How to unleash the value of data with Data Exchange

In today's data-driven economy, the success of any organization relies heavily on the lever of large amounts of data, data relevancy, and its circulation — whether it be to improve company processes, enhance customer experiences, or develop new products and services. These driving forces along with innovative technologies such as IoT sensors that communicate swiftly across rapid-fire 5G networks have led to explosive growth in the supply and demand of data.

Where does data come from?

Data stems from 3 primary sources:

- **User data** such as behavior and location details, in an aggregated and anonymized format or personal data.
- **Enterprise data** that spans business processes details, transactional data, product, and customer trends.
- **Device data** including information from IoT sensors such as industrial IoT devices, controllers, wearables, and connected cars.

Internal data are generated by your enterprise systems, including ERP, CRM, HR or other applications, your digital platforms such as the ones used by your marketing and customer support teams, and by an increasing number of smart devices.

External data comes from a variety of sources and is generally categorized as one of three types:

- Data generated by other enterprises, suppliers or supply chain partners
- Data provided by data specialists
- Open data that is most often published by public organizations or governments

Organizations that are good at combining and enriching internal data with external data will generate more powerful insights that they can use to better serve their clients, improve their business operations, and gain a strong competitive advantage on the market.

Why exchange data?

In every industry, the ability to exchange data internally and with external organizations is a powerful enabler to solving your business problems and creating incremental value that would otherwise be difficult, if not impossible, to achieve.

Retailers exchange inventory and sales data with their suppliers and by doing so help optimize the entire production and supply chain. Insurance companies create new behavior-based insurance products using connected cars' data, with the driver's consent. Major health crises can be tackled more effectively as researchers, academics, and corporations can transfer data easily and securely. In all of these cases, the fluid circulation of data is key to creating value.

3 benefits of Data Exchange:

- **Improve efficiency and productivity.** Optimize your business processes dramatically by using and integrating dozens of internal and external data sources. Data workers can waste significant time searching for data while instead, they could spend it analyzing and synthesizing valuable insights. Streamlined data exchanges allow for better time allocation of generally expensive resources.
- **Generate new revenue streams.** Your internally collected data often represents a compelling new data product that others will find valuable. You have the option to select the data you want to monetize, creating all-new revenue streams.
- **Increase company value.** Data exchange not only creates opportunities to generate new revenue and to reduce — or better allocate — costs, it also has a direct impact on the value of your company. Generating 1% of incremental revenue through data could result in an earning increase of 10% and a company valuation increase of more than 25%.[1]

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1 BCG, *How IoT Data Ecosystems will Transform B2B Competition,* July, 2018

The role of a Data Exchange Platform

To maximize value, data requires an environment where it can be organized, distributed and orchestrated across your organization and within an extended ecosystem. This environment is a data exchange platform and without it, you're constrained by the management of multiple one-to-one provider/user relationships that isn't really scalable. As a data provider, you also want to set parameters around who has access to your data and, at times, define how it may be used. A data exchange platform allows you to structure and license data products across approved data providers and acquirers in a trusted, traceable environment that is secure and compliant with growing global regulations. As a data user, you also want to access powerful search and discovery functions, to be able to assess the data using samples and visualizations, and to easily connect and engage with selected data providers.

Data Exchange done your way

6 Implementation scenarios

Dawex Data Exchange Platform technology supports six different data exchange implementation scenarios which are not mutually exclusive. Each of the three options listed below can focus either on data exchanges within your company or across a broader ecosystem of third party organizations.

Get organized and build value

Whether you're a large industrial manufacturer, a retail firm, or a hedge fund, you generate and manipulate high volumes of data. Much of it resides in silos however with data stored in various systems across multiple business units and it grows exponentially as your plants produce, your customers transact, and your data vendor partnerships grow. With a data exchange platform, you can organize, rationalize, and structure all of it.

Distribute your data products

Once your data is organized, you may well want to share it. A data exchange platform provides you with these and many other capabilities, either across your own organization or in data transfer with other entities, all within a trusted, secure and traceable environment with full control over data governance. Licensing options, terms of use and more can be established and data transactions will follow privacy guidelines that are compliant with global government regulations.

Orchestrate a data marketplace

Data exchange technology can also enable you to orchestrate data circulation across your entire ecosystem, including your subsidiaries, business units, partners and suppliers as well as other public or private entities that are both prospective data providers and acquirers. When you are a Data Marketplace orchestrator, you can invite in other organizations who want to share their data or benefit from yours, monitor all activity across your network, match supply with demand, and provide value-added services to your ecosystem, all in an automated fashion that grows with the needs of your ecosystem.
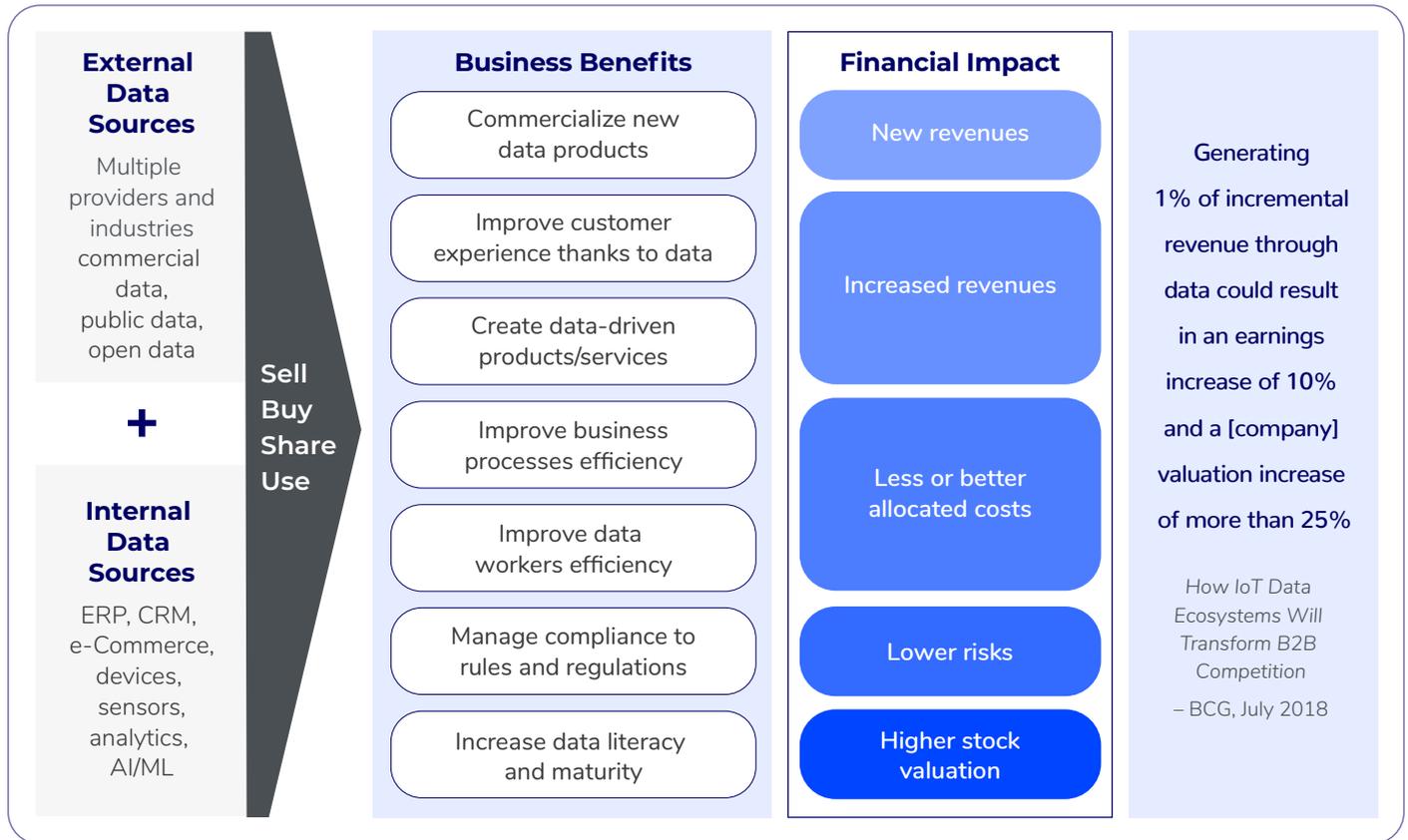

3 business models

Across the six different data exchange implementation scenarios, there are also 3 business models to consider for the consumption of your data. Combining these business models is also possible, at various levels of granularity, depending upon your goals and the rules defined by the orchestrator.

- **Free.** Data offerings within your data exchange are proposed for free or as open data sets.
- **Portal Subscription Fee.** Data offerings are made available once a subscription fee to access the data marketplace has been paid.
- **Pay As You Use.** Specific data offerings are provided once payment is received.

The benefits of Data Exchange

External Data Sources		Business Benefits	Financial Impact	
External Data Sources Multiple providers and industries commercial data, public data, open data **+** **Internal Data Sources** ERP, CRM, e-Commerce, devices, sensors, analytics, AI/ML	Sell Buy Share Use	Commercialize new data products Improve customer experience thanks to data Create data-driven products/services Improve business processes efficiency Improve data workers efficiency Manage compliance to rules and regulations Increase data literacy and maturity	New revenues Increased revenues Less or better allocated costs Lower risks Higher stock valuation	Generating 1% of incremental revenue through data could result in an earnings increase of 10% and a [company] valuation increase of more than 25% *How IoT Data Ecosystems Will Transform B2B Competition* *– BCG, July 2018*

Fuel a prosperous ecosystem with trusted Data Exchange

A data exchange platform is the foundation of a successful data strategy — enabling its organization, sourcing, distribution and monetization in a secure, traceable, environment that is compliant with the gradual introduction of global and local regulations. Unlock the true potential of your data and realize improved efficiencies, generate new revenue streams and increase company value with trusted data exchange.

Ready to set your data-first strategy in motion?