



## TRG International Talk Webinar virtual:

### Aim and GPMIP

---

Getting value and relevance from your data –  
5 key strategies for monetisation



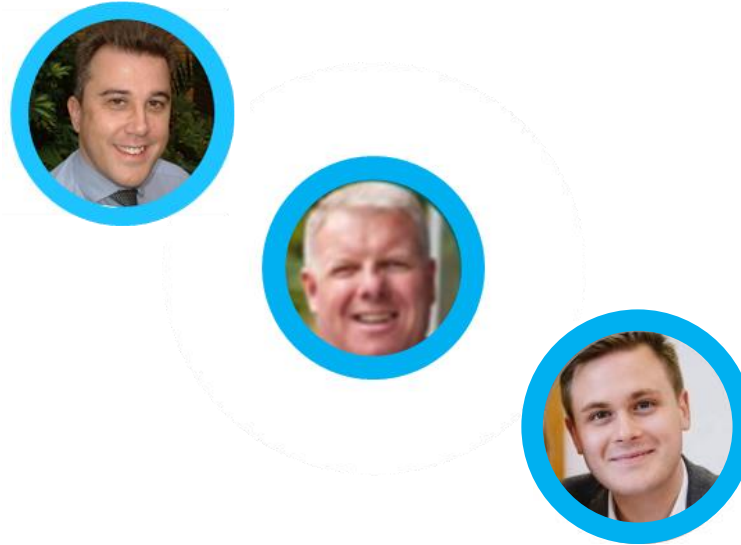
t: +44 (0) 8448 040 653

e: [info@aimltd.uk](mailto:info@aimltd.uk)

w: [aimltd.uk](http://aimltd.uk)

# Introductions and objectives

- Steve Ackland
- Rob Heaton
- Matt Smith



---

## Objectives:

- What is data?
- How can data be of value?
- What are the strategies for leveraging value from data?



Steve Ackland

## Facts about data

DEF: Facts & statistics collected for reference or analysis

2.5 quintillion bytes of data created each day

After people, data most important asset **BUT** not accepted yet on balance sheet

Few organisations have a data strategy

Most organisations don't have a data inventory

Most organisations don't understand the value of their data or how to go about it



Steve Ackland

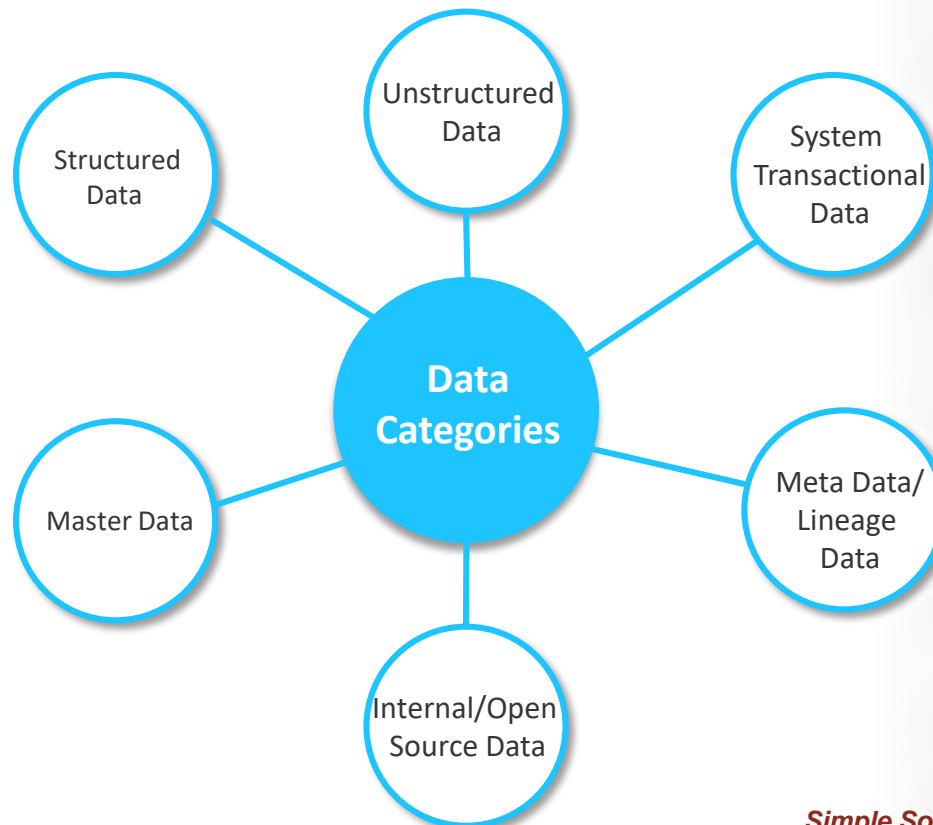
## Forces driving data valuation

- ① Value of being data centric organisation
- ① Increased interest in trading data
- ① Data presenting new revenue opportunities
- ① Costs of technology for processing data reducing
- ① Organisations with good data and analytics are winners



Matt Smith

## Data Category Examples





Rob Heaton

## How do we define data 'value'?

- ① Importance to business operations
- ① Cost and penalties if data is compromised or stolen
- ① Cost to replace data if lost
- ① In exchange with consumers/organisations (eg loyalty)
- ① As \$ sold to other organisations
- ① **Data is non-rivalrous and non-depleting**



Matt Smith/Steve Ackland

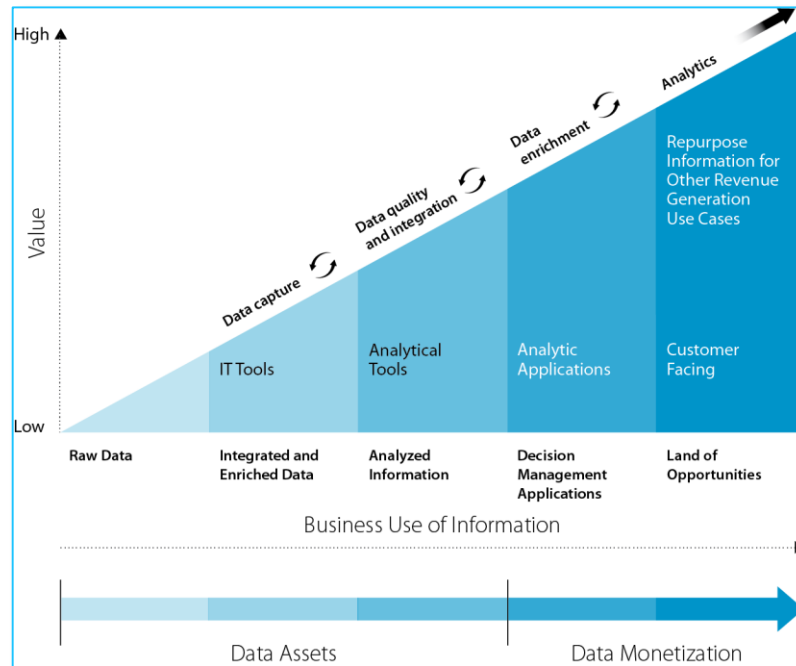
## What attributes gives data its value?





Rob Heaton

As an experienced businessman, how has data valuation helped in the real world?







Steve Ackland

## 5 Key Strategies for Data Monetisation

Cost  
Approach

- 1 Estimate value as cost of replacing lost business data
- 2 Estimate value as cost of replicating the utility of lost data

Income  
Approach

- 3 Estimate value as the contribution data makes to sales, products and services
- 4 Estimate value as the cost savings the data makes to sales, products and services

Market  
Approach

- 5 Estimate value as a bartered asset or for sale on the open market



Matt Smith

# Can new technology help with an automated data valuation process?



# Thank you!

