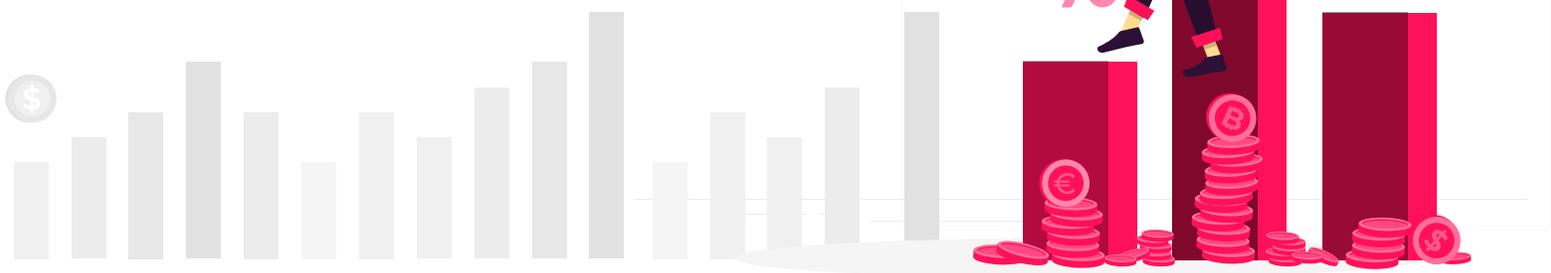


DATA MONETIZATION

The 5-year **USD 100B** revenue opportunity for Telcos to harvest.

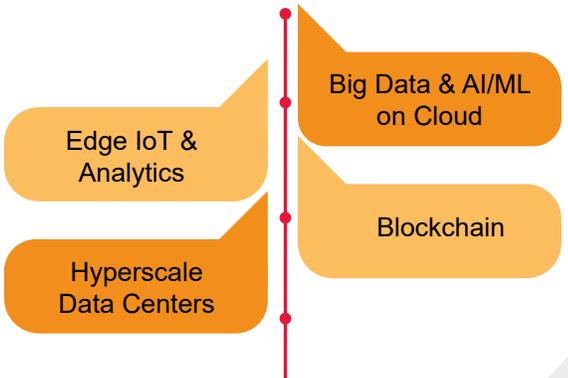


Trillions of Dollars In Data Monetization Business

Business Opportunities:

- 
Improved Demand - Behavioral Analysis and targeted 'Segment of One' Marketing from Personal Data
- 
Improved Supply - Self-evaluating and self-correcting equipment assemblies from Machine-to-Machine Data Exchange
- 
Improved Business Model - Zero-Asset Businesses from Data Aggregation Platforms

Technology Opportunities:



Key Challenges & Scope

Key Challenges

Consent Management	Real-time Analytics at scale	Data Governance	Data Security
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Our Solutions

Design: Identify use cases	Collaborate: Co-create new use cases with allied sectors	Optimize: Create a Data-as-a-Service portfolio	Develop: Build Data Governance & Compliance solution on Cloud
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Proven Benefits

30% reduction in GTM cycle	New Revenue Streams	25% improvement in NPS scores	Better Customer Insights	Guaranteed 10% savings in operating costs	Diversification Opportunity
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Data Monetization

CSPs can monetize customer's anonymized / non-PII data by collaborating with a range of consumer-facing industries like Advertising, Marketing, Financial Services, Retail, E-commerce, etc.



Tech Mahindra



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