



Data Monetization: How to Get Money Out of Your Data

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#DataMonetization

Secure decision-making for the digital future of your company

Market analyst and consulting firm for analytics, BI, CPM, data management, ECM, CRM and ERP
Founded in 1999 – 50 employees – Offices in Würzburg, Zurich and Vienna



BARC Surveys & Research

Keeping you up-to-date with software market developments

- Evaluation of current market and technology developments
- Software and vendor evaluation
- Measurement of user satisfaction
- Use and benefits of data and software solutions

www.barc.de/research

BARC Consulting

Strategy, conception, architecture and technology assessment

- Data, analytics, AI strategy
- Organization
- Use case identification
- Software selection
- Workshops

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Further training to inspire your business

- Fair: Big Data World
- Community: Data Festival, Leaders' Circle
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How to get money out of your corporate data and analytics assets



“Data monetization means generating **measurable** economic **benefits** from available **data** sources through **analytics**”

New and enhanced products powered by data and analytics

Data monetization

External

Data as a product

- Raw data
- Refined data



Insight as a service

- Analysis results
- Predictions and forecasts
- Consulting



Analytics enabled product

- Enhanced or
- New products and services



Direct

Internal

Revenue growth

- Improve sales performance
- Reduce customer attrition



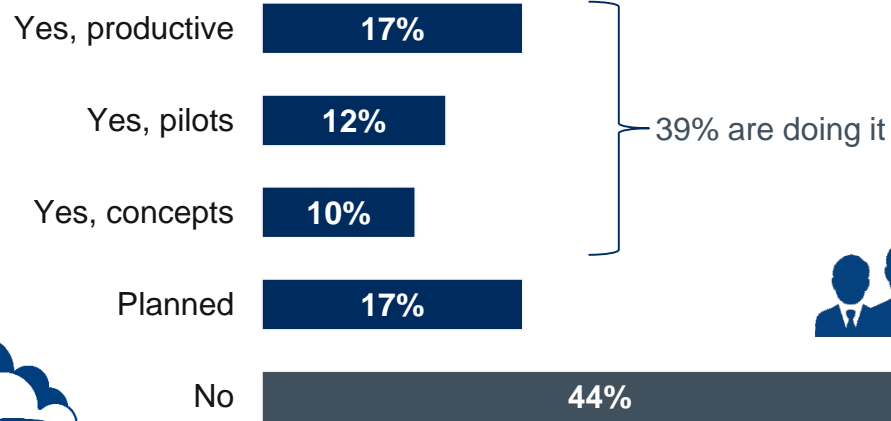
Cost reductions

- Increase productivity
- Reduce waste and consumption



Indirect

Unlock your data treasures with external data monetization



Is data being monetized in your company?
 If so, how advanced are your initiatives? n=211
 Based on BARC Study "Data Monetization" 2019



Do you monetize your data?



Insight as a service

40%



Data as a service

37%

Analytics enabled product

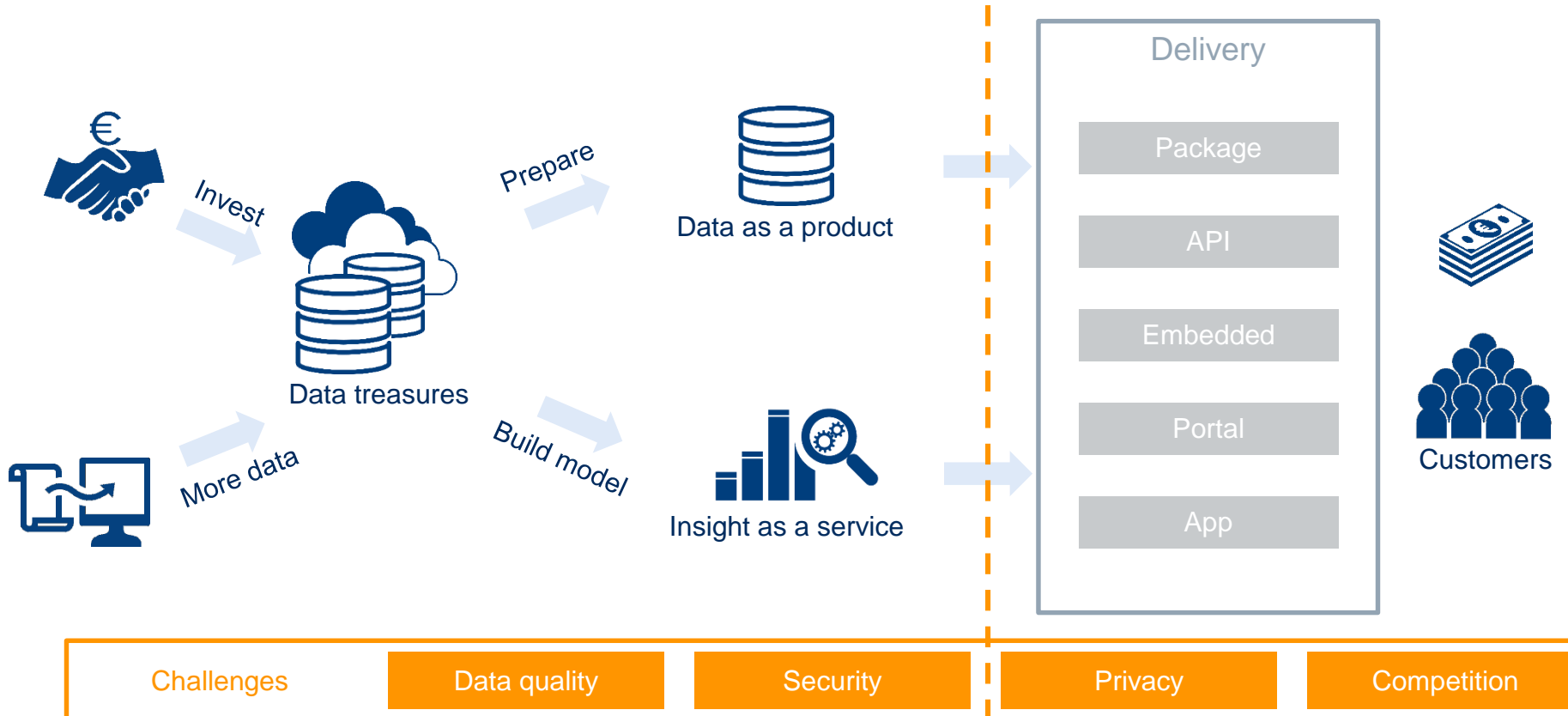
17%



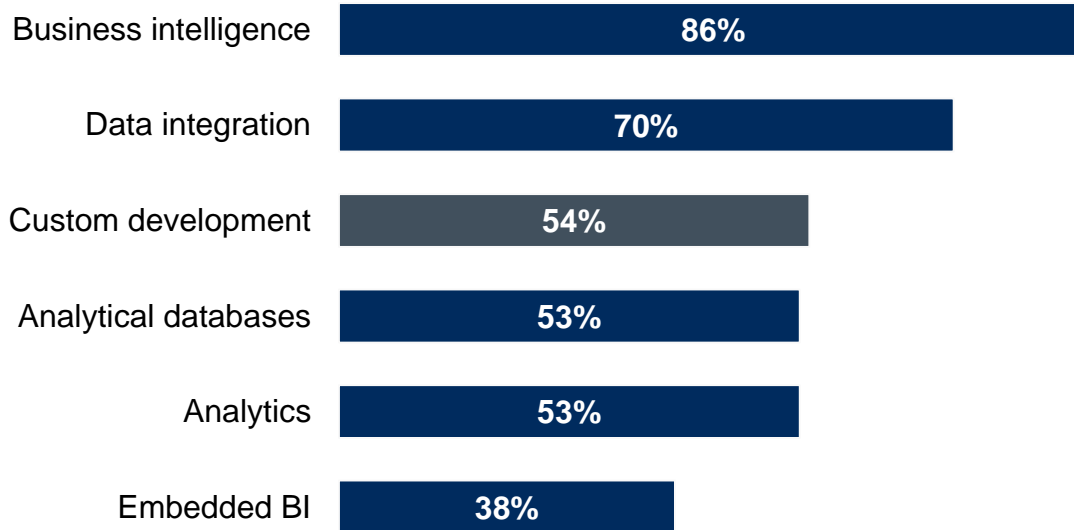
direct

How does your company monetize data? n=211
 Based on BARC Study "Data Monetization" 2019

External delivery of data and insights causes distinct challenges



Analytics and BI front ends are key to opening data treasures

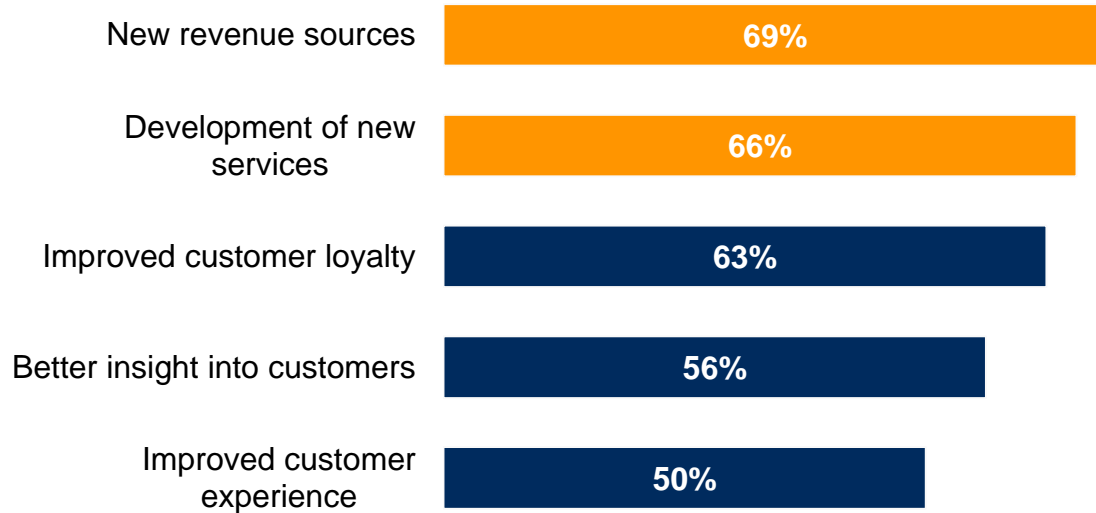


What technology does your company use to monetize data? n=91
Based on BARC Study "Data Monetization" 2019



Why should I
monetize
my data?

Data monetization yields significant benefits



Which benefits have you achieved by monetizing data? n=32
Based on BARC Study "Data Monetization" 2019



Data monetization improves competitiveness

On average organizations yield more than 6 different types of benefits

Take-aways: Deliver products quickly on secure and relevant assets



Achieve higher
turnover and
competitiveness



Identify valuable
data assets



Consider security
and data privacy



Evaluate tools
for external
data monetization



Build quickly
improve constantly

Let's continue the conversation ...



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Demographics

BARC Survey “Data Monetization – Use Cases, Implementation and Added Value” – Publication in January



Europe-wide survey



1st
Edition

Benefits and challenges

Use cases

Data monetization – Use cases, implementation and added value

Technologies

Current status and initiatives

Broad coverage of industries and company sizes

