



Is data the new oil?



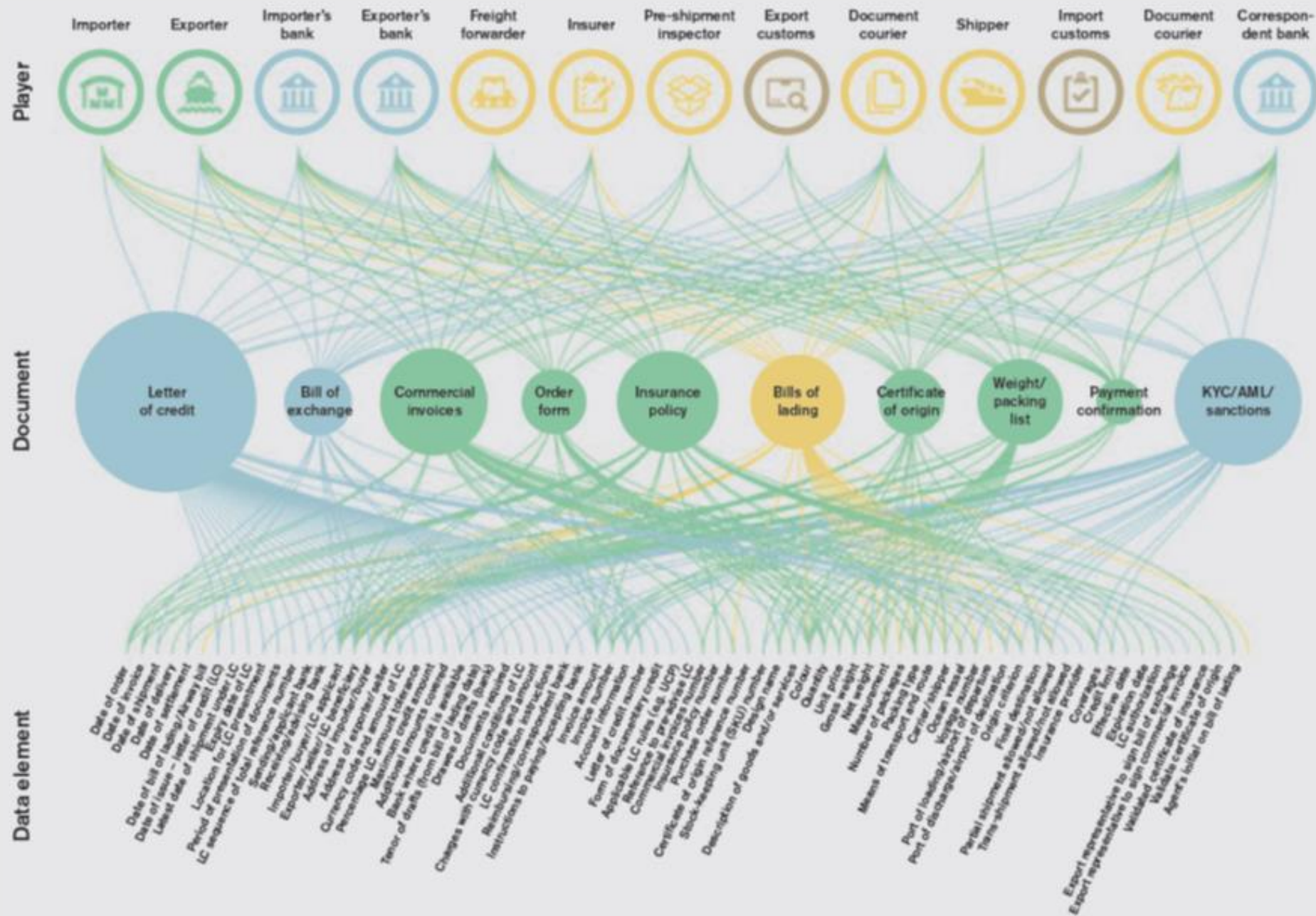


**Data is the life blood
of economies**



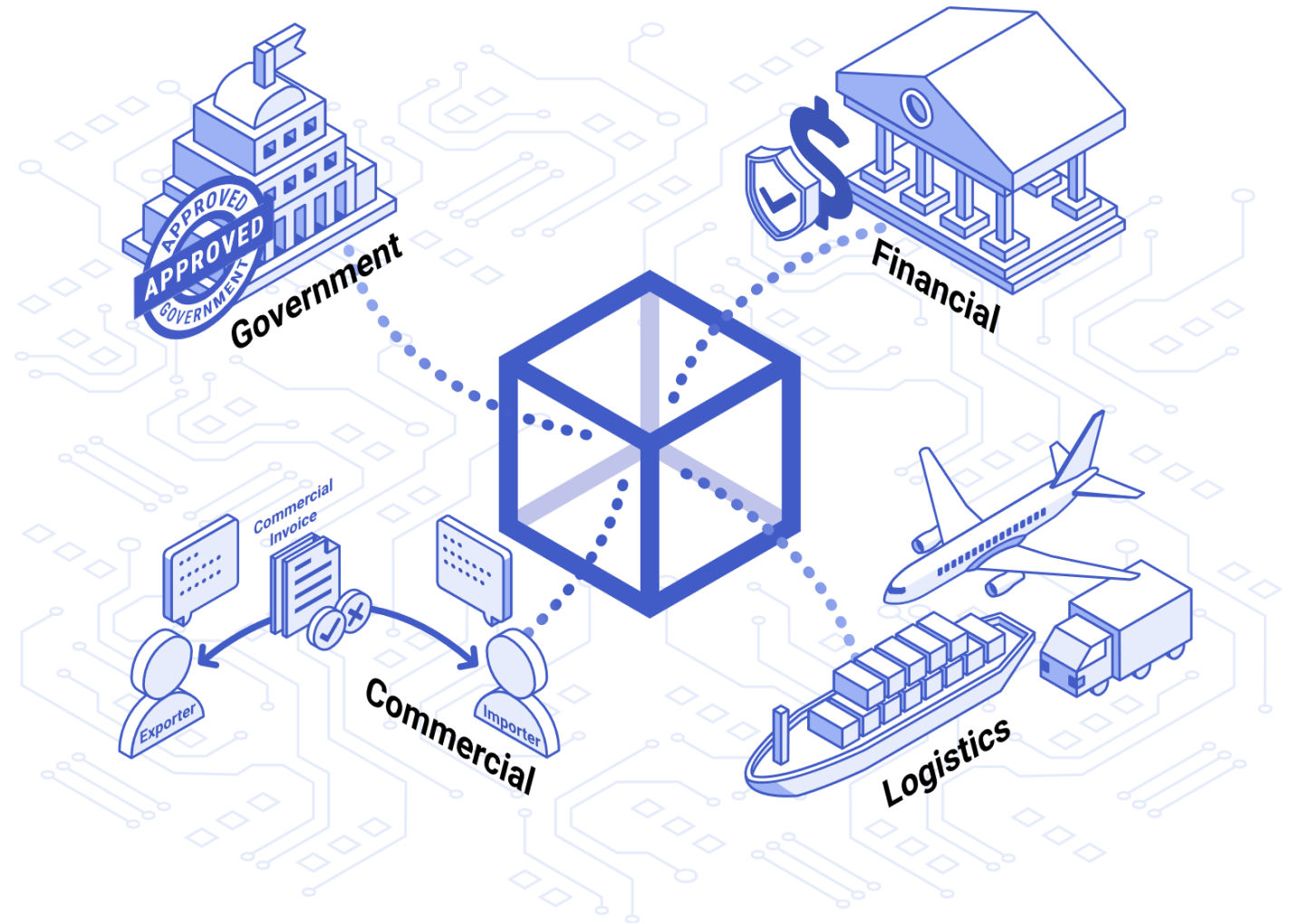
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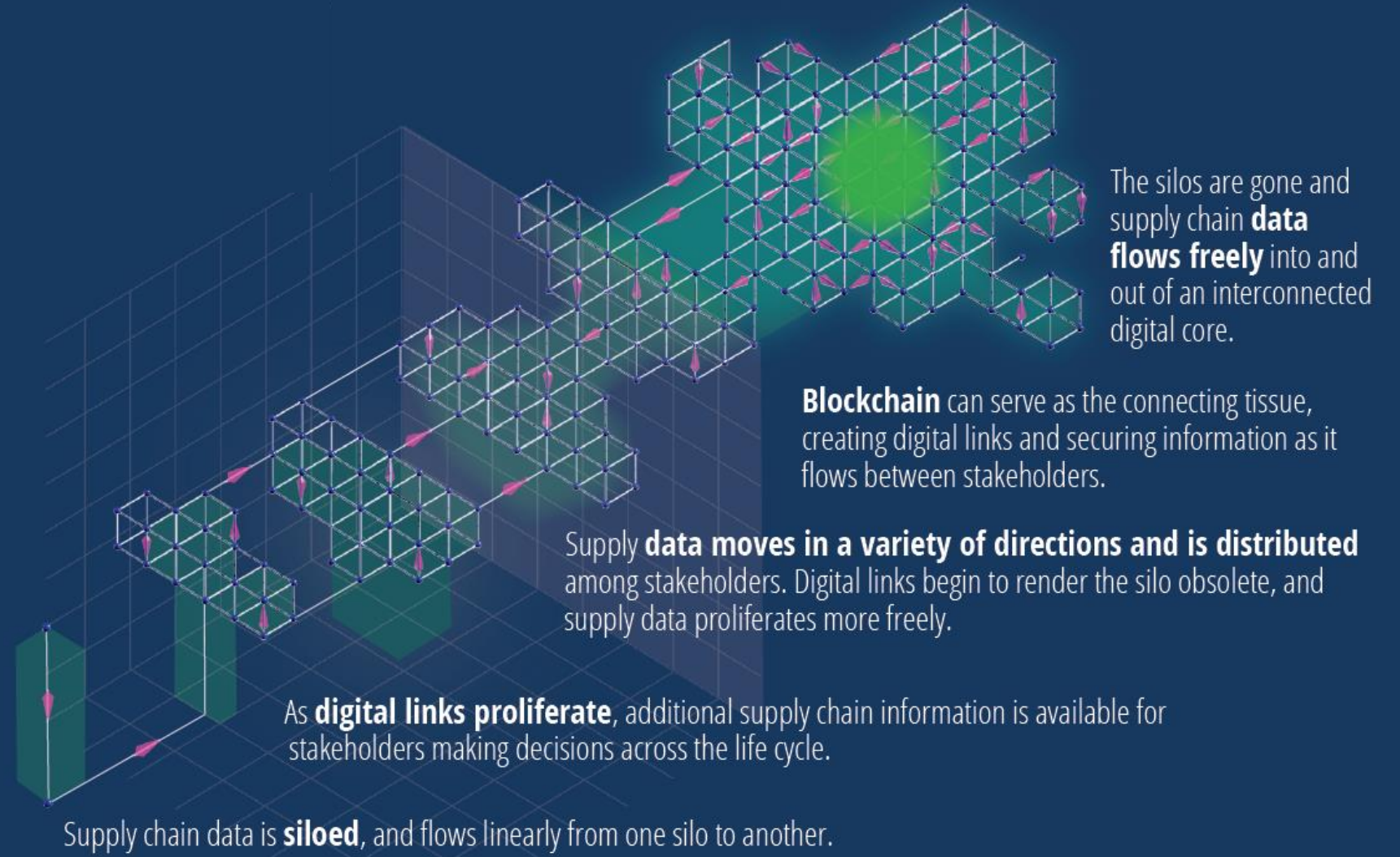


Source: Boston Consulting Group (2017).

Connecting the data silos



Breaking the chain

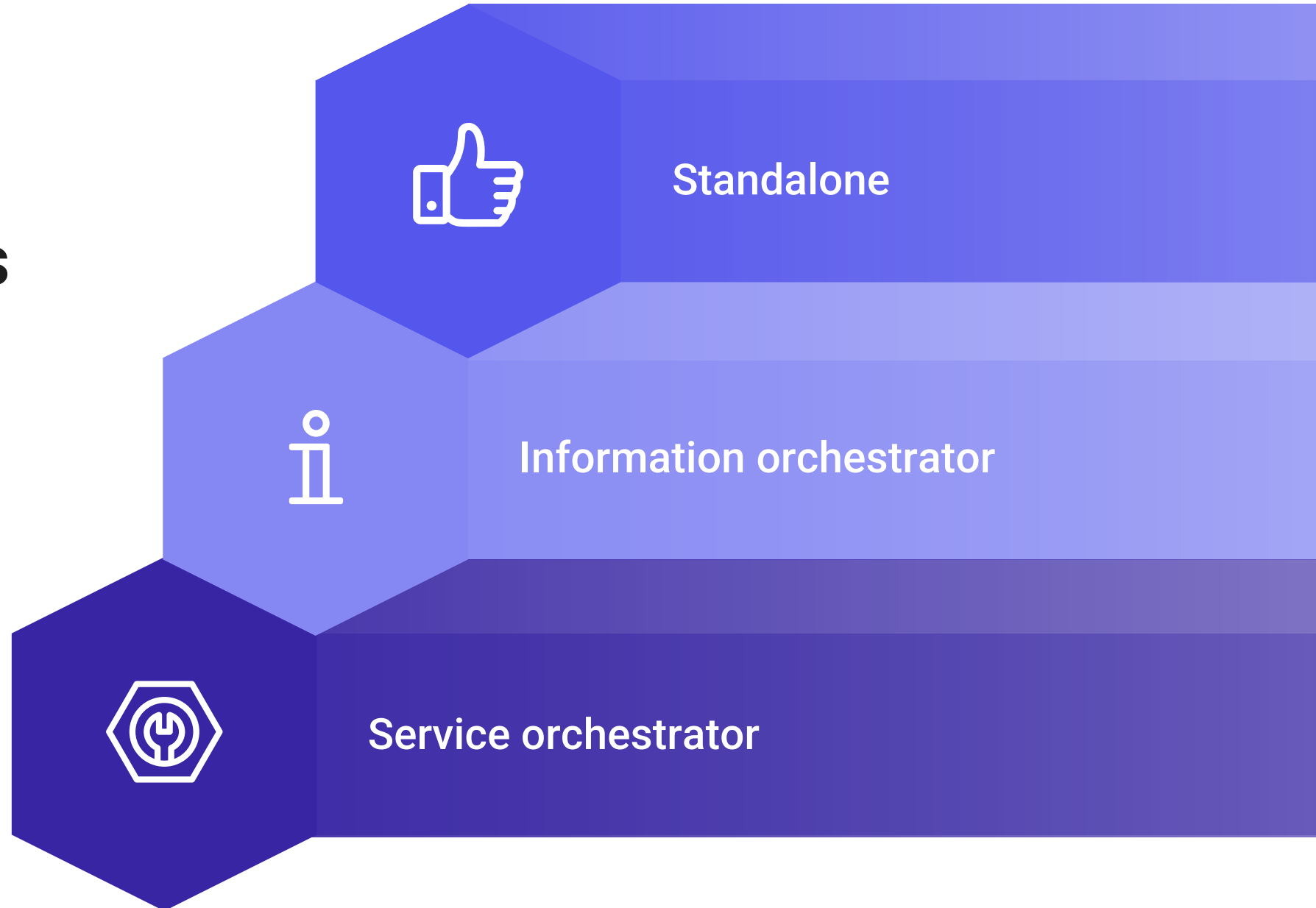


Data value creation

The data value cycle



Data business archetypes

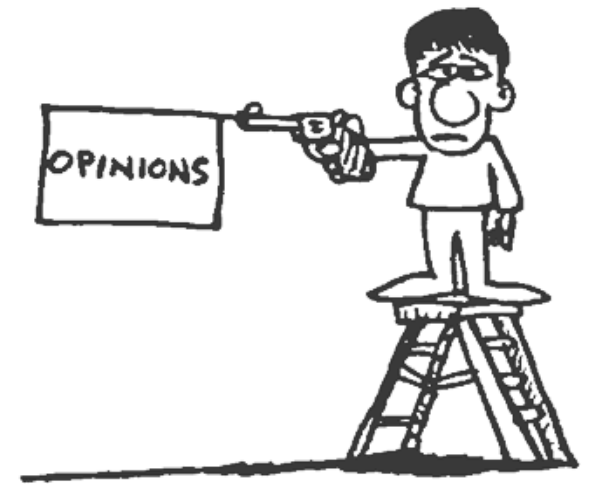
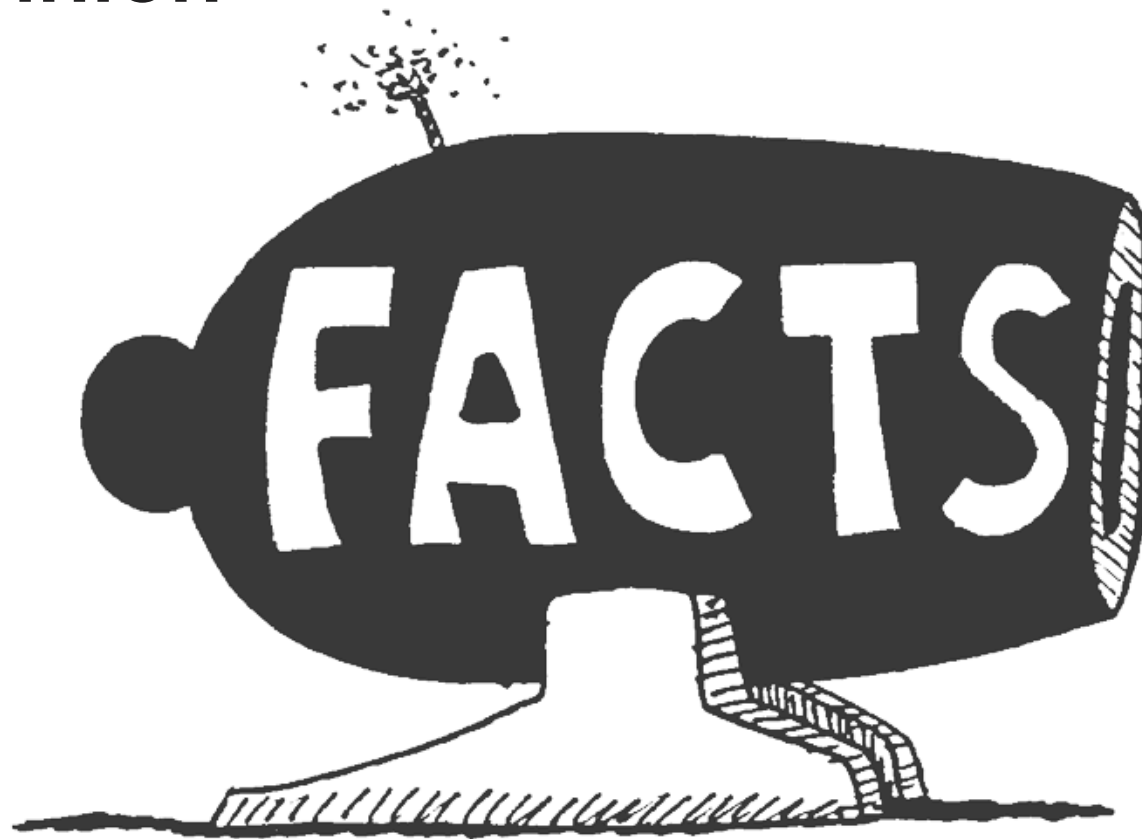


Roadmap to data utilisation



- 1 Identify your end goal.
- 2 Who are the parties in your ecosystem?
- 3 Who are the personas in these organisations?
- 4 What questions are they asking?
- 5 What data points can be captured?
- 6 How can these data points be combined to deliver value?

Good data beats opinion



The background of the slide is a dark blue digital space. In the center is a glowing blue globe composed of many small dots, representing data points. To the right of the globe, there is a perspective view of several rows of server racks, each filled with numerous small, glowing blue squares. Scattered throughout the background are various white and light blue numbers, some of which are slightly blurred, giving a sense of depth and data flow. The overall aesthetic is high-tech and futuristic.

Data infrastructure
should become a
profit centre
in your business

Time is valuable



Thank you