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:
- Big Data & AI/ML on Cloud
- Edge IoT & Analytics
- Hyperscale Data Centers
- Blockchain

Key Challenges & Scope

**Key Challenges**
- Consent Management
- Real-time Analytics at scale
- Data Governance
- Data Security

**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

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.

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<th>BFSI</th>
<th>Government</th>
<th>Transportation</th>
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