ACTS

Monetizing Data
The Concept of Value Engineering

Turn Your Data Into Gold and Transform Your Business

Data Analytics is changing everything – how business is done, and the way new products and services are invented and built. If your competitors harness the power of Data Analytics better than you, it is tough to catch up. Done right, Data Analytics grows cash, reduces costs, and shoots ROI into the stratosphere.

Monetize Data Now

The best way to boost the bottom line and secure a bright future is by monetizing data. Start your Data Analytics journey right away and boost the economic value driven by your data.

Battle for Monetization

McKinsey's research shows top financial performers are using data to create new business models, add new services, and sell their data directly for extra revenue. Take Ticketmaster, which now sells data on customer behavior to venues to help them address event consumers' needs.

1/3 — High-performing companies are 1/3 more likely to see data as a transformative asset. These financial stars harness data to transform supply chains, revolutionize research and development, and drive smarter decisions.

Data-Driven Inventions

The next killer idea won't come from a white-board, but will be unearthed by craftily analyzing terabytes of data from hundreds of sources – all brought together in one easily searchable repository.

2.5 QUINTILLION — That is how many bytes of new data are generated daily. This data is in software services, revolutionary ways to drive, and even in the COVID vaccines, two of which were driven by data through bio-engineering's MRNA.

Role of AI

Artificial Intelligence and Machine Learning are changing the Data Analytics game. Now you can predict what is going to happen, and with Cognitive Analytics, AI/ML will even tell you what to do about it!

75% — Gartner predicts that by 2024, 75% of enterprises will operationalize AI, resulting in a 5x increase in streaming data as well as analytics infrastructures.

Make Sense of Your Data

Even small enterprises have data spread everywhere, in on-premises DBMS systems, cloud apps, documents, pictures, videos, and even social media. Bringing structured and unstructured data into a cloud-based data repository where it is tagged and searchable makes the data usable by all.
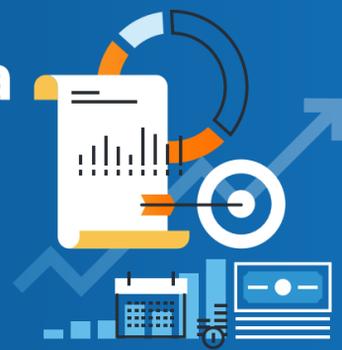
80% of an enterprise's data is unstructured, and that data is growing 55 - 65%, Datamation says.

90% By 2022 public cloud services will be vital for 90% of data and analytics innovation, Gartner says.

Dive deeper into Data Monetization with the ACTS guide,

Make Your Data a Profit Center with Deep Analytics

If you're looking to monetize, drive innovation and radically boost ROI with your data, ACTS empowers you to unleash that value. We deliver solutions for the entire data journey map from data collection to data management to downstream analytics, to cognitive AI and Machine learning.

- Get started with our Modern Data Maturity Assessment
- Learn more about our Data & Insights Practice
- Or contact us directly at ModernData@actsolution.net for a personalized consultation.

ACTS