

Monetize data with Brillio's data marketplace solution

Democratized, accessible data drives monetization opportunities that garner greater economic value from enterprise data assets.

Key drivers for **data marketplace adoption**

More than **2.5 quintillion** bytes of data are generated daily, of which 90% was generated in the last two years. With this explosive amount of data generation, data marketplaces have immense potential to create new revenue streams by productizing data assets. Data marketplaces transform how enterprises access and utilize data. With the world shifting heavily toward digital experiences, businesses must enhance their decision-making to drive greater innovation and unlock new revenue streams. Data marketplaces productize data, providing a structured environment for users to transact with data.

Why is accessible data important?

Firstly, it enhances decision-making—stakeholders often need a broad spectrum of information to analyze and interpret to make informed decisions. Furthermore, accessible data drives more significant innovation. Enterprises that adopt a data marketplace platform develop better products and solutions and foster higher creativity and growth. Data accessibility is crucial to leveraging diverse and high-quality data globally.

Secondly, data marketplaces offer new ways of data monetization through data sales or data-driven services. Monetizing data is paramount for enterprises to generate economic value from their data assets. Furthering initiatives that maximize the data's potential creates a concurrent cycle of investments and returns for companies. Data marketplaces offer a platform where companies can use their data to develop valuable services for their customers.



\$7.34 billion data monetization market size by 2027



\$3.1 trillion annual cost of poor data quality in the US



5,000% potential growth of data interactions from 2010–2020

What are the key drivers of enterprise data marketplace adoption?

- **GDPR regulations:** GDPR is set to go into effect in the EU, a key first step toward ensuring end-user privacy and transparency in data collection processes.
- **New data asset classes:** IoT and sensor data, data generated from web scrapping tools, personal data monetization, and B2B datasets are transforming insight generation and decision-making processes.
- **Persona-based insights:** Different users need access to insights for decision-making. Data marketplaces allow all users, not just data scientists or analysts, to navigate this complex data world.
- **Next-gen blockchain:** Decentralized data marketplaces are powered by blockchain to protect users' anonymity so that buying and selling data is safe for both parties.

Symptoms of an enterprise without a data marketplace



Siloed data



Application-only data management



No **data governance**



Ad-hoc analysis and reporting



No cohesive or coherent **data architecture**

What are the best practices for setting up a data marketplace?



Robust search and mature data catalog

A data asset or product must exist within the structured category hierarchies and be tagged with user tags and relevant search terms from a business glossary. The catalog must accommodate searching by free text, filters, or facets and deliver results parsed by a relevance algorithm.



Data governance and trust

Data lineage, transformation, quality measures, curation, and ownership make the data journey transparent.



SaaS application strategy

An omnichannel approach with a robust cloud-scale architecture, multi-tenancy, and the necessary microservices. Adopt APIs as a key enabler for revenue channels with a subscription model.



Onboarding new data sources

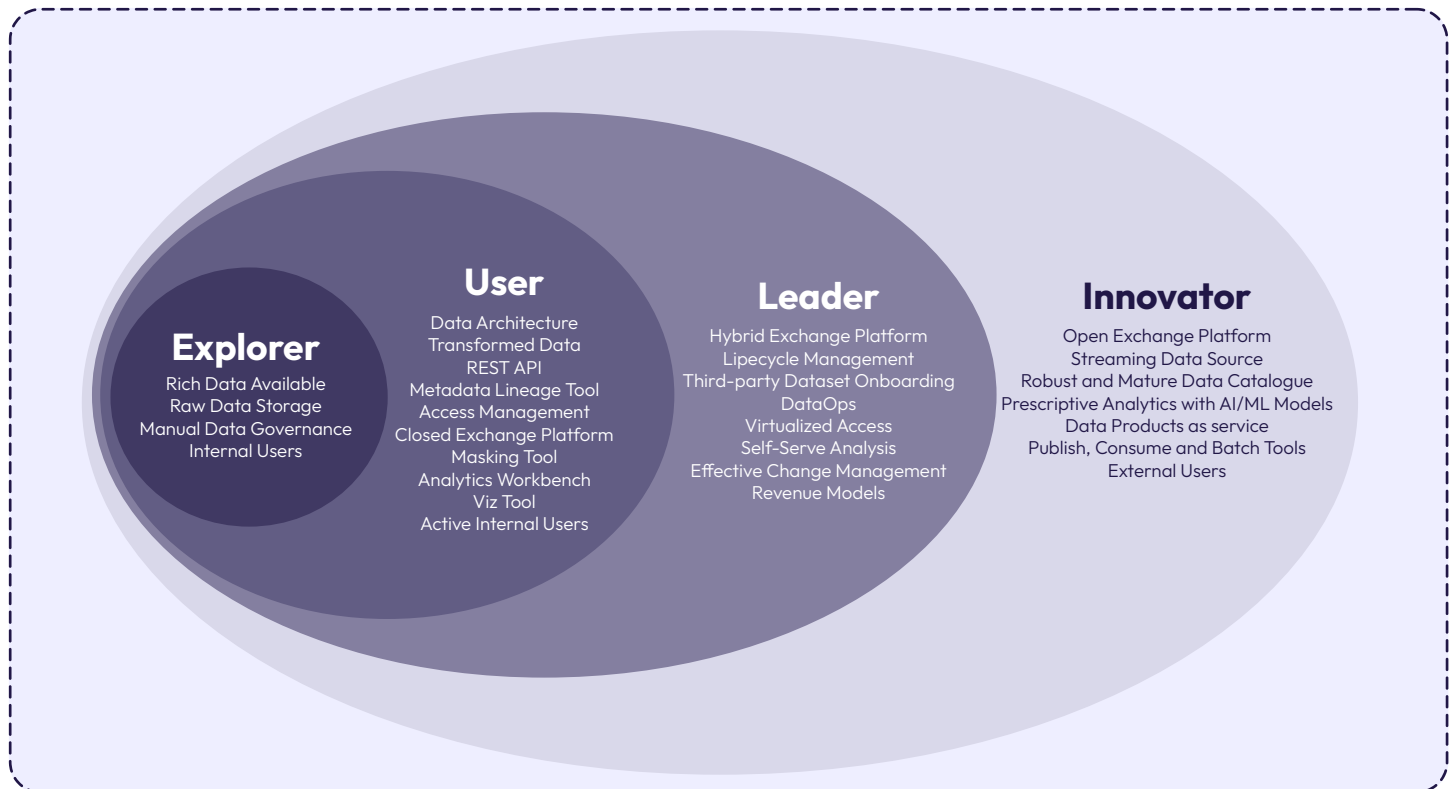
As sources turn on and off, a seamless plug-and-play process is necessary to reduce technical integration efforts. Consider self-service data product mastering and business-domain + analytics consumption.



Simple connectivity with the right tools

Connect various data science and analytical tools with people without leaving the platform and determine the existing tools that can be leveraged and where the gaps exist (security, metadata, data quality, data pipelines).

How does enterprise data marketplace maturity evolve?



Brillio's data marketplace maturity evolution framework outlines a clear progression for enterprises looking to maximize data value. This maturity model categorizes enterprises into four stages—Explorer, User, Leader, and Innovator—each representing a distinction in capabilities, strategy, and business outcomes.

Explorer:

At the 'explorer' stage, enterprises are at the foundational level of their data marketplace adoption journey. They store data in its raw form and focus on rudimentary data consumption for internal users. Data governance still depends on manual processes with limited tools or automation. The key priority during this stage is ensuring the data is rich and accessible, even if its full potential is still untapped.

User:

At the 'user' stage, enterprises implement a structure and the tools to manage and utilize their data effectively. It includes building a robust data architecture, transforming raw data, and enabling access through REST (Representational State Transfer Application Programming Interface) APIs and metadata lineage tools. Closed exchange platforms, analytics workbenches, and visualization tools empower active internal users to extract insights. The focus shifts from essential storage to enhancing accessibility, usability, and internal collaboration.

Leader:

At the 'leader' stage, enterprises have evolved beyond internal data management to optimize processes and adopt advanced capabilities. A hybrid exchange platform enables seamless data sharing across stakeholders. At the same time, lifecycle management tools handle third-party dataset onboarding and DataOps processes. Virtualized access, self-serve analytics, exchange management, and revenue models position enterprise data as a strategic asset that drives measurable business outcomes.

Innovator:

At the 'innovator' stage, enterprises have reached the pinnacle of data marketplace maturity, enabling data to become a transformative force. Open exchange platforms perform data source streaming across systems, while a robust data catalog supports internal and external users. Advanced prescription analytics, powered by AI/ML models, deliver actionable insights. Innovators treat data as a product, using tools to publish, consume, and scale data usage. At this level, innovation thrives, and external users become integral to monetizing and expanding data-driven strategies.

Brillio's vision for a **data marketplace solution**

Brillio's data marketplace solution is a transformative online transactional platform designed to unlock the value of data across diverse ecosystems. The platform ensures live access to ready-to-query datasets, connecting business partners, customers, and third-party buyers, and sellers. By facilitating seamless data sharing and enabling monetization, our solution helps customers drive faster decision-making through actionable insights.

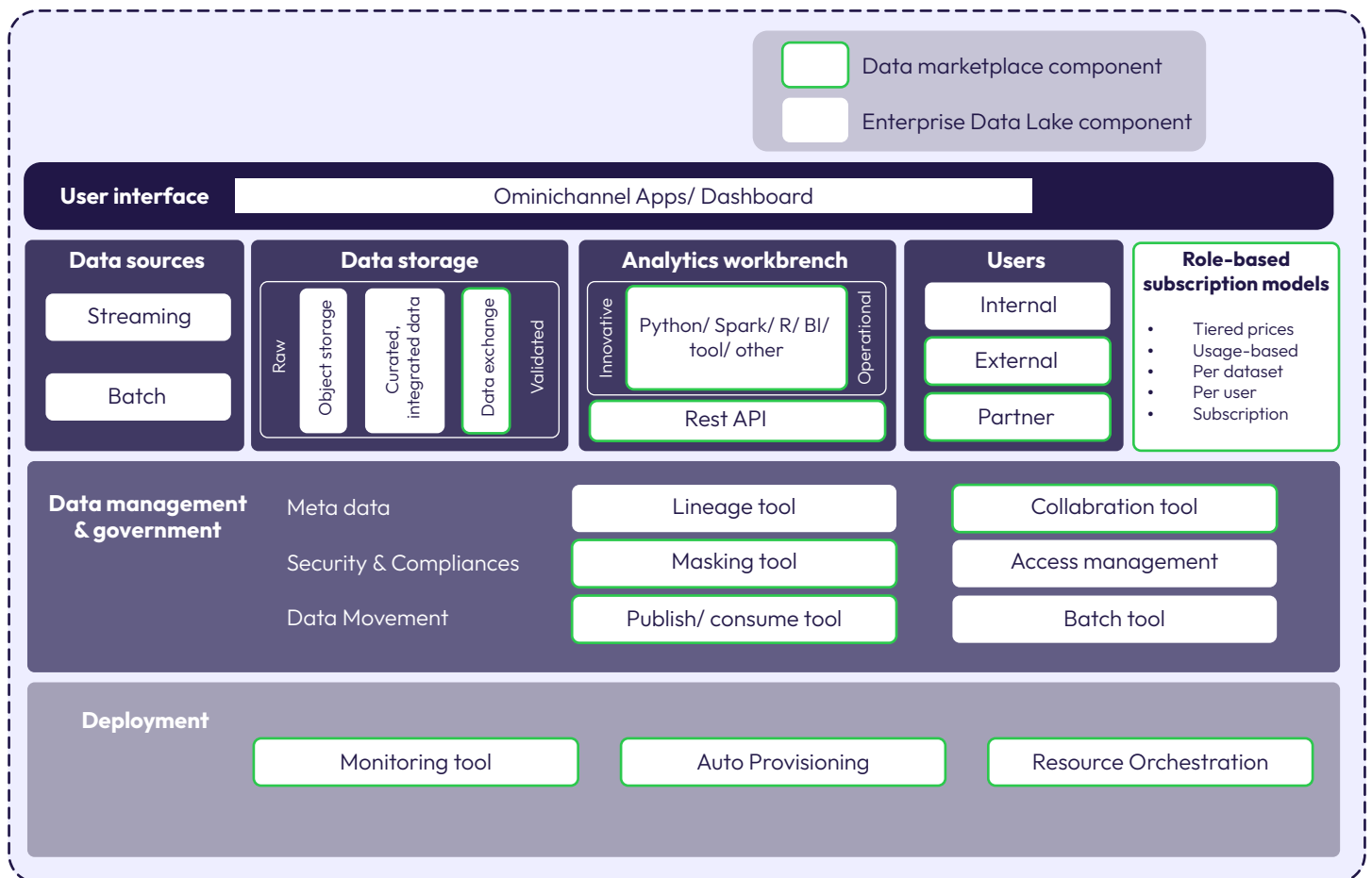
Key features:

- **Simplified view of truth:** A user-friendly, unified data pane designed to accommodate all users, even those with limited data literacy.
- **Personalized marketplace experience:** A customized interface tailored to individual user needs for an enhanced data exploration journey.
- **Improved data quality with feedback loop:** Brillio's marketplace platform continually incorporates mechanisms to refine and improve data quality, ensuring reliability and accuracy.
- **Process enablement:** Streamlined workflows make leveraging data efficiently across organizations easier.
- **Sandbox environment access:** Users can access a secure, controlled space to test and analyze data without disrupting existing systems.

Our forward-thinking approach positions the data marketplace solution as a powerful tool for enterprises aiming to capitalize on data while driving collaboration and innovation across a customer's ecosystem. Furthermore, the solution empowers organizations to:

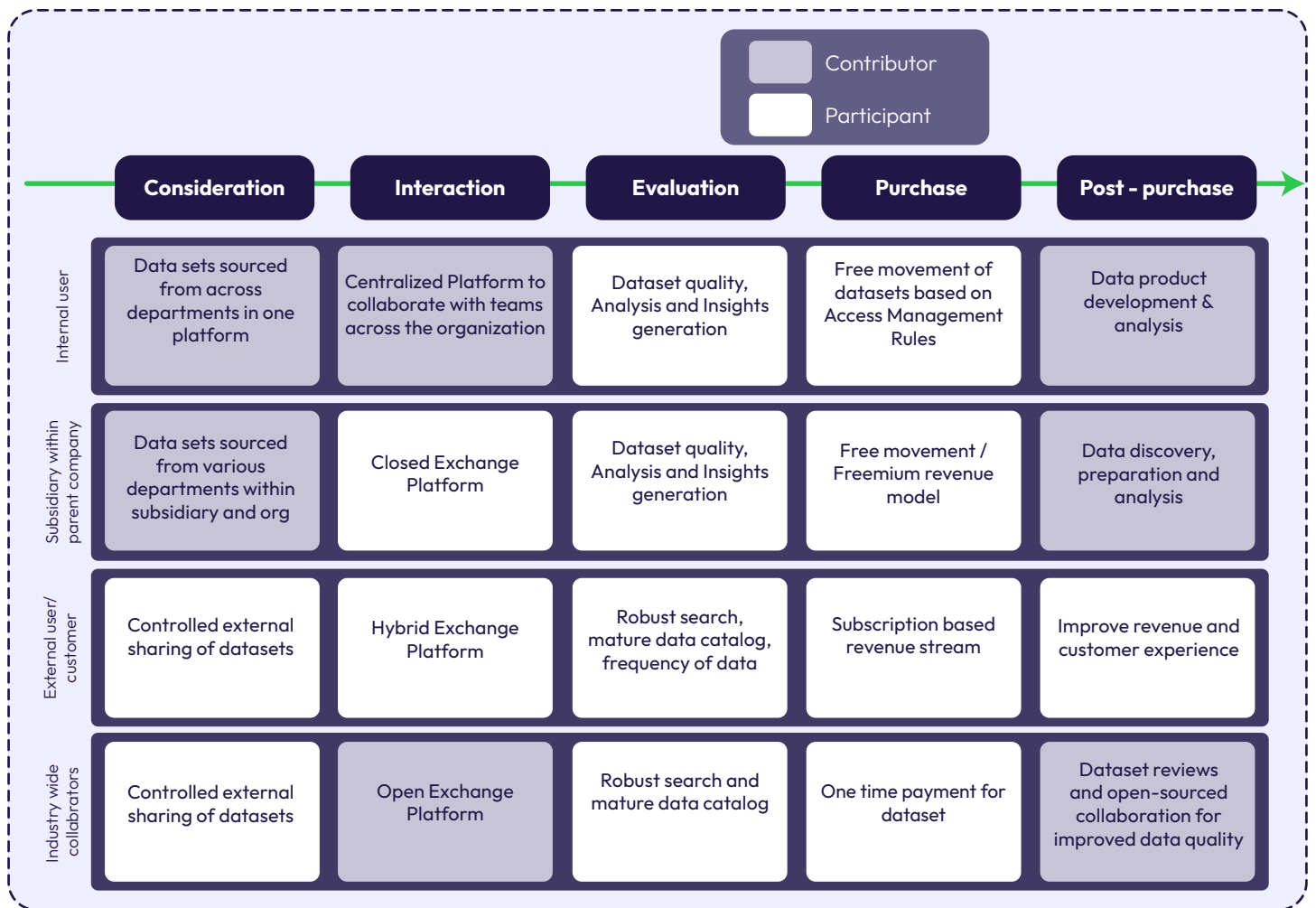
- **Monetize data assets:** Showcase, sell, and deliver digital products through a structured online storefront.
- **Share and collaborate:** Collaboration becomes seamless as multiple large-scale data assets can be shared with internal teams and external stakeholders.
- **Manage data assets:** Treat data as a product, leveraging domain ownership and automation tools to scale operations effectively.

Brillio's data **marketplace solution**



Brillio's data marketplace solution comprises a robust architecture designed to monetize data effectively. The framework integrates data sources and provides the required storage, governance, analytics, and user management for businesses to deliver optimal business results. It is a one-stop ecosystem for enterprises to manage their entire data lifecycle. With advanced analytics, governance tools, and flexible user subscription models, enterprises can drive superior monetization in a scalable, secure manner.

Operating model



Why Brillio

Lead with experience



We offer a highly persona-driven UI and a simplified UX. To enhance usability and engagement, we incorporate catalog recommendations, data quality scores, and crowdsourcing feedback. We help our customers implement governance workflows to ensure data integrity and compliance.

Technology strategy



We develop a technology strategy by helping customers evaluate the build vs. buy decision for tools and financial models to assess cost-effectiveness and make informed technology choices that align with business goals.

Technical architecture



We envision a technical architecture that includes a SaaS application strategy to ensure integration with BI tools or a custom GUI is done to integrate with existing or new data platforms.

Change management



We implement change management by defining the operating model and specifying persona-based roles within the ecosystem. Widespread adoption and understanding of the changes are evangelized with stakeholders.

Empowering success with real stories from our valued clients

Client: A restaurant chain giant

Challenge

The client wanted to build a data marketplace that drove data monetization opportunities at the franchisee level with enterprise data products and services easily consumable by anyone with minimal data literacy through self-service.

What we did

We took a collaborative approach to understanding the client's data needs and pain points. We created a unique data product to leverage real-time reporting to drive improved business and monetization opportunities. We built the prototype in a few weeks, helping the client mold a product vision that aligned well with senior leadership. We continued to evolve the product in an agile manner, developing a cost, competitor-, and value-based data pricing model for the client.

What the client achieved

- **Reduced** manual effort to zero in creating reports
- **Facilitated** Salesforce coaching to empower sales managers to control their targets better

Client: A US network provider

Challenge

The client wanted to identify market share impacts to optimize budgets and improve its sales and marketing strategies. Setting up a data marketplace was paramount for the client's employees to access data and data products, contributing to a seamless user experience.

What we did

We assessed the maturity of the client's current data governance and recommended improvement areas in selected data domains. We identified key personas, created user journeys, and advised the client on the necessary tools, architecture, processes, and policies to implement the data marketplace.

What the client achieved

- **Improved** customer engagement on an in-app platform by bundling games
- **Actionable** insights that assisted the marketing team in designing promotion strategies
- **A robust Excel simulator** playground for the marketing team to access pricing insights



About Brillio

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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