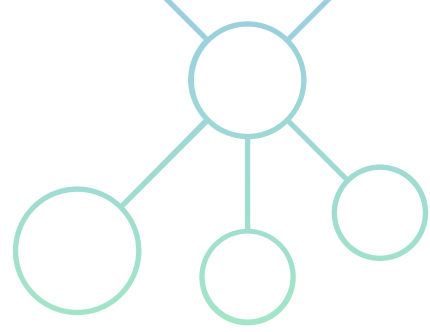


**brillio**

**Transforming Data  
Democratization with  
Data Marketplace for  
Enterprise - Ready Data  
Management**

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A dark blue background with a pattern of small, colorful stars and dots in shades of blue, purple, and white.

# Introduction

The complexities of dealing with large data and datasets increase linearly as more data is being generated by human and automated mechanics. Majority of the time this data is generated automatically due to e-commerce, event processing, system monitoring, logs, or in many other forms like IoT sensors, etc.

For large organizations whether in the commercial or public sector, it is not enough to collect a vast amount of data and assume they will be able to monetize this data i.e., create economic value. The act of monetization requires deliberate thinking and developing strategies to make this big data work for you. Advances in tools, techniques, and technologies has made it possible to harness the power of big data effectively and efficiently, resulting in creation of economic benefits to impact the top and bottom lines of any large commercial, public, or private organizations.

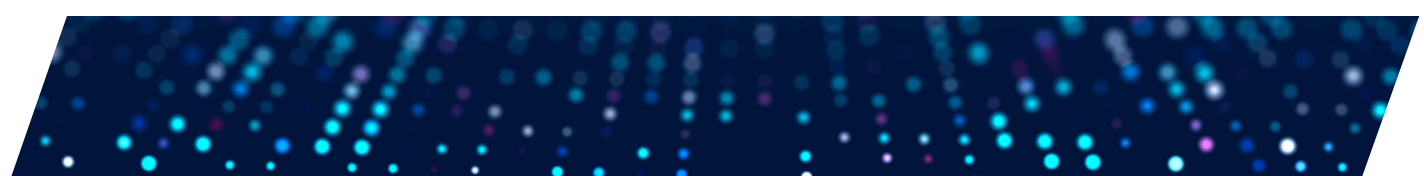
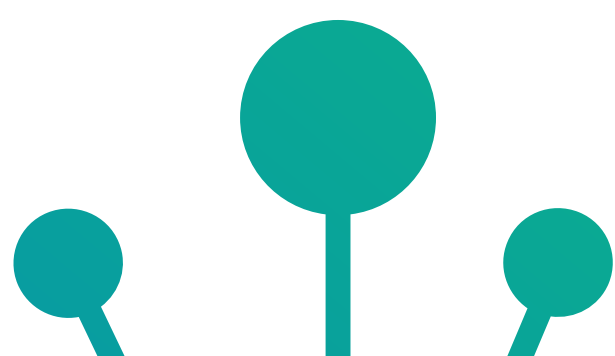
Brillio's experience, methods, techniques, and art of possibilities combined with new technologies enables it to deliver value in Data Marketplace space. Clients can circumvent the huge learning curve tied to tools, technologies, and data governing processes and capitalizing on Brillio's design thinking methods, experience, and tried and tested Data Marketplace solutions.

As organizations embark on the digital journey by optimizing their digital assets, they are creating and accumulating data at an unprecedented scale and speed.

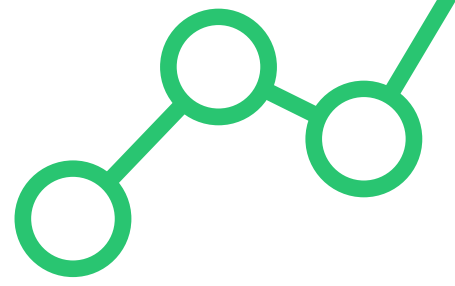
Not only the speed of data accumulation has exploded but the type of data that modern organizations are collecting has changed drastically. Organizations are determined to create economic value, and nothing is going to stop them as long as we innovate and leverage new technologies to harness value of our data assets. We are collecting not only structured data but due to advances in technology we can capture, store, and process all sorts of data i.e., structured, semi-structured, and unstructured data. For example, audio, video, log, sensor, images, weblogs, etc.

The consumption side of data is a little behind and trying to play catch up. Typically, on the consumption side, we see various types of consumers who are trying to create opportunities by exploring, understanding, mining, and learning patterns that can uncover economic advantages. The process of harnessing and exploiting data is very time consuming and requires a various set of tools, technical acumen, and technologies to stitch mismatching data and generate insights for creating a clear vision.

Advances in technology and techniques have made it possible to automate various processes that previously would require armies of technical, process, and business folks. Various artificial intelligence and machine learning tools are now routinely getting embedded in data ingestion, transformation, and quality tools. Thus, automating and mimicking human intelligence to sort our data and data quality and circumventing time-consuming activities to collect, clean, harmonize, and make sense out of data assets.







Technology advances have come a long way and organizations have a plethora of choices for platforms, tools, and techniques to adapt and build new economic models and monetize data.

The organizations planning to leverage these new tools and technologies for creating economic models or to be more efficient and competitive still need to be prudent in their choices. They consciously need to evaluate and understand the driving requirements, technology advancement, and market forces to understand how data can be monetized to address both the top and bottom lines. At the same time make sure their investment will yield appropriate returns.

Large commercial and public organizations still spend a significant amount of time and energies in addressing the needs of its constituent in finding the right data sets, at the right time, with the right quality and security. With the latest advances in technologies and techniques organizations can offload this function to well thought out development of a

Data Marketplace to eliminate the majority of the work associated with finding, curing, and rendering data to desired constituents for creating economic value.

Thus, bringing the data consumers closer to desired data through self-service models and making domain-centric data available in clean, curated, and in secure environments.

The Data Marketplace implementation takes many shapes and forms based on business needs and maturity.

But these types of solutions are typically branded as data café, data catalog, data as a service, etc. All these solutions have one thing in common i.e., to automate finding, tagging, cleaning, and making data available through the self-service fabric to the ultimate data consumers. The list of consumers could be simple as an individual contributor, for example, a business analyst or data scientist to sophisticated AI/ML system and other subscribing sub-systems.



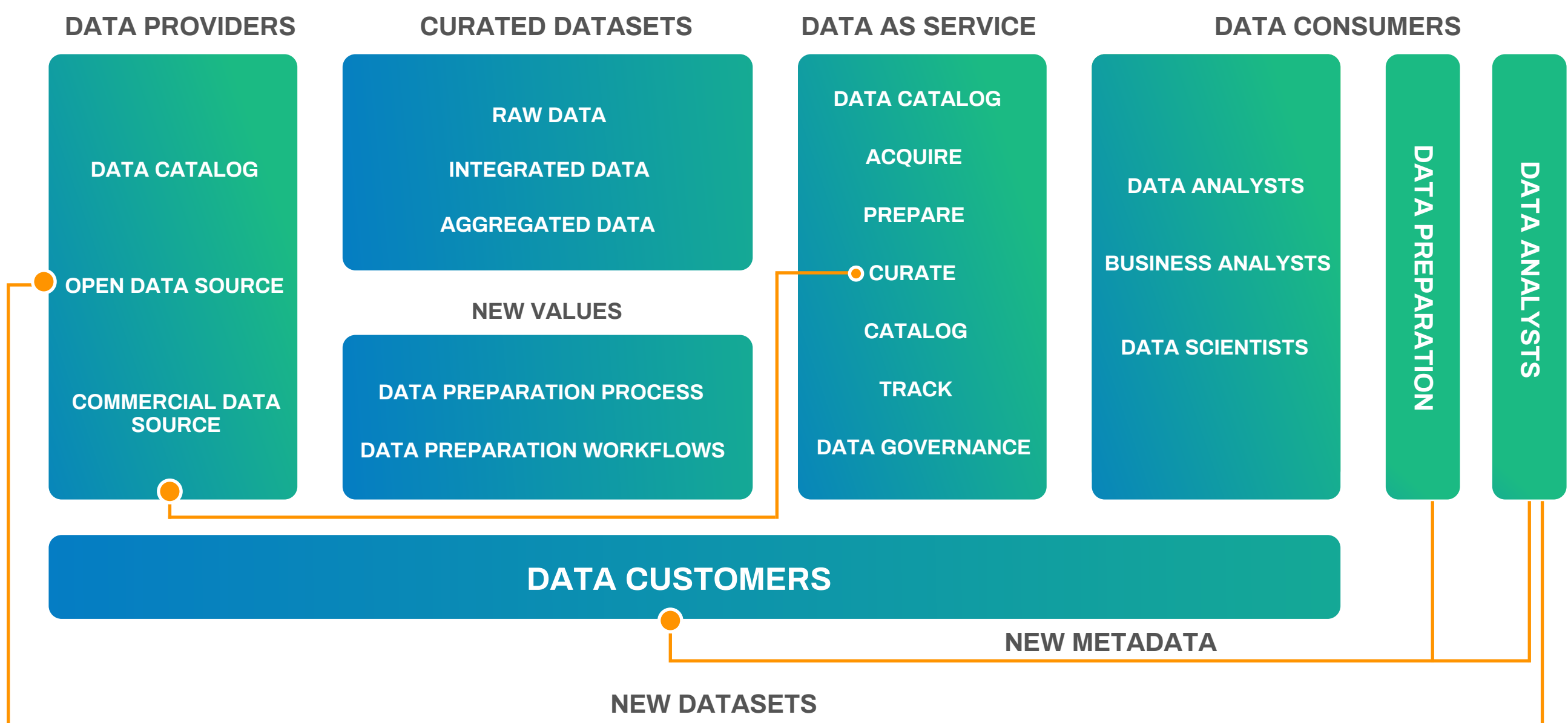




## Conceptual Components of a Data Marketplace

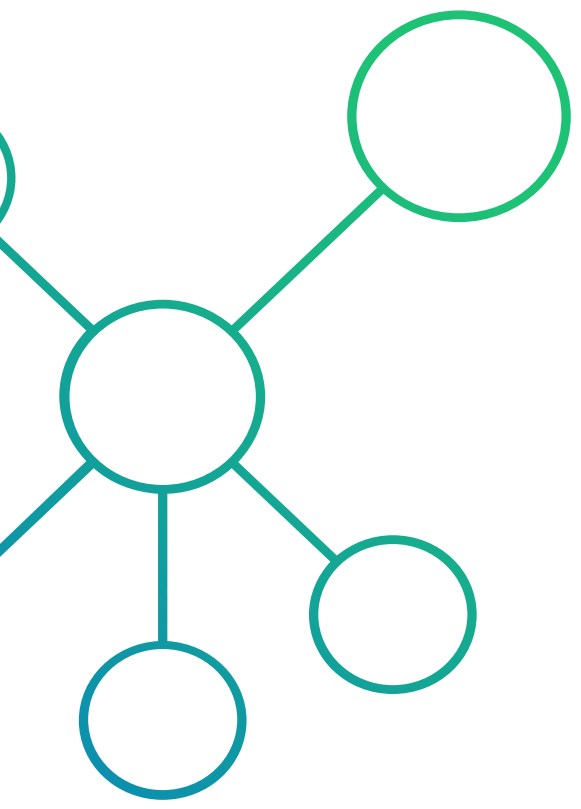
Data Marketplace concepts are still evolving and rapidly moving towards the true spirit of a Marketplace.

In the future, it will not be uncommon that data and information can be bought and sold as a commodity like stock exchanges where stocks are bought and sold routinely.



# Mitigations

The advance in technologies like tools for automated data discovery and tagging, ability to identify data freshness, usability tagging by data consumers, search engines, crowdsourcing, smart glossaries, and design thinking lead approaches have made it possible to mitigate these challenges upfront when thinking and incorporating Data Marketplace type of technologies and projects.

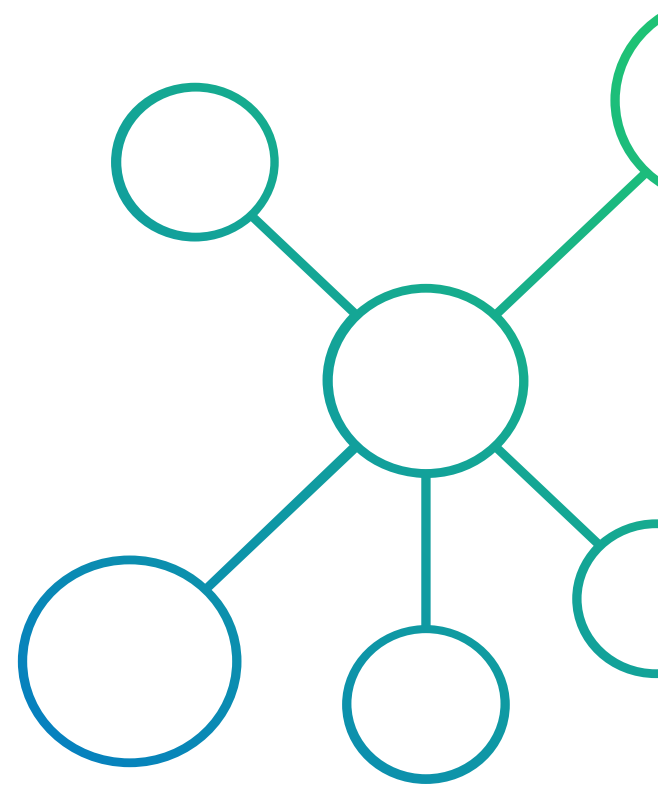




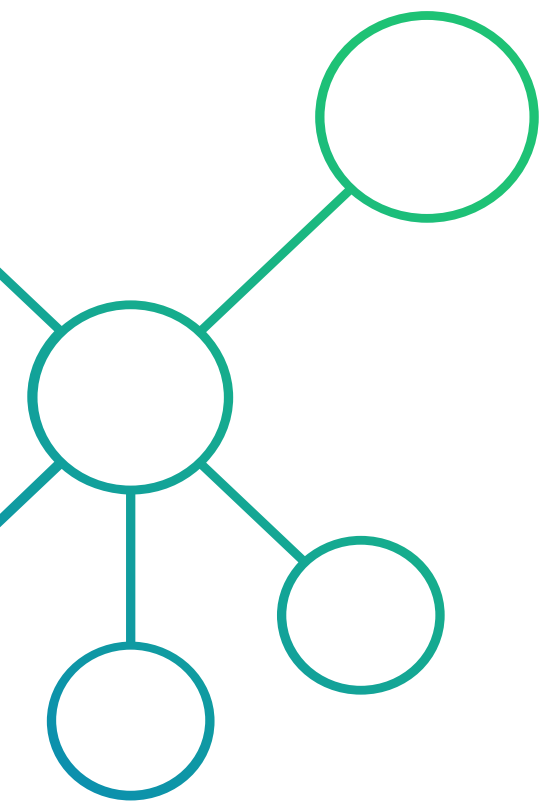
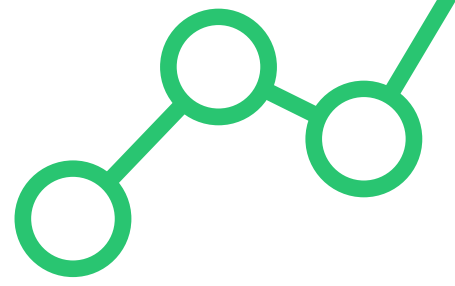
A network diagram on the left side of the page, consisting of a central teal circle connected to several smaller teal circles of varying sizes by thin teal lines.

# How Brillio can help

At Brillio, we have not only helped our client steer through these challenges but developed techniques, reference architecture, and supporting artifacts to cater to various industries and functional/business processes. Our design thinking lead techniques and flexible solutions can guide the organization through many pitfalls upfront to achieve successful Marketplace implementations. Thus, reducing the risk associated with these types of programs but also make sure we partner with our client to identify and attain economic rewards.







## Author

A consulting leader with a history of managing large Digital & Business Intelligence projects in various industries focusing on creating value for the clients. Extensive hands on experience in developing and refining strategies across a range of process and functional disciplines (marketing, operations, human capital, products, compliance, etc.) and industries (banking, entertainment, retail, energy, healthcare, insurance, and pharmaceuticals, among others). Specializing in developing long term relations with the clients and assisting organizations in developing insights by leveraging digital strategies in business analytics, data science and Big Data platforms.

## Faisal Malik

Regional Head, Brillio Analytics

