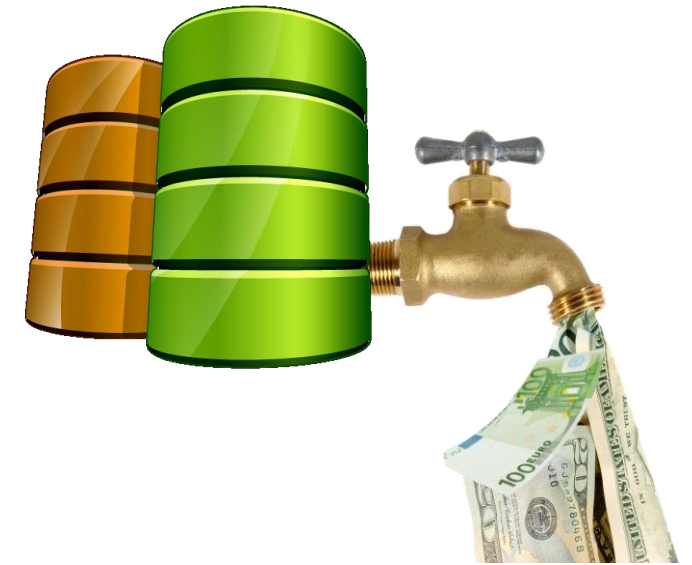


Methods for Monetizing Your (and Others'!) Information Assets

Douglas Laney
@Doug_Laney

The Benefits of Information Monetization

- ✓ Create a supplemental **revenue** stream or new line of business
- ✓ **Barter** for goods/services at a discount or with favorable T&Cs
- ✓ Compel enterprise **information management/governance** improvements
- ✓ **Defray costs** of enterprise information management and business analytics
- ✓ Impress investors; improve market-to-book corporate **valuations**
- ✓ Enable **competitive differentiation**
- ✓ Strengthen partner, supplier, customer **relationships**



Key Issues

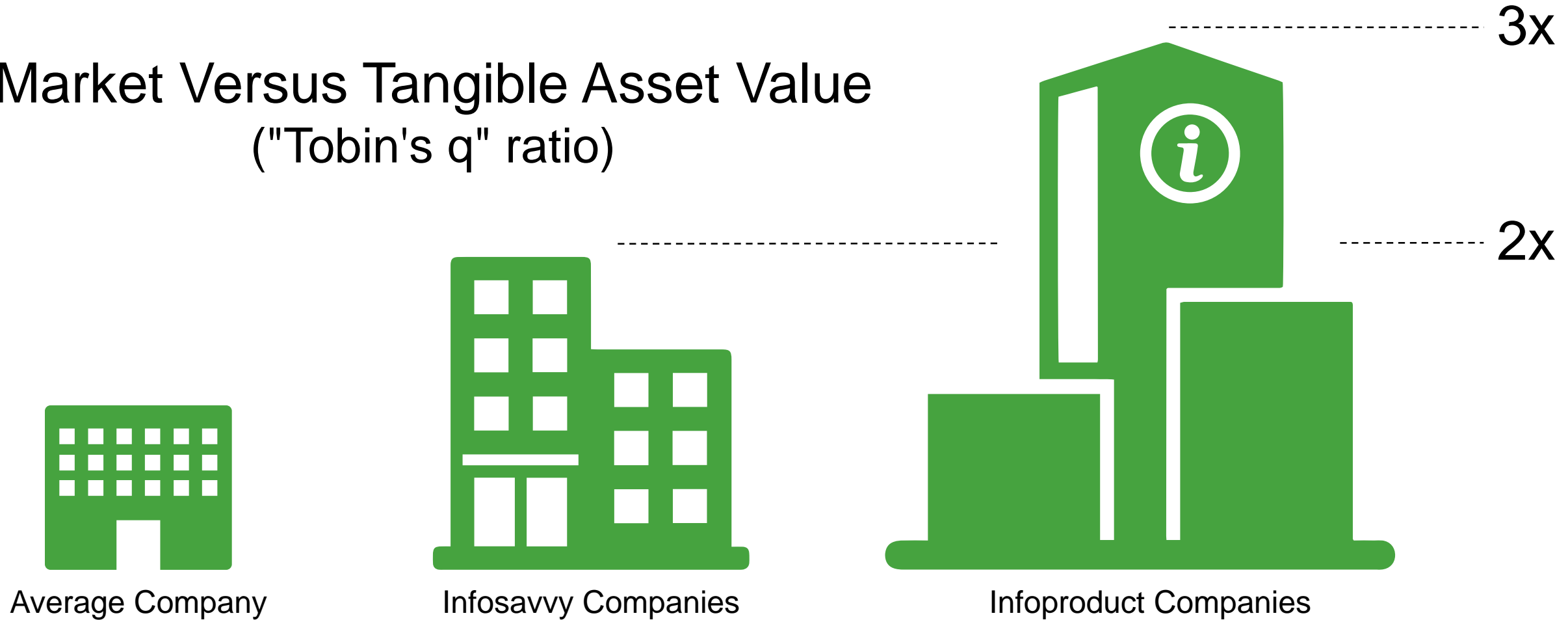
1. Why is understanding the value of information a critical skill?
2. How to begin or expand your information monetization effort?
3. What are inspirational examples of information monetization?

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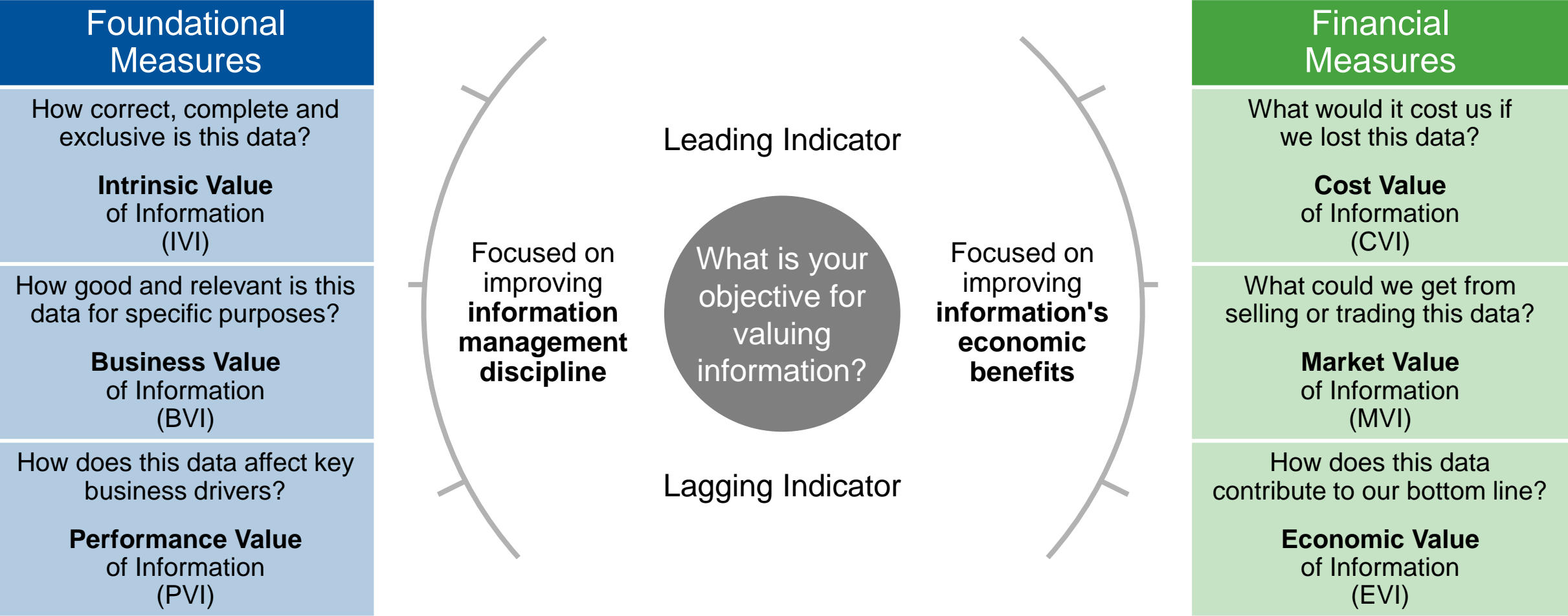
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Information-Centric Organizations Receive Higher Market Valuations

Market Versus Tangible Asset Value
("Tobin's q" ratio)



Gartner Information Valuation Models



Source: ["Why and How to Measure the Value of Your Information Assets"](#) (G00277972)

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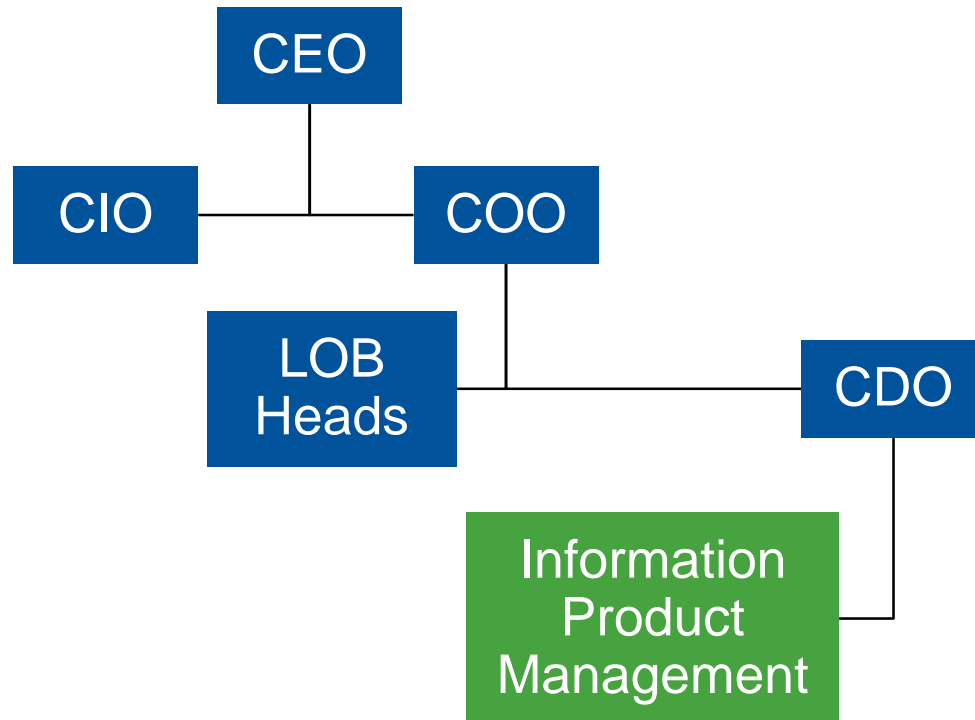
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Key Actions/Decisions

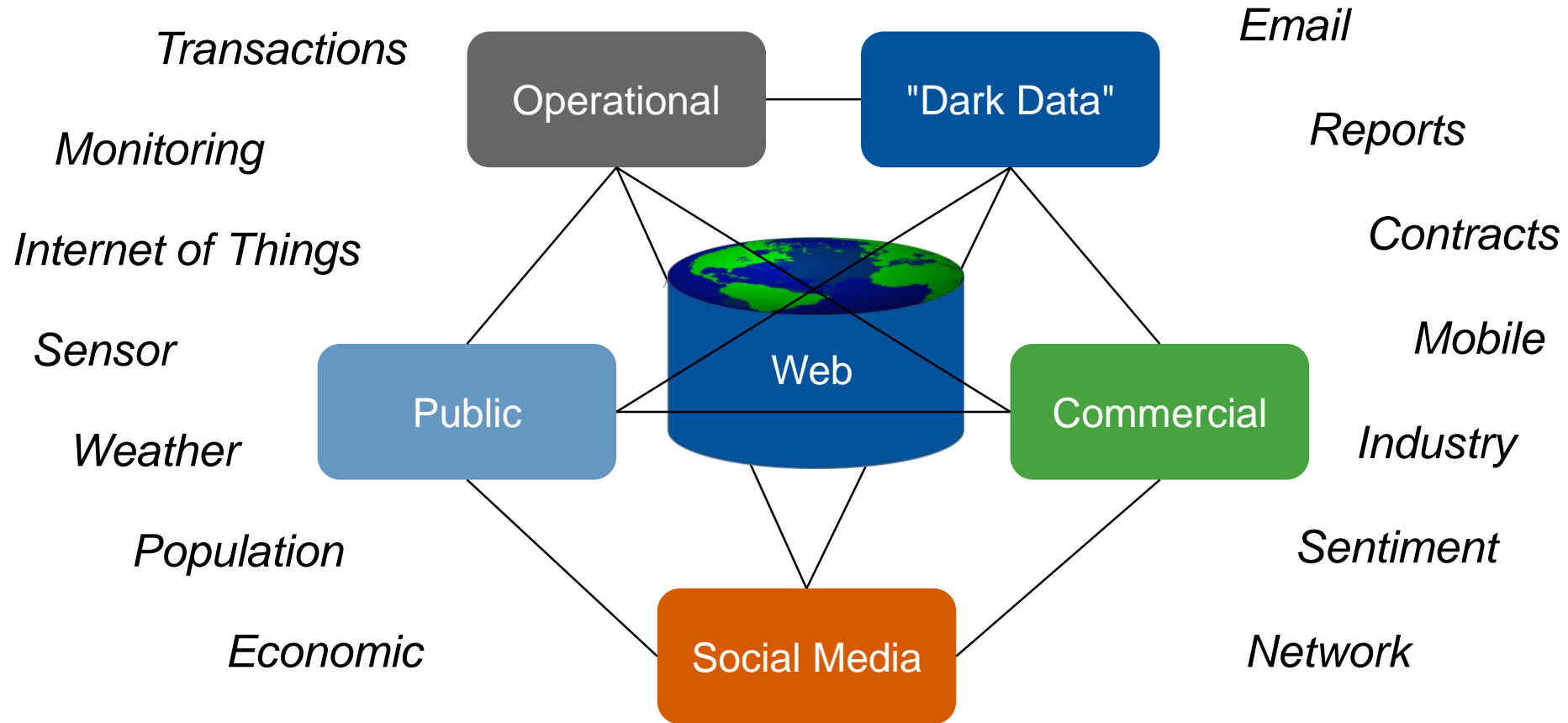
1. Establish an information strategy or information product function.
2. Inventory your available information assets.
3. Draw inspiration from and adapt how others have monetized data.
4. Identify ways to generate direct and indirect revenue streams from each information asset.
5. Test monetization ideas for feasibility.
6. Prepare data and establish a market.

1. Establish an Information Product Management Function



- Tasked with developing ways to monetize data
- Ideally reports to chief data officer (CDO)
- Follows corporate product management approach
- Develops information product markets among partners and others
- Coordinates with IT, marketing, finance, legal, other product management groups
- May lead to creating new line of business (LOB)

2. Inventory Your Available Information Assets



Remember: Your biggest database isn't the one you own and manage; it's the one you don't.

3. Draw Inspiration From and Adapt What Others Have Done With Data

Instrumentation and Analytics Is Now a Racket

- Opportunity:
 - Improve tennis player consistency, power and strategy.
- Data and Analytics:
 - Integrated tennis racquet sensors and algorithms determine the strength of impact, point of impact, spin, the way the racquet is moving, twisting or turning, and number of forehand vs. backhand shots.
 - Streams data via Bluetooth to mobile dashboard.
- Results:
 - Enables advanced players to optimize power vs. spin, and adjust their stroke and shot selection for future matches.
 - Compare your shots to those of top pros.
 - Discovered top players get the most power from hitting the ball slightly above center.



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Leverage Gartner's library of hundreds of real-world examples

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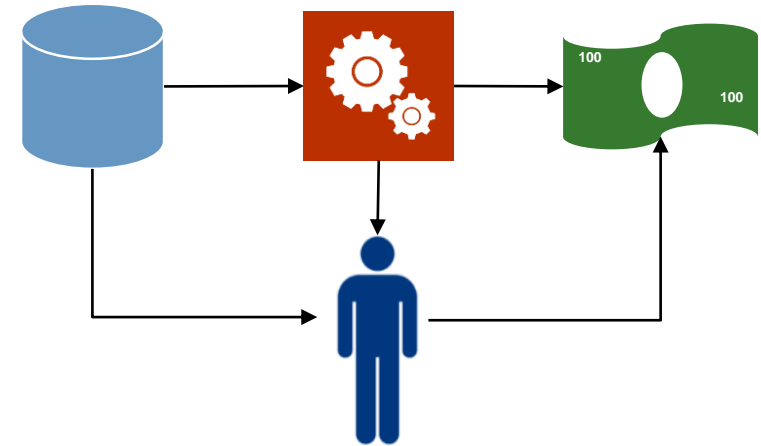
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4. Identify Ways to Generate Direct and Indirect Revenue Streams

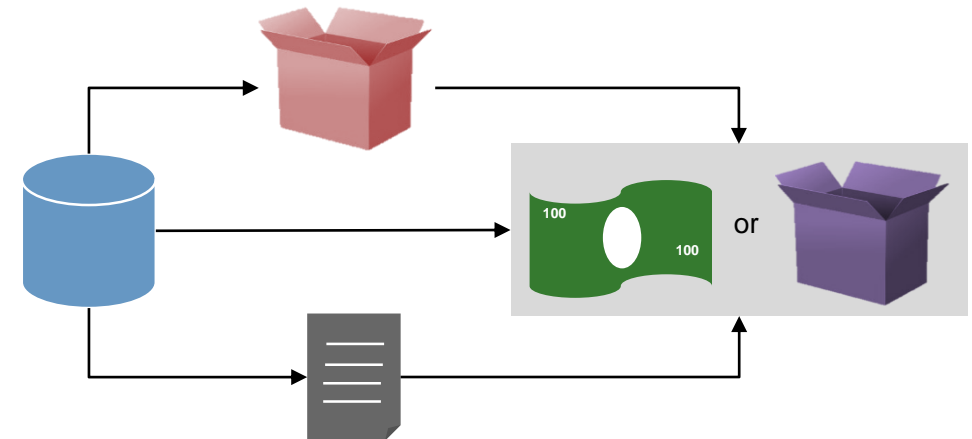
Indirect Data Monetization:

- Using data to improve efficiencies
- Using data to develop new products, markets
- Using data to build and solidify partner relationships
- Branded indexes



Direct Monetization:

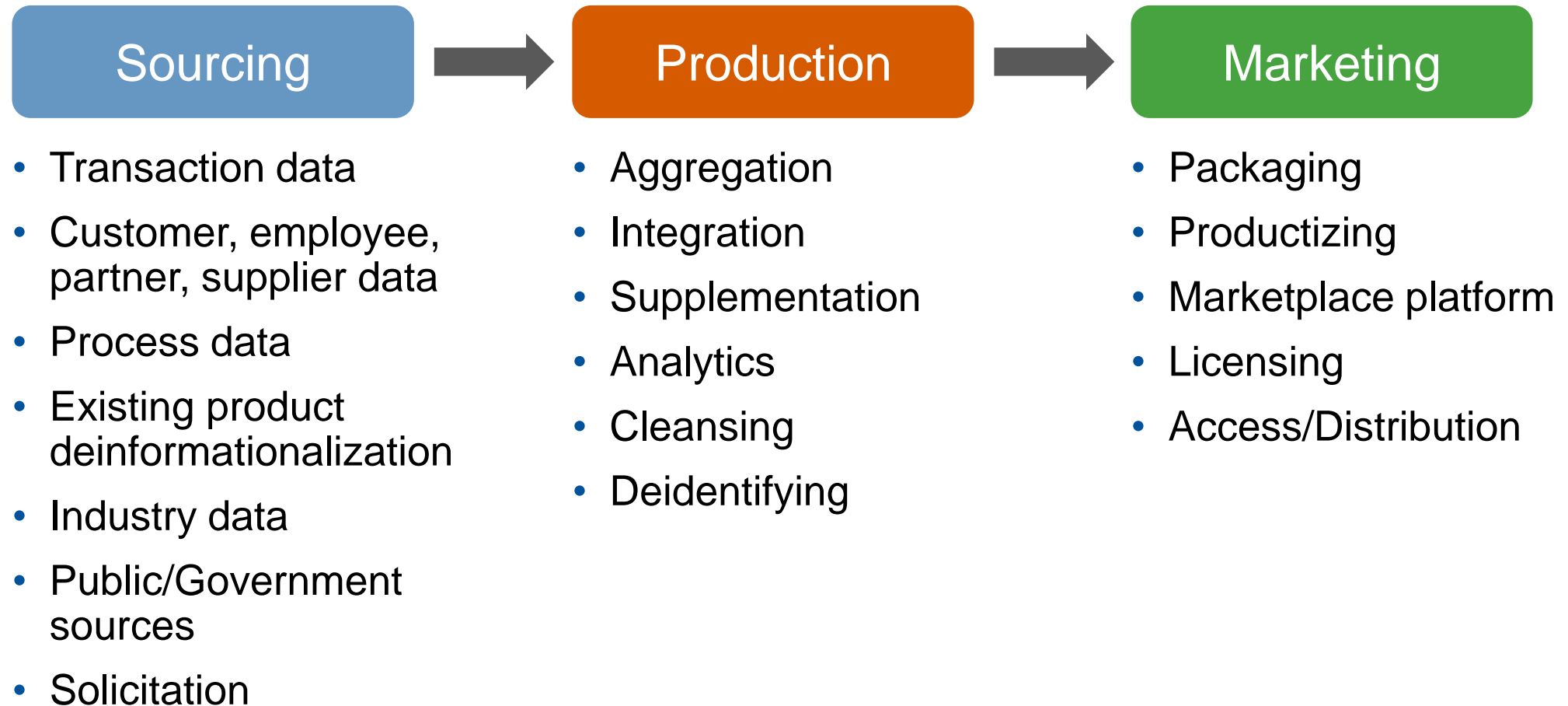
- Bartering/Trading with information
- Information-enhanced products or services
- Selling raw data through brokers
- Offering data/report subscriptions



5. Test Monetization Ideas for Feasibility

Type of Feasibility	Questions to Ask
Practical	Is the idea something that is utilitarian, or merely interesting/cool? Is it usable?
Marketable	Is the idea something with sufficiently broad appeal, internally or externally?
Scalable	Is the idea something that can be developed and implemented to the extent required or intended?
Manageable	Is the idea something you have the skills to oversee the development of?
Technological	Is the idea something you have the tools and skills to develop and roll out?
Economical	Is the idea something that will generate sufficient return on investment?
Legal	Does the idea conform to local laws where it will be used or implemented?
Ethical	Will the idea be something that has the potential for customer/user backlash?
Ecological	Will the idea cause undue impact on the environment?

6. Prepare Data and Establish Market



Key Issues

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Big Data Paves the Way to Better Biking and Running

- Opportunity:
 - Improve city planning for runners and cyclists.
- Data and Analytics:
 - 220 billion data points from 78 million bike rides and 20 million runs in communities around the world are compiled by the Strava app.
 - Interactive spatial analytics and high-resolution heat map visualization along with localized downloadable datasets.
- Results (TBD):
 - Make cycling, running and walking in cities better and safer.
 - Make informed and effective decisions when planning, maintaining and upgrading cycling and pedestrian corridors, even seasonally.
 - Identify biker hangouts.

STRAVATM

