



# Modernize and monetize: Turning data into dollars

**Brillio's data monetization offerings are built on a robust data marketplace strategy and framework backed by insights and packed with impact.**

## Why is data monetization crucial for digital enterprises?

Data has cemented its role as a crucial enterprise asset, transforming from a byproduct of operations into a strategic, revenue-generating resource. Data monetization—converting enterprise data into tangible value—is evolving into a direct revenue channel. It has become a key enabler of decision-making, innovation, and competitive differentiation. Enterprises must unlock new growth opportunities by converging analytics, AI, machine learning (ML), and real-time data processing and evolve beyond traditional business models.

# Data monetization **in 2025**

Several trends drive data monetization, including the proliferation of IoT devices, edge computing, and data marketplaces that facilitate superior data sharing and collaboration. These trends, combined with evolving regulatory standards around the fair usage of data, require businesses to adopt robust data governance frameworks. Since data is not a passive asset but a strategic catalyst for value creation, organizations must adopt a shift in mindset and infrastructure to capitalize on emerging opportunities that make their businesses indispensable.

In 2025 and beyond, there will be two imperatives—one, where businesses extract actionable insights from complex data ecosystems, and the other, where data-driven initiatives align with strict regulatory and ethical standards. As the market evolves rapidly, the ability to monetize data becomes more central to driving growth and innovation. Brillio continues to invest in advanced technologies that help build robust frameworks for enterprises to uncover the strategic value in their data, making monetization a critical differentiator and a cornerstone for sustained success.

## The Brillio opportunity: Achieve three **levels of monetization with data**

### **Data products:**

Deliver actionable insights and improve user experiences with offerings built on data, including dashboards, analytics tools, recommendation engines, and ML models. These offerings focus on leveraging data to solve complex business problems in internal business functions or provide a value-add to external customers. They include analytical products like risk management, fraud detection, and loyalty programs. Data products help clients go to market faster while also ensuring better rewards for end users.

### **Data-as-a-product:**

Treat data as a standalone product where it is packaged, managed, and delivered with rigorous user-centricity. Monetize data assets by maintaining high quality, usability, and reliability with clear value propositions, pricing models, and service-level agreements. Data assets become more valuable to end users, within and outside the organization. Tap into a gold mine of data from merchant government to consumer and processing solutions, enabling other functions or businesses to derive insights.

### **Data marketplace:**

Discover and access data through a centralized access hub backed by standardized formats and licensing agreements. Monetize underutilized data assets by packaging data as products to generate revenue through subscriptions or pay-per-use models. Nurture an ecosystem for innovation by aggregating diverse data sets to build trust and credibility among users before purchasing or integrating data into systems. Power easy distribution of data products and data-as-products for faster and seamless adoption.

# How Brillio crafts success, **one insight at a time**

## A global fast-food chain

The brand sought to build a data marketplace to serve its 20,000 franchisees across 150 countries, enabling data-driven decision-making at the franchise level. The goal was to unlock data monetization opportunities by providing enterprise-grade data products and services that are easy to access and interpret, even with minimal data literacy.

### Challenge

Franchisees often struggle with fragmented data, manual reporting, and a lack of real-time insights, limiting their ability to make informed business decisions. The client needed a scalable solution to provide self-service analytics to help franchisees optimize operations, identify growth opportunities, and drive profitability.

### Brillio's approach and solution

- **Collaborative discovery:** Brillio engaged with franchisees and corporate teams to understand their data needs, key pain points, and business challenges.
- **Innovative data product development:** We developed a first-of-its-kind data product that leverages real-time reporting, empowering franchisees with actionable insights for smarter decision-making and revenue growth.
- **Rapid prototyping and agile execution:** Within weeks, we built an initial prototype to define and align the vision with senior leadership. This iterative approach ensured continuous enhancement of the data marketplace.
- **Strategic pricing models:** We introduced cost-plus, competitor-based, and value-driven pricing strategies to maximize the financial potential of the data marketplace.

### Impacts and key benefits

- **Automated reporting:** Reduced manual reporting efforts to zero, minimizing errors and saving time.
- **Advanced propensity analysis:** Enabled franchisees to predict market trends and customer behaviors for better decision-making.
- **Enhanced Salesforce coaching:** Equipped sales managers with greater visibility and control over sales targets, driving performance improvements.

## A US mobile network operator

The network company sought to develop a data marketplace to enable its employees to access data and data products effortlessly, fostering a seamless user experience. The initiative aimed to enhance data governance, optimize marketing strategies, and improve market share insights by leveraging retailer and competitor data.

### Challenge

The client needed to understand market share dynamics to optimize its budget allocation for marketing and promotion and improve data governance across various domains and streamline data accessibility with actionable insights.

### Brillio's approach and solution

To address the client's challenges, we implemented a structured approach that focused on the following:

- **Data governance:** Assessing the current state of data governance and identifying areas for improvement.
- **Governance enhancements:** Analyzing and recommending enhancements in data governance across selected data domains.
- **Data accessibility:** Identifying key user personas and designing tailored user journeys to optimize data accessibility.
- **Platforming:** Recommending tools, architecture, processes, and policies necessary to implement the data marketplace successfully.

### Impacts and key benefits

- **Excel simulator:** Provided a sandbox environment for the marketing team to explore pricing insights and test budget optimization strategies.
- **Customer engagement boost:** Improved in-app user engagement by bundling games, enhancing customer interactions and loyalty.
- **Actionable insights:** Enabled the marketing team to design a data-driven promotion strategy, optimizing budget allocation and improving market positioning

## A US multinational bank

The bank wanted to transition from a 'single source of truth' to a 'single view of truth' by implementing a data marketplace platform.

### Challenge

The objective was to develop a self-service data marketplace that simplifies the complexities of data sharing, governance, and integration for the client. The platform would offer an intuitive, personalized interface to securely explore, analyze, and leverage ready-to-query data products.

## Brillio's approach and solution

To achieve this transformation, key initiatives included:

- **Data maturity:** Assessing the current data landscape to understand maturity levels.
- **User experience:** Designing a persona-driven user interface with best practices for an intuitive and seamless experience.
- **Usability:** Developing a data catalog with recommendations, data quality scores, and crowdsourced feedback to enhance usability.
- **Governance and compliance:** Implementing end-to-end data governance to ensure compliance and efficiency.

## Key benefits and impacts

- **Monetizing data assets:** A digital storefront where users can browse, preview, purchase, and receive data products.
- **Enhancing collaboration:** Enabling seamless sharing of large-scale data assets with both internal and external stakeholders.
- **Empowering data ownership:** Establishing data as a product with domain-specific governance and self-serve automation features.

## Conclusion

As enterprises continue to traverse today's data-driven economy, the ability to monetize data effectively will be the key differentiator between industry leaders and laggards. However, success in data monetization requires more than selling or exchanging data. Enterprises must focus on robust data governance and compliance, invest in AI-driven analytics, and build data marketplaces that foster trust to create new revenue streams. When businesses treat data as a product and adopt privacy-first, scalable monetization strategies, they will ride the next wave of innovation and profitability.

## 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 disruptions into competitive advantages 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 14 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 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 was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.



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