

YourDataConnect

The Data Monetization Platform

Industry's **First Cloud-Based Data Monetization Platform** focused on the Chief Data Officer

Data Valuation

Data Monetization

Data Marketplace

Digital Transformation

Enterprises do not have the tools today to drive and measure financial benefits of Data Management

68% of Fortune-1000 companies have a Chief Data Officer (CDO), who struggles to extract ROI on data management spend

**9.7
Petabytes** Of data on average managed by enterprises, growing exponentially

**> \$30
Million** Budget of Chief Data Officer for large organizations (Gartner)

**2.4
Years** Average tenure of Chief Data Officer

CDO's Role: responsible for enterprise-wide governance and utilization of information as an asset; must own data and lead transformation to "data-driven organization."

CDO's Key Challenges:

- **Monetizing Data:** tools that view data as an asset and proactively find ways to monetize it are essential but lacking
- **Measuring Success:** ROI of data management difficult to measure without tools that demonstrate financial benefits
- **High-Wire Act:** CDOs charged with revenue creation + cost savings + risk mitigation

Chief Data Officer will have YourDataConnect for cloud-based Data Monetization

Just as CIO has ServiceNow, Chief Revenue Officer has Salesforce and Chief Risk Officer has MetricStream

SaaS platform purpose-built to drive rapid economic benefits from enterprise data

What is data monetization?

Cross-functional discipline across data management, technology, finance and regulatory compliance to quantify the financial benefits that flow from the Chief Data Office

How does it work?

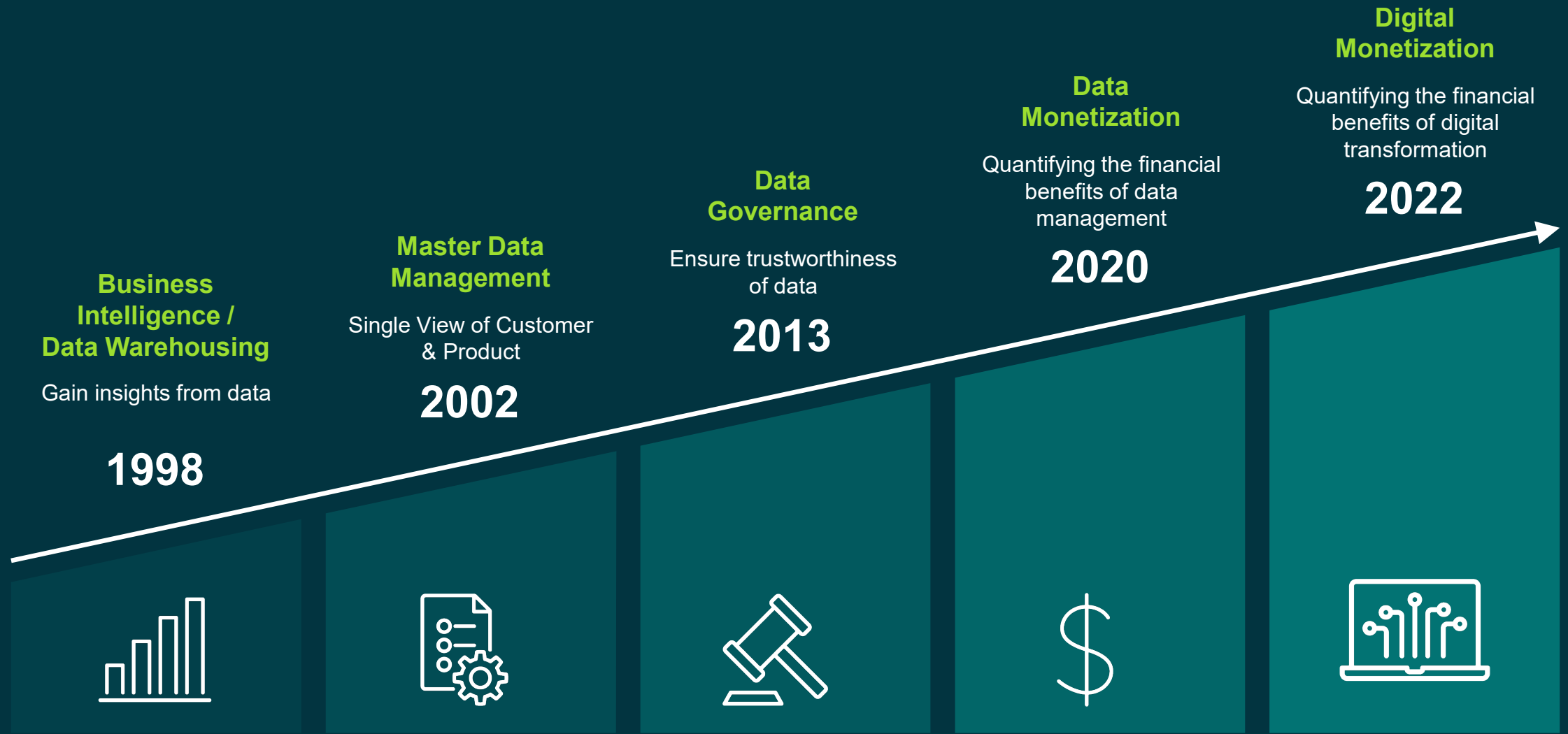
Chief Data Officer at industrial manufacturer: "We have driven \$400M in value from data based on \$50M in Supply Chain, \$40M in Finance, \$80M in IT..."

YourDataConnect:

- A cloud-based multi-tenant data monetization solution
- An automated dashboard that ties into dozens of legacy systems to identify and track opportunities to grow revenues, reduce cost and manage risk



YourDataConnect addresses the evolution of Data Governance



YourDataConnect Value Proposition

Data Monetization



Multinational Industrial Manufacturer

Reduce PO cycle time with better materials data quality, scaling to hundreds of enterprise use cases)



Technology Company

Quantification of risk reduction associated with improved cybersecurity posture targeting the Chief Trust Officer



Information Services Company

Quantification of improved sales based on better product master data



Data Marketplace



High Tech Firm

Marketplace to share technology artifacts across development teams



Large Financial Services Firm

Data Marketplace to share member data internally and externally



Large Pharmaceutical Company

Digital Transformation for Clinical Trial Supply Chain and AWS



Digital Monetization



Non-Profit

Business Glossary, Reference Data and Data Lineage to support legacy data migration



Large Media Firm

Improved quality of opportunity information in Salesforce to increase ad sales



Large Aerospace Manufacturer

Improved clinical research analytics based on TIBCO Spotfire report ingestion

YourDataConnect Demonstrations

- 1. Enterprise Value Mapped to Data Monetization**
- 2. Data Monetization for Supply Chain**
- 3. Data Marketplace for Financial Services**
- 4. Vehicle Sensor Data Valuation**

Mapping Enterprise Value to Data Monetization Business Cases

Enterprise Value Mapped to Business Cases

Business Use Case

Edit Delete Submit for Approval

Increase Enterprise Value through Data Monetization

> Information

▼ Breakdown

A. Equity Market Value \$147,380,000,000.00	Enterprise Value
B. Long Term Debt \$7,210,000,000.00	
C. Enterprise Value (EV) \$154,590,000,000.00	
D. EBITDA ⓘ \$8,264,000,000.00	Earnings Before Interest Tax Depreciation and Amortization (EBITDA) Multiple – Shipping Cost Reduction
E. EV / EBITDA 18.706437560503388190	
F. Free Cash Flow (FCF) \$5,611,000,000.00	Free Cash Flow (FCF) / Balance Sheet Reduction Multiple – Material Data Quality
G. EV / FCF 27.551238638388878988	
H. EV Increase from Bal. Sheet Reduction \$4,132,685.80	H. Balance Sheet Reduction Value \$150,000.00
I. EV Increase from Cost Reduction \$10,269,834.22	I. Cost Reduction Value \$549,000.00
J. EV Increase from Revenue Enhancement \$17,100,000.00	J. Revenue Enhancement Value \$17,100,000.00
K. EV Increase from Risk Reduction \$10,000,000.00	K. Risk Reduction Value \$10,000,000.00
L. Increase in EV across Business Cases \$41,502,520.02	

Related Traceability

CDEs (1) 1 item • Updated 27 minutes ago

Business Term Name	Business Glossary
1 <input type="checkbox"/> Enterprise Value (EV)	Financial Ratios

[View All](#)

Related Business Use Cases (5) 5 items • Updated 27 minutes ago

Related Business Use Case	Category	Value
1 <input type="checkbox"/> Improve Materials Data Quality	Balance Sheet Reduction	\$150,000.00
2 <input type="checkbox"/> Shipping Cost Reduction	Reduce Costs	\$524,000.00
3 <input type="checkbox"/> Recruit Additional Customers	Grow Revenues	\$17,100,000.00
4 <input type="checkbox"/> Foreign Corrupt Practices Act Compliance	Mitigate Risks	\$10,000,000.00
5 <input type="checkbox"/> Inventory Carrying Cost Reduction	Reduce Costs	\$25,000.00

[View All](#)

Approval History (0)

Arrows from the right panel point to the following rows in the left panel:

- Row H: EV Increase from Bal. Sheet Reduction
- Row I: EV Increase from Cost Reduction
- Row J: EV Increase from Revenue Enhancement
- Row K: EV Increase from Risk Reduction

Arrows from the left panel point to the following rows in the right panel:

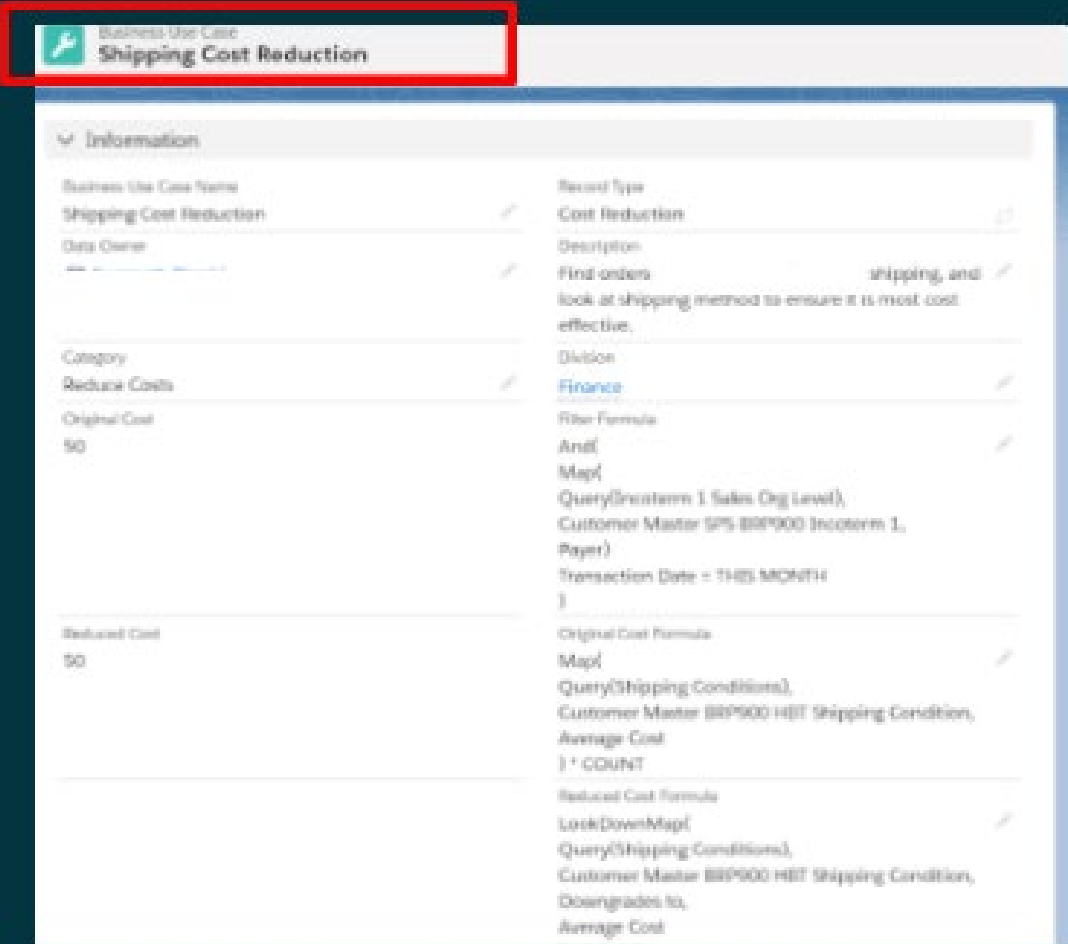
- Row 1: Improve Materials Data Quality
- Row 2: Shipping Cost Reduction
- Row 4: Foreign Corrupt Practices Act Compliance
- Row 5: Inventory Carrying Cost Reduction

Traceability Diagram for Enterprise Value to Business Cases



Data Monetization for Supply Chain

Reduce Shipping Costs where customers pay for shipping or company pays for cheaper shipping



Multinational Manufacturer

Problem Statement

- Company was overpaying for shipping costs to customers along two dimensions:
 - Contract and Customer Master were mis-aligned, and Company was paying for shipping costs when it did not have to
 - Company had to pay for shipping costs but needed to select the most cost-effective method (e.g., seven-day shipping versus overnight shipping)
- Shipping costs were usually selected in alignment with customer contract but could be overwritten at the order level

Solution

- YourDataConnect scanned Snowflake for incorrect shipping costs
- YourDataConnect integrated with Collibra for Critical Data Elements
- Data Management receives benefits

Results

- Solution presented to Finance and Data Management Steering Committee for enterprise-wide rollout

Reduce Working Capital by managing inventory carrying cost through better materials data quality

Business Use Case	
Inventory Carrying Cost Reduction	
Information	
Business Use Case Name	Record Type
Inventory Carrying Cost Reduction	Cost Reduction
Data Owner	Description
Ishwar K.	
Category	Division
Reduce Costs	Customer Insights
Original Cost	Filter Formula
50	Material Inventory Quantity - Min Lot Size
Reduced Cost	Original Cost Formula
50	$\text{sum}(\{\text{Material Inventory Quantity} - \text{Min Lot Size}\} * \text{Material Unit Price})$
	based on Material Number and Plant
	Reduced Cost Formula
	$\text{Original Cost} - \text{Last}(\text{Original Cost})$
System Information	
Created By	Last Modified By
Narmada Mochawaram , 12/16/2020, 7:35 PM	Narmada Mochawaram , 12/21/2020, 6:46 PM
Owner	Status
Narmada Mochawaram	Approved by Data Owner

Multinational Manufacturer

Problem Statement

- Company was looking at a series of initiatives to reduce Net Working Capital
- Reduction in Net Working Capital would result in an increase in Free Cash Flow
- Company was tracking the impact of better data quality on a reduction in inventory

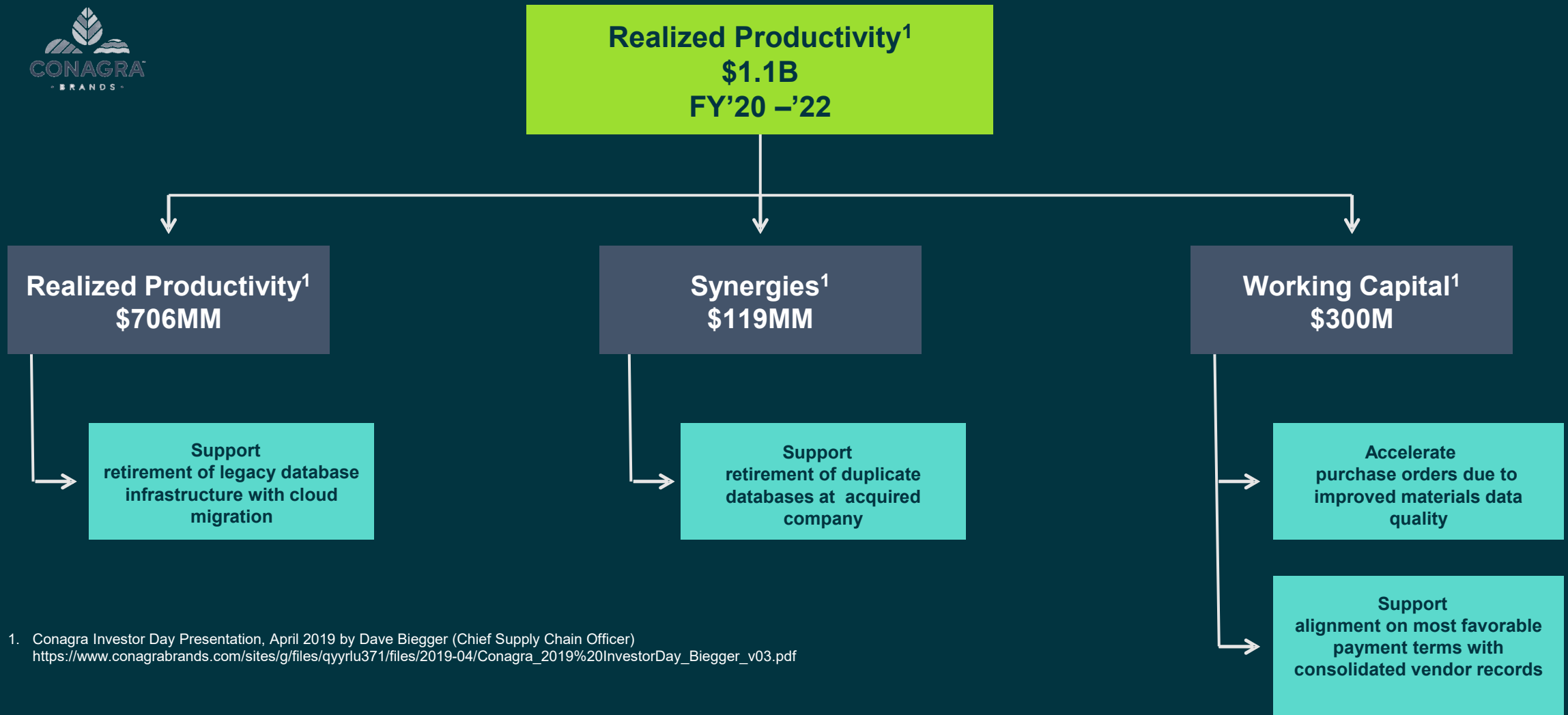
Solution

- YourDataConnect scanned Informatica Data Quality for materials data quality
- YourDataConnect integrated with Collibra for Critical Data Elements
- Data Management receives 15% of the benefits

Results

- Solution presented to Finance and Data Management Steering Committee for enterprise-wide rollout

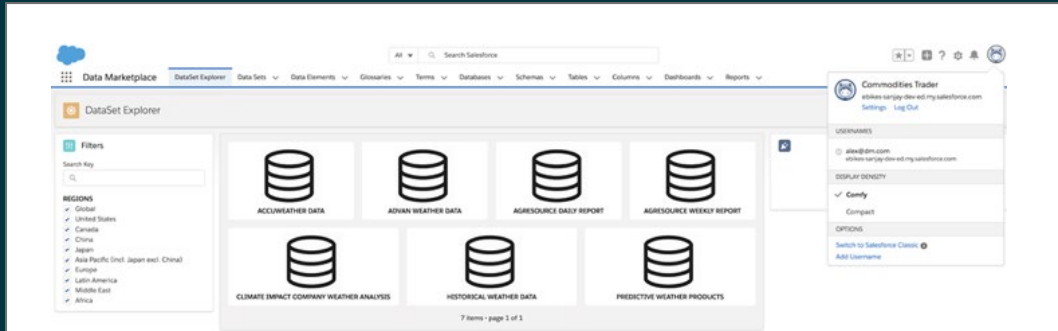
Data Monetization Assessment for Enterprise Data Office Shows Value of Data Management for Supply Chain



1. Conagra Investor Day Presentation, April 2019 by Dave Biegger (Chief Supply Chain Officer)
https://www.conagrabrands.com/sites/g/files/qyrlu371/files/2019-04/Conagra_2019%20InvestorDay_Biegger_v03.pdf

Data Marketplace for Financial Services

Differential Rules of Visibility within Data Marketplace to Support Data Privacy



Large Hedge Fund

Problem Statement

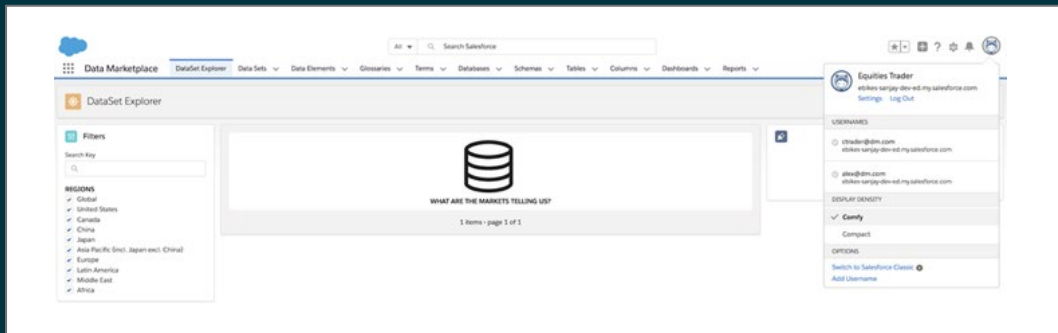
- Hedge Fund wanted to create a data marketplace to allow user to search for curated data sets

Solution

- YourDataConnect supported data marketplace with differential view access

Results

- Commodities trading desk was able to view weather data but not stock price data
- Equities trading desk was able to view stock price data but not weather data
- Enterprise Data Management was able to view all datasets but also additional attributes such as the price paid for each dataset



Vehicle Sensor Data Valuation

Vehicle Sensor Data Valuation

The screenshot displays the 'YourDataConnect' platform interface. At the top, there is a navigation bar with the 'YourDataConnect' logo and various menu items: Home, Organization, Business Glossary, Data Portfolio, Data Monetization, Data Marketplace, Regulatory Compliance, Reference Data, Transformations, and Business Rules. A search bar is located in the top right, and there are icons for favorites, help, settings, and notifications.

The main content area is titled 'Business Use Case: Vehicle Sensor Data Valuation'. It includes action buttons for 'Edit', 'Delete', and 'Submit for Approval'. The interface is divided into two main sections: 'Information' and 'System Information'.

Information Section:

Field	Value	Record Type	Value
Business Use Case Name	Vehicle Sensor Data Valuation	Vehicle Sensor Data	
Data Owner		Description	
Category	Data Valuation	Division	Automobile
Venture Round	\$7,700,000	Implied Post-Money Valuation	\$38,500,000
Valuation Increase from Venture Round	10	Valuation at Exit	\$385,000,000
Number of Active Subscribers	4,000,000	Number of sensor events per month	1,000,000,000
Value of Sensor Data/Active Subscriber	\$96.25	Value of Sensor Data per Million Monthly	\$0.39

System Information Section:

Field	Value	Field	Value
Created By	Bhelcy Nadar, 2/10/2021, 9:16 PM	Last Modified By	Bhelcy Nadar, 2/10/2021, 9:16 PM
Owner	Bhelcy Nadar	Status	Draft

Related Section:

- Data Products (0) [New] [Change Owner]
- Approval History (0)

Data Marketplace Displays Sensor Dataset But Valuation is Hidden

Data Product
Sensor Data

Edit Delete Submit for Approval

Information

Data Product Name	Sensor Data	Record Type	External
Division	Automobile	Description	
Price	\$10,000.00	Frequency	Weekly
Provider	Automobile Company		
Business Use Case	Vehicle Sensor Data Valuation		

System Information

Created By	Bhelcy Nadar , 2/10/2021, 7:50 AM	Last Modified By	Bhelcy Nadar , 2/10/2021, 7:57 AM
Owner	Bhelcy Nadar	Status	Approved

Related Traceability

Approval History (0)

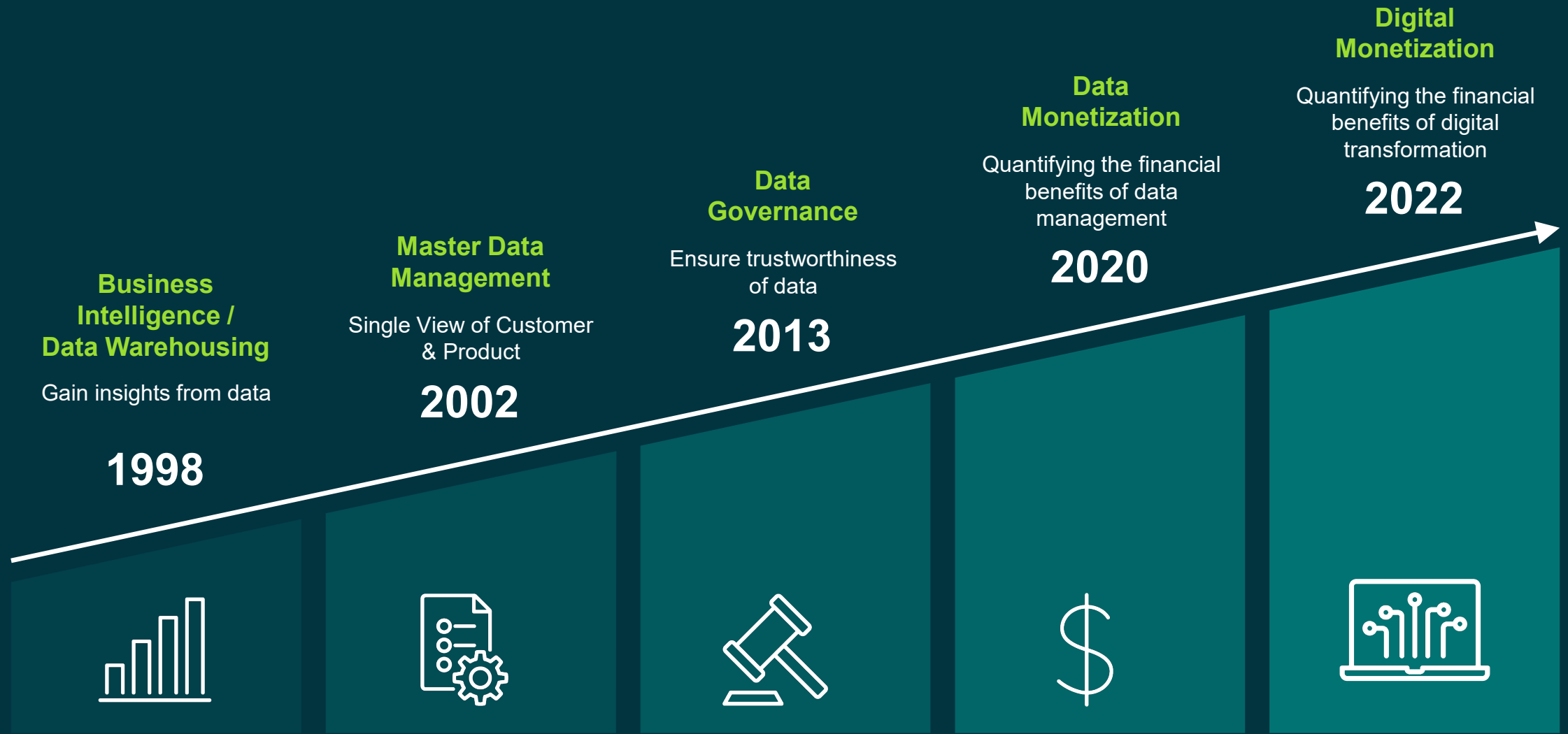
Data Elements (5) Settings Refresh New

5 Items • Updated a few seconds ago

	<input type="checkbox"/> Data Element Name	Column	Field
1	<input type="checkbox"/> Speed	Speed	
2	<input type="checkbox"/> Longitude	Longitude	
3	<input type="checkbox"/> Latitude	Latitude	
4	<input type="checkbox"/> TimeStamp	Timestamp	
5	<input type="checkbox"/> Direction	Direction	

[View All](#)

YourDataConnect addresses the evolution of Data Governance



Technical Architecture

YourDataConnect Technical Architecture

ACCELERATORS

Financial Services

Life Sciences

Utilities

Manufacturing

Healthcare

Digital Transformation

MODULES

Data Marketplace

- Internal data sharing
- External data sharing

Business Cases

- Financial Services
- Healthcare
- Life Sciences

Data Valuation

- Customer
- Prospect
- Configurable

Automation

- Auto-create tasks (RPA)
- Match columns to terms (AI)
- Workflows

Data Governance

- Business Glossary
- Reference Data

Regulatory Compliance

- Financial Services
- Life Sciences

Extended Data Management

- Master Data (future)
- Data Quality (future)

Business Intelligence

Scan unused & duplicate reports



Applications

Identify risk associated with uncertified applications



Data Quality

Scan data quality exceptions



Master Data Management

Prioritize high-value customers



Data Governance

Leverage existing glossary & metadata



Databases

Scan unused & duplicate databases



ETL

Scan unused ETL jobs



Salesforce Lightning Platform
Multi-Tenant SaaS



React

YourDataConnect Pre-Built Integrations and Workflows

Category	Application	Category	Application	Category	Application
Business Intelligence	<ul style="list-style-type: none"> Tableau SAP BusinessObjects SAP Lumira SAP Crystal Reports Microsoft PowerBI TIBCO Spotfire MicroStrategy Paxata Microsoft SSRS DundasBI H2O 	Databases	<ul style="list-style-type: none"> Probabilistic Matching of Terms to Columns Relational Databases (Oracle, SQL Server) Snowflake Cloudera PostgreSQL MongoDB Amazon S3 Neo4j AWS DynamoDB Amazon Redshift Splice Machine MEMSQL Splunk MarkLogic Azure ADLS Gen 2 Cassandra 	Applications	<ul style="list-style-type: none"> Oracle DRM Atlassian Jira IBM Maximo Markit EDM Swagger
Data Quality	<ul style="list-style-type: none"> Informatica Data Quality IBM InfoSphere Information Analyzer Waterline Qlik Podium SAP Information Steward 			Sensitive Data Management	<ul style="list-style-type: none"> RSA Archer ServiceNow CMDB IBM InfoSphere Guardium Apache Atlas Dataguise BigID Protegrity
Data Governance / Data Catalog	<ul style="list-style-type: none"> Collibra ASG Rochade Alation IBM Information Governance Catalog Informatica Axon Informatica Enterprise Data Catalog Microsoft Azure Data Catalog Data Advantage Group MetaCenter Essential IBM Watson Knowledge Catalog 	MDM	<ul style="list-style-type: none"> Informatica Reference 360 Informatica Product 360 Informatica Customer 360 	Workflows	<ul style="list-style-type: none"> Ad-Hoc Data Request Data Product Access Request Create Business Term Create Business Rule Resolve Data Issue Request New Column Approve Code Value Approve Code List Data Rights Deletion Request Data Rights Access Request Propose New Statistical Model Approve Business Use Case Approve Technical Use Case
		ETL / Web Services	<ul style="list-style-type: none"> Informatica PowerCenter Alooma AWS Glue Microsoft SSIS WS02 Apigee StreamSets 		

YourDataConnect Business Case and Data Valuation Templates

Business Case Category	Business Case Template
Digital Transformation	<ul style="list-style-type: none"> • Application retirement • Application recertification • Report retirement • Snowflake usage cost reduction • Report migration • ETL job migration
Regulatory Compliance / Risk Reduction	<ul style="list-style-type: none"> • Foreign Corrupt Practices Act (FCPA) compliance through vendor duplication reduction • Improved data security • Insider threat reduction through analysis of employee emails • Reduction in regulatory capital in financial services due to improvement in collateral value data quality • Improvement in actuarial pricing in health plans due to better North American Industry Classification System (NAICS) code data quality • Reduction in premium rebates to health plan members due to improvement utilization of telehealth codes
Customer Service	<ul style="list-style-type: none"> • Customer service cost reduction through analysis of chat logs
Marketing	<ul style="list-style-type: none"> • Improvement in cross-sell based on quality of dates of birth • Customer duplicate reduction
Supply Chain	<ul style="list-style-type: none"> • Vendor duplicate reduction • Reduction in working capital due to improvement in ship-to address data quality • Reduction in working capital due to improvement in bill-to address data quality

Data Valuation Category	Data Valuation Template
Master Data Domains	<ul style="list-style-type: none"> • Customer • High-Value / Low-Value Customer • Prospect • Employee • Vendor • Airline Loyalty Program • Genomic Data
Interactions	<ul style="list-style-type: none"> • Chat Logs • Call Center Recording • Employee Email
Technology Assets	<ul style="list-style-type: none"> • Business Intelligence Report • Application

Thank You

Questions and Next Steps

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www.yourdataconnect.com