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# Data Monetization: What's Your Data Worth?

Overview Film  
Transcript

## Narrator:

Companies are becoming increasingly aware that they are sitting on huge amounts of under-utilized data and looking for ways to increase its value.

Accenture can help you uncover and tap into the potential of your enterprise data and monetize it, to create new opportunities and revenue streams.

The conditions for data monetization are ripe: massive volumes of structure and unstructured data; decreasing storage costs; data-driven marketing campaigns that create relevant customer experiences; improving business intelligence and processes by applying data analytics.

Where you play in this field is up to you. One thing is sure, the market opportunity is there.

The more you refine your data, the more valuable it becomes to both your enterprise as well as third parties.

To develop a strategy and realize the full potential of data monetization, you need to assess your enterprise data.

Does your data provide insights into consumer behavior?

Does your data allow companies to identify consumers enabling them to improve and expand their range of personalized and relevant customer services?

Do you have a high volume of data on high-frequency transactions?

Is your data unique to your enterprise?

Can you transform accessible data into a usable and scalable format?

Utilizing Accenture Customer Insight, you can monetize your data.

Operationalizing your data monetization strategy calls for having the right business model, the right strategic alliances and the right partner.

Accenture has the technology, the expertise and the capabilities to help you create and implement your data monetization program at speed and at scale generating new opportunities for revenue and growth.

Let Accenture support you on your journey towards data monetization.

