cost, meaning data is an economic tool. Which is why understanding the potential of your data is the vital first step in the monetisation process.

## DATA DISCOVERY WORKSHOP

Our workshops are facilitated by data experts, adept at bridging the worlds of business and data to unearth commercially attractive solutions.

This high-engagement session, typically with C-suite executives, is structured to assess your primary business problems, ambitions and challenges – plus potential wider market data/insight needs – all through a data lens.

Together, we evaluate the maturity of your current data ecosystem – assess gaps and opportunities – to set priorities and align KPIs with business value hypothesis.

Post workshop, you receive a tightly-structured document, playing back the workshop findings, alongside our expert recommendations for potential use cases to monetise your data assets, internally and externally.

INPUTS



01

Introduction

Alignment on approach & agreement to workshop



02

High-level agenda

Objectives, high-level workshop agenda plus who should participate



03

Housekeeping

NDA's, diaries, location/virtual



03a

Information request (optional)

List of key documentation for our preparation: business strategy, investor deck, data strategy, ... (if available)



04

Detailed agenda

Detailed workshop agenda distributed to participants



05

Pre-read

Pre-workshop reading for participants



06

Discovery workshop

~180 min workshop, facilitated by DataDiligence



07

Report & follow up

Workshop summary document distributed to participants & potential next steps

~ 2 weeks

Limited, focussed executive time

In-person or remote delivery

OUTPUTS



## DATA DISCOVERY

August 2022

Professional team of highly experienced **data scientists, consultants & M&A advisors**



Years experience **+60**



across multiple **sectors, geographies & client maturity**



Data projects successfully completed **+120**

DATA DUE DILIGENCE

DATA STRATEGY

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DATA SCIENCE AS A SERVICE

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