How to Datafy your business

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datafication.
My Definition*

Datafication is the process of discovering and inferring an informational attribute to new aspects of life / things / business processes to generate new economic value

*Carme Artigas, Co-founder Synergic Partners
The datafication of everything enables entirely new ways of creating value.
Datafication + Data monetization turn an existing business into a “data business.”
Data Value Pyramid

- New business models
- Social / collaboration
- IoT
- Data marketplaces
- Predictive Analytics
- Rules
- Pattern discovery
- Content mining
- Data Integration
- Data Quality
- MDM
- Data Governance
- Hadoop, NoSQL, ...
- On-premise
- Private Cloud
- Public Cloud
data monetization
Before you try to monetize, be sure to organize, govern, and share your data.
Data Monetization Maturity levels

Stage 1: Reactive | Collecting Data

Stage 2: Descriptive | Creating visibility

Stage 3: Diagnostic | Measure the economic value of data

Stage 4: Proactive | Building data products
The diagram categorizes data quality and granularity into four quadrants:

**Stars**
- Narrow set of information
- Information is specific
- Richer view of customers only
- Non-scalable outside

**Cash Cows**
- Lot of dimensions captured
- Integrates with other sources
- Works with tangential orgs
- Data is monetizable

**Question Marks**
- Data capture is bad
- Data storage is questionable
- Value not derived from data

**Dogs**
- Lot of dimensions captured
- Used for internal analyses
- Quality of data is not good

The diagram uses data granularity as the horizontal axis and data quality as the vertical axis.
4 Data monetization strategies

1. You can monetize your Data
2. You can monetize your Insights
3. You can embed your Insights with your Data to enrich your Products & Services
4. You can use your Insights and your Data to create a completely new Customer Experience
Publishing an Azure Machine Learning service into the Azure Marketplace
2. YOU CAN MONETIZE YOUR INSIGHTS
3. YOU CAN EMBED YOUR INSIGHTS WITH YOUR DATA TO ENRICH YOUR PRODUCTS & SERVICES
YOU CAN USE YOUR INSIGHTS AND YOUR DATA TO CREATE A COMPLETELY NEW CUSTOMER EXPERIENCE
Datafication creates new partner ecosystems
Datafication creates new partner ecosystems

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#StrataHadoop

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How to Datafy your business

1. Think in terms of Data Market share.
2. Collect, store, organize and share your data.
3. Datify your interactions with your customers, partners or suppliers before your competitors do.
4. Create your unique proprietary view of the market
5. Create your own partner ecosystem
6. Think beyond digital
Datafication meets the physical world
Datafication meets the physical world

Products

Internet
Digitalization
(Dematerialisation)

Services
Datafication meets the physical world

Internet
Digitalization
(Dematerialisation)

Products

Data

Services

Big Data & Predictive Analytics
Datafication
Datafication meets the physical world

- IoT
- Data Monetization

+ Product augmentation

- Internet Digitalization (Dematerialisation)

Data

Products

Services

Big Data & Predictive Analytics

Datafication
Alone, or datafied?
Thank you!
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