

The logo features the letters 'ACG' in a large, white, sans-serif font. The letter 'A' is partially filled with a green triangle. To the right of 'ACG' is the text 'New York' in a smaller, white, sans-serif font. Below 'ACG' and 'New York' is the word 'WEBINAR' in a white, all-caps, sans-serif font. The background is a blue-to-green gradient with a faint grid pattern and a stylized globe.

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WEBINAR

# Data Monetization: Fueling Growth for Private Equity

December 3, 2020 | 11:00 AM - 12:15 PM ET

 TresVista



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# Data Monetization - Fueling Growth for Private Equity

December 03, 2020

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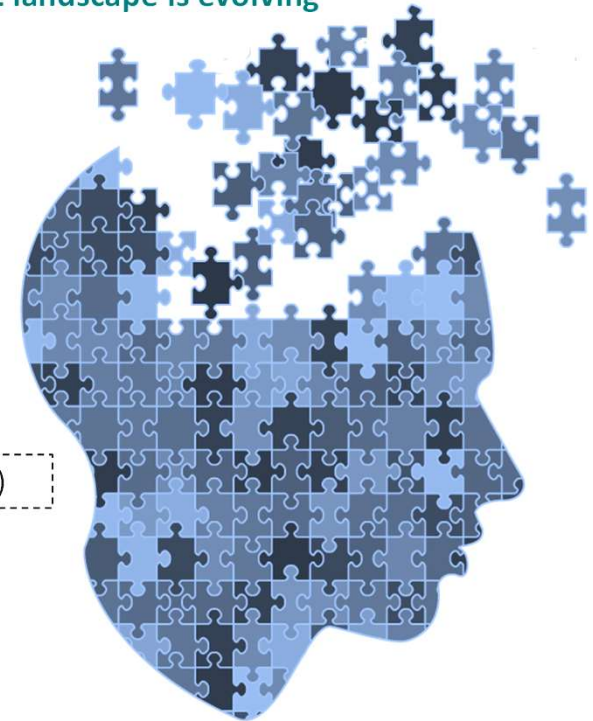
**ACG Webinars**

# ACG Webinars

## Learning Series

ACG and TresVista have collated a 6-part learning series that talks about how the current PE landscape is evolving with technology and analytics

- 1 Data Analytics in Private Equity (16<sup>th</sup> April,2020)
- 2 Alternative Data – Competitive Advantage in Investment Research (8<sup>th</sup> July,2020)
- 3 Portfolio Management – Bird’s Eye View of Business Health (8<sup>th</sup> October,2020)
- 4 Process Automation – Improving Operational Efficiency (29<sup>th</sup> October,2020)
- 5 **Data Monetization – Fueling growth for PE (3<sup>rd</sup> December,2020)**
- 6 Due Diligence – Analytics Accelerating Value Creation (TBD)



The learning series highlights the use of technology and analytics at every stage of the PE value chain



## About TresVista



# About TresVista

## Overview

### What



- High-end customized data intelligence services, financial services, and CFO office services
- Includes predictive analytics, business intelligence, financial modelling, portfolio management services

### Where



- Global footprint, with clients across the US, Europe, Asia, Africa, Australia, LatAm, and MENA region
- Offices in New York, Mumbai, Pune and Bangalore, Singapore, and London

### Whom



- For Private Equity Funds, Asset Managers, Research Firms, Investment Banks, and Corporates
- By talented Associates & Analysts; managed by experienced Assistant Vice Presidents

### How



- Flexible staffing structure based on client requirements
- Project based assignments
- Annual contract option partners clients with dedicated resources

### Why



- Deliver best-in-class quality and financial expertise
- Enable clients to focus on their core competencies
- Enable cost savings

# About TresVista

## Highlights



**1,000+ CLIENTS ACROSS  
GEOGRAPHIES**



**CLIENTS WITH OVER  
US \$10 TRILLION IN AUM**



**OVER 75%  
BUY-SIDE CLIENTS**



**INTEGRATE WITH CLIENT'S  
OPERATING STRATEGY**



**EXTENSIVE EXPERIENCE  
WORKING WITH LEAN TEAMS**



**ROBUST IT AND COMPLIANCE POLICIES:  
INCIDENT FREE BUSINESS OPERATIONS**



**FOSTERING CHANGE AND  
MAKING AN IMPACT TOGETHER**

With focus on quality, value chain integration and robust infrastructure, we work across asset classes and geographies

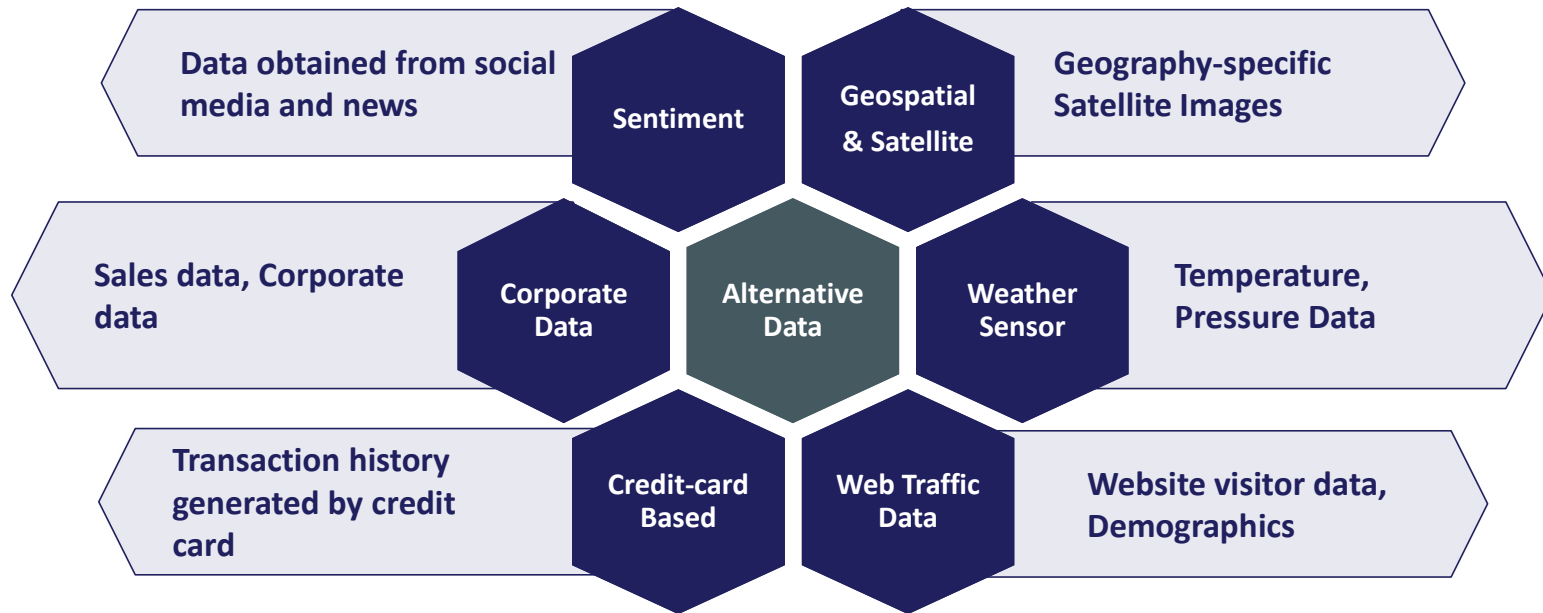
The background of the slide features a light blue gradient. In the center, there is a faint, stylized graphic of a globe with a grid of latitude and longitude lines. Overlaid on the globe is a white line graph with several peaks and valleys, and a white arrow pointing upwards and to the right, symbolizing growth and data analysis.

## Alternative Data

# Alternative Data

## What is Alternative Data?

- Alternative data (or non-traditional data) is a collection of third-party data from independent providers that can help gain an edge (or alpha) to the investors
- It helps investors get faster, or more granular insights into the company's performance which can be supplemented with the traditional data to derive actionable insights

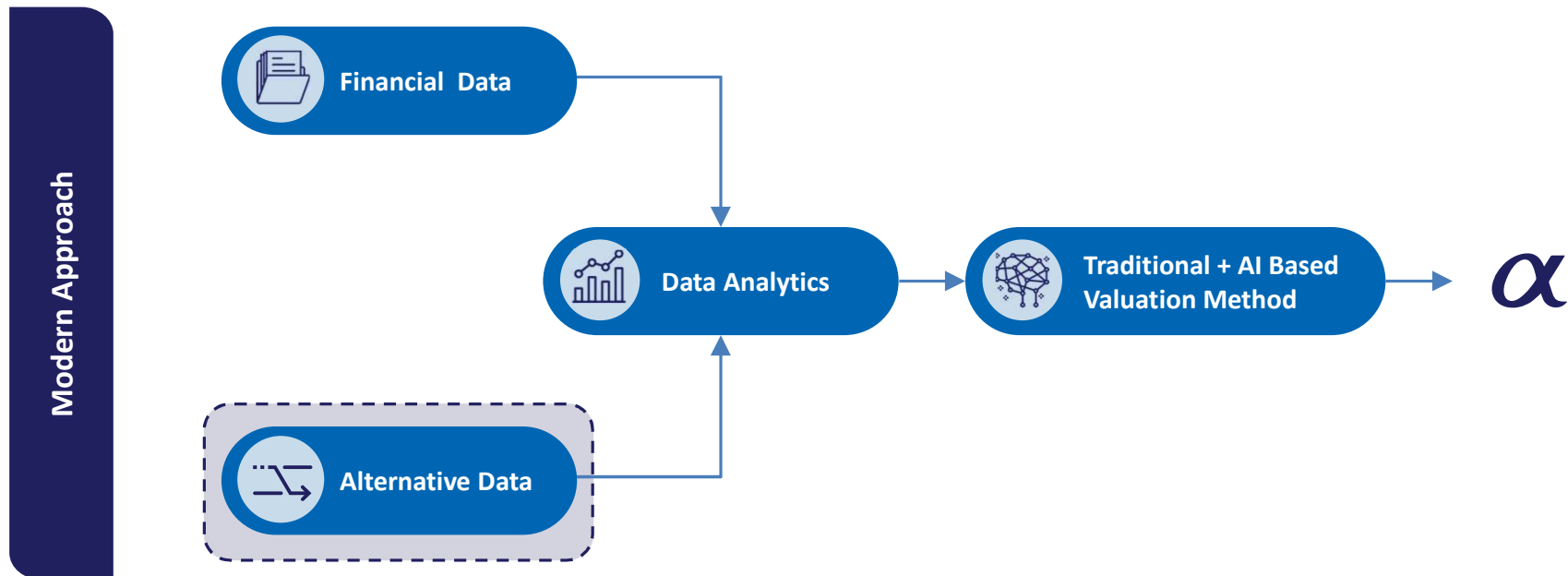


Alternative data provides unique insights into investment opportunities

# Alternative Data

## Need for Alternative Data

- Alternative data is processed and deciphered, using big data analytics, to generate actionable insights to supplement key business decisions
  - This edge in informational coverage also enables beneficiaries to make relevant business decisions before the general population

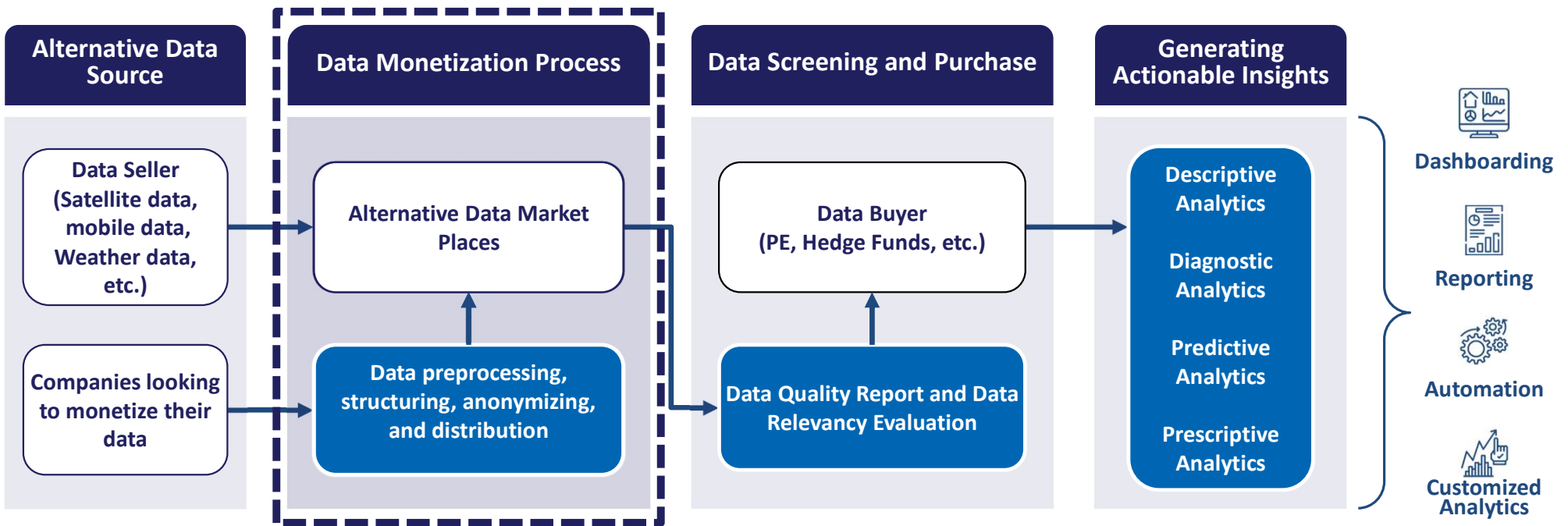


Alternative data along with data analytics help investors gain unique insights and competitive advantage

# Alternative Data

## TresVista DIG: Role in Alternative Data Lifecycle

- TresVista Data Intelligence Group is a team of highly skilled professionals that provide support to firms across geographies, domains, asset classes, and sizes
- Extensive experience in providing detailed business intelligence solutions, reporting, process automation and customized analytics



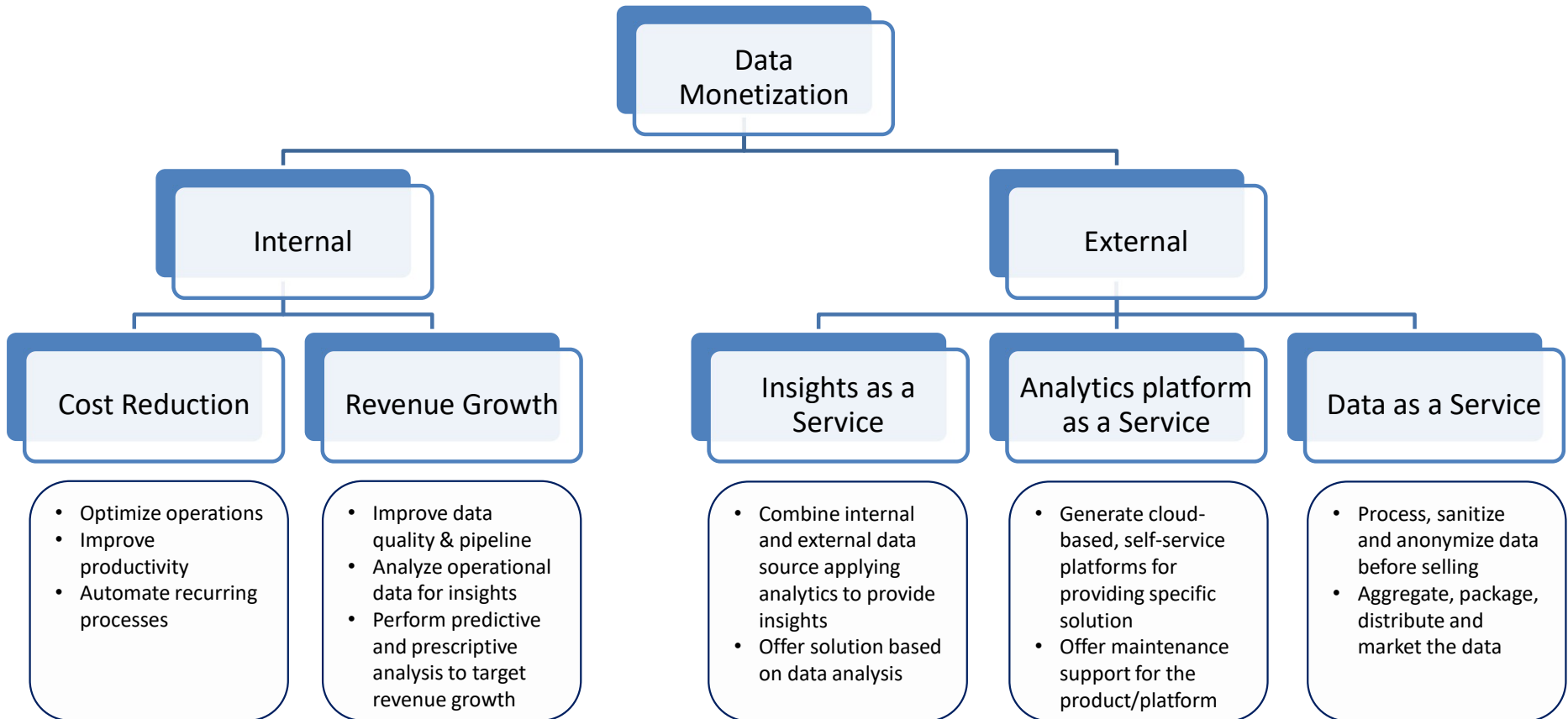
Data Analytics can help data buyers with generating insights and sellers in monetizing data



# Data Monetization

# Data Monetization

## Paths of Data Monetization



(1) Source: <https://sloanreview.mit.edu/article/demystifying-data-monetization/>

(2) These paths are not mutually exclusive, and some companies accomplish either one or both (External and Internal)

(3) Additional examples in the Appendix



# Data Monetization

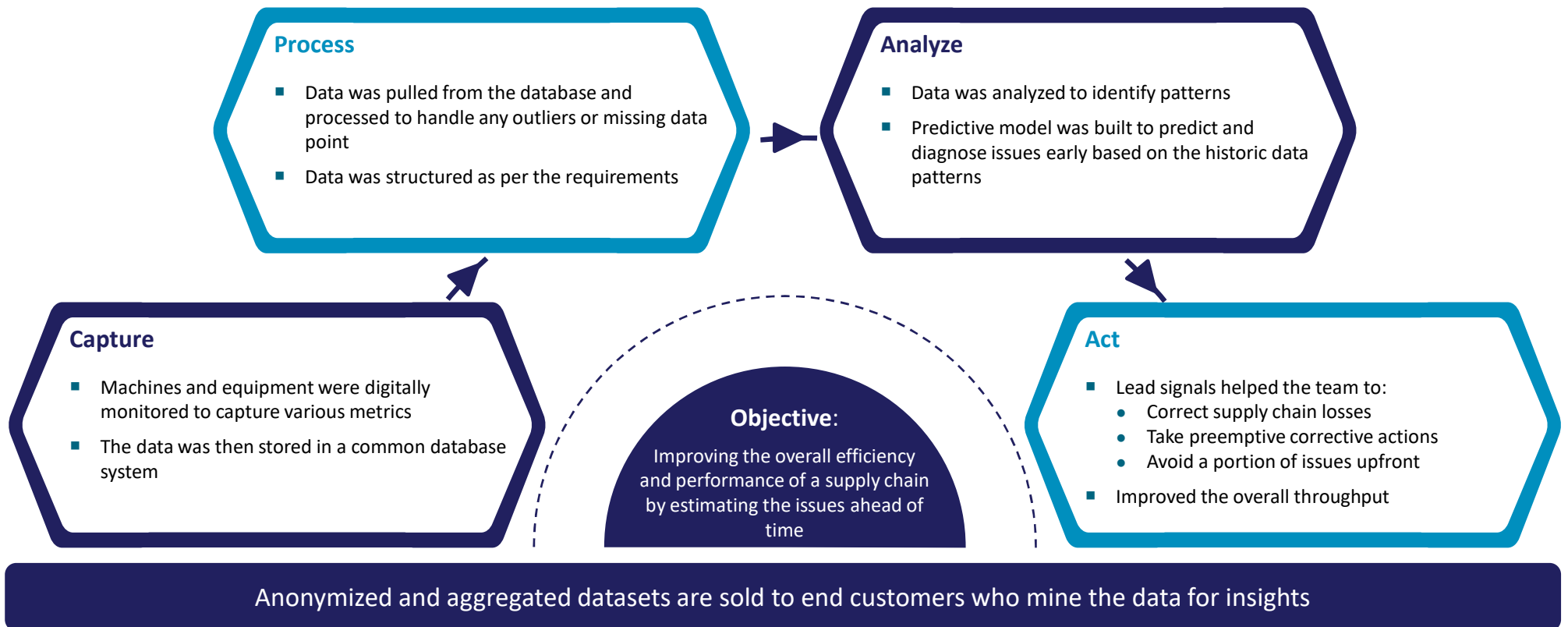
## Why Monetize Data?

Internal	Data Quality Improvement	<ul style="list-style-type: none"><li>■ The ability to make money from the data may give a company the motivation it needs to invest more in the quality of its data</li><li>■ Checking the data before you selling it may help catch problems or issues that would otherwise have gone unnoticed and caused issues with company's internal operations.</li></ul>
	Data Pipeline Improvement	<ul style="list-style-type: none"><li>■ Before a company can sell its data, it has to ensure that it is accurate, organized and secure</li><li>■ The company has to set up an efficient means of collecting and organizing its data for monetization purposes</li><li>■ This provides an added benefit for the company to be able to use its data more effectively internally as well</li></ul>
External	Revenue Generation	<ul style="list-style-type: none"><li>■ Data monetization directly benefits businesses by increasing the revenue, hence, boosting the bottom line</li><li>■ Companies can also generate revenue by selling insights derived from their data or other data-related products</li></ul>
	Relationship Building	<ul style="list-style-type: none"><li>■ When selling data to other organizations either directly or through a second-party data marketplace, the company communicates with those organizations, which can begin a mutually beneficial business relationship</li><li>■ The relationship can even result in regularly exchanging data across</li></ul>

# Data Monetization

## Internal – Cost Reduction

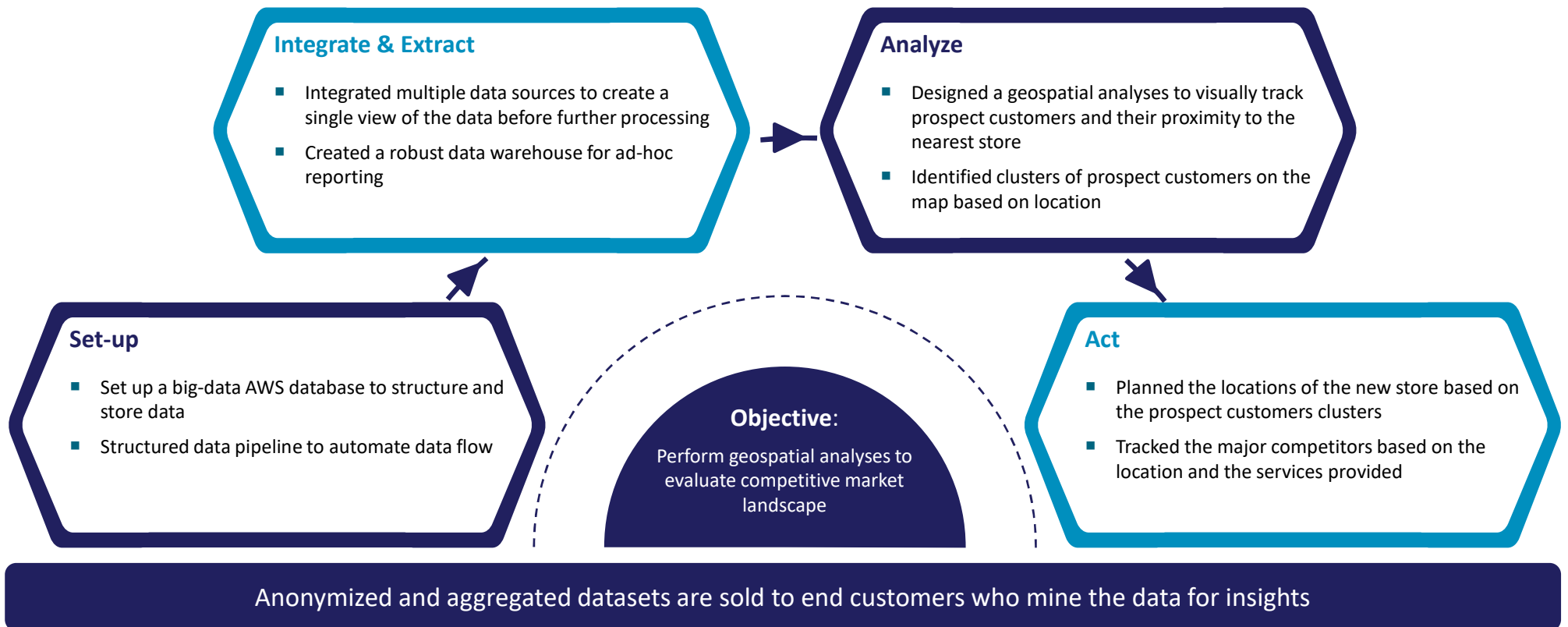
### Example: Performance Improvement Model



# Data Monetization

## Internal – Revenue Growth

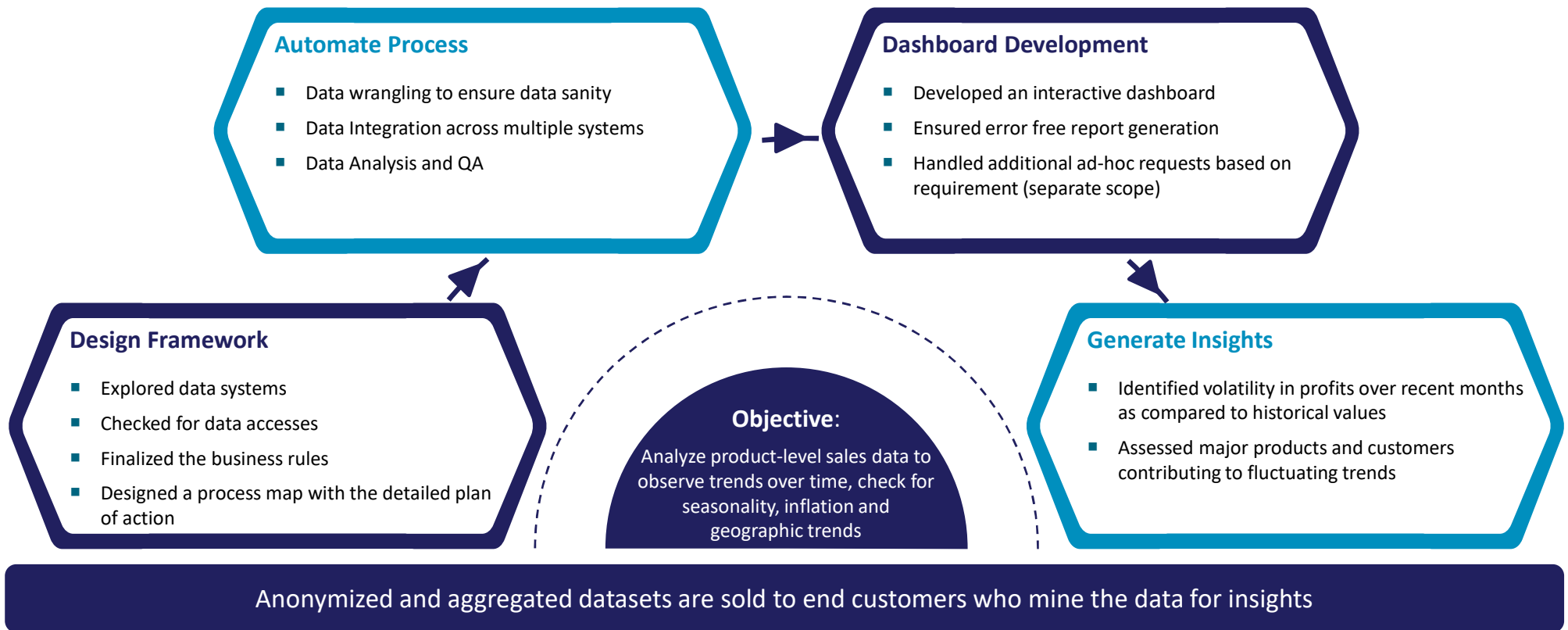
### Example: Competitive Market Analysis



# Data Monetization

## External – Insights as a Service

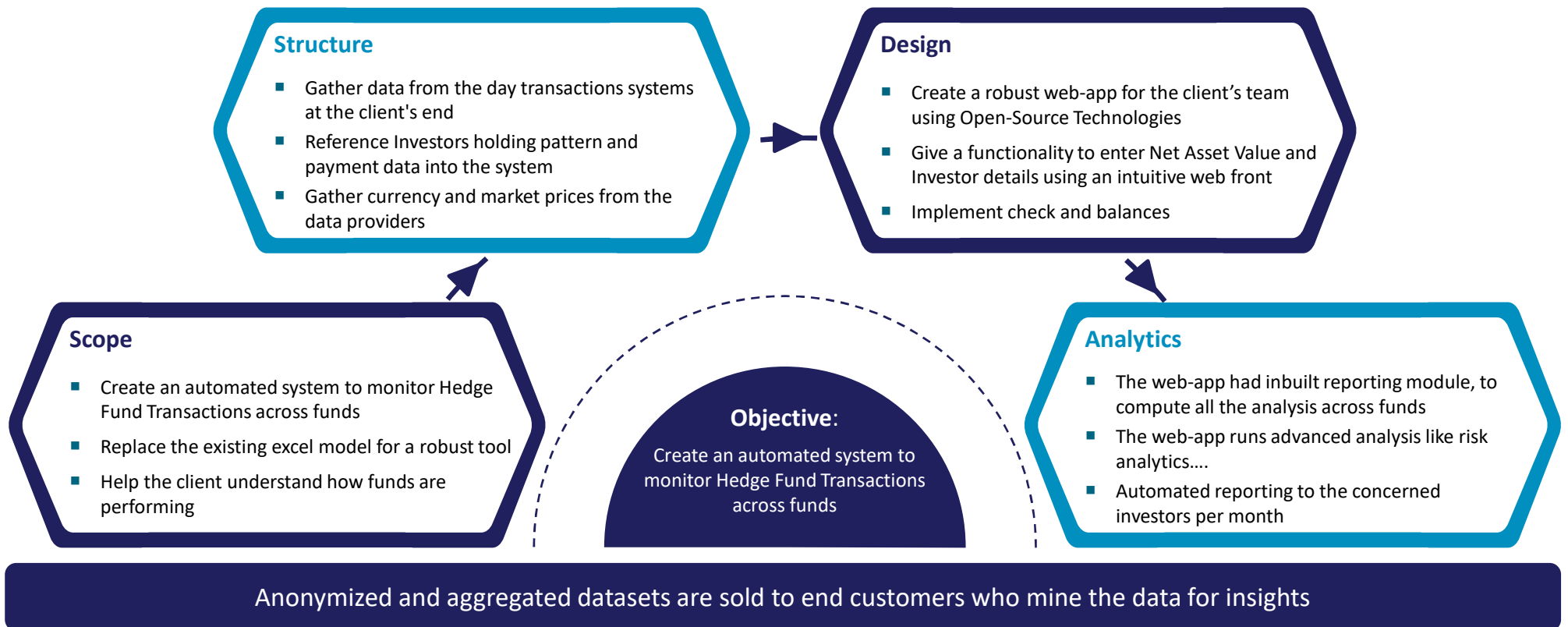
### Example: Sales Tracking Dashboard



# Data Monetization

## External – Analytics Platform as a Service

Example: Web-based solution for tracking fund transactions

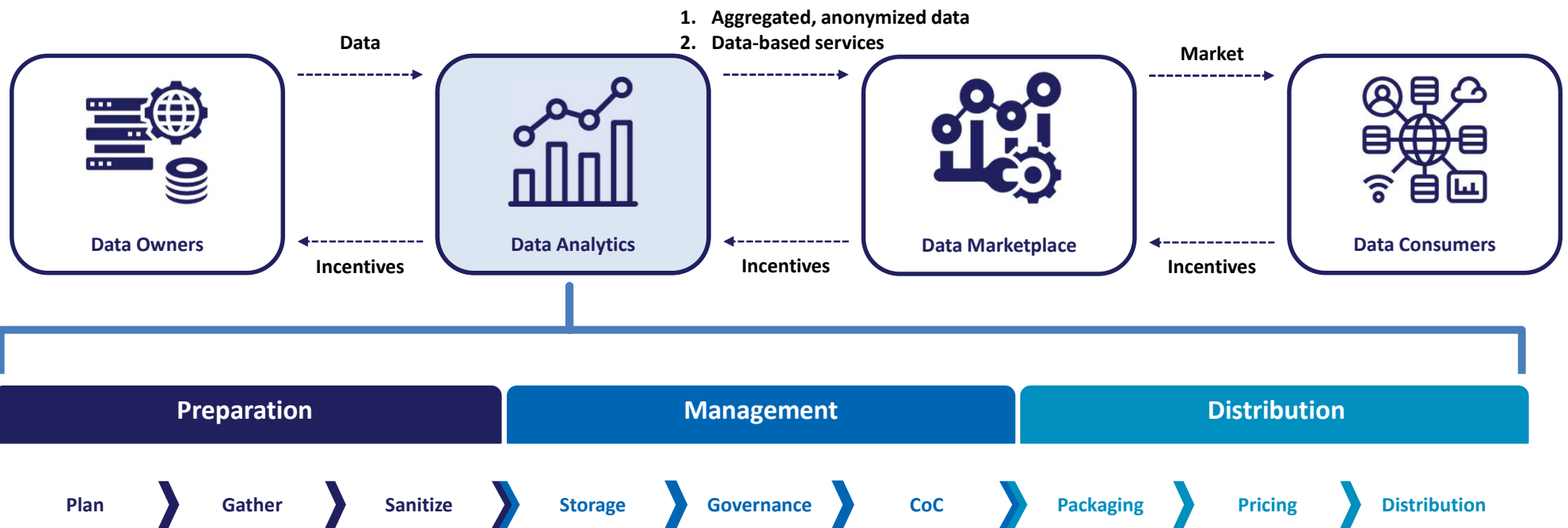




## Data as a Service

# Data as a Service Value Chain

Data Owners can sell aggregated and anonymized data to the consumers to generate additional revenue stream



Data Monetization helps in increasing Portfolio Companies' bottom-line, and thereby Private Equity firm's IRR

# Data as a Service

## TresVista Value Addition



### Preparation

- Includes
  - Data Extraction & Integration
  - Quality Assurance
  - Segmentation & Categorization
  - Sanitization & Anonymization
- Data Sanitization and Anonymization is done to remove the Personal Identifier Information (PII)



### Management

- Includes
  - Data Storage
  - Security
  - Governance
  - Lineage Management
- Digital Chain of Custody (CoC) is maintained to understand the overall flow of data from multiple owners



### Distribution

- Includes
  - Data Pricing
  - Packaging
  - Marketing
  - Distributing
- Data is further distributed as Alternative Data by meta tagging a segment across various Marketplaces

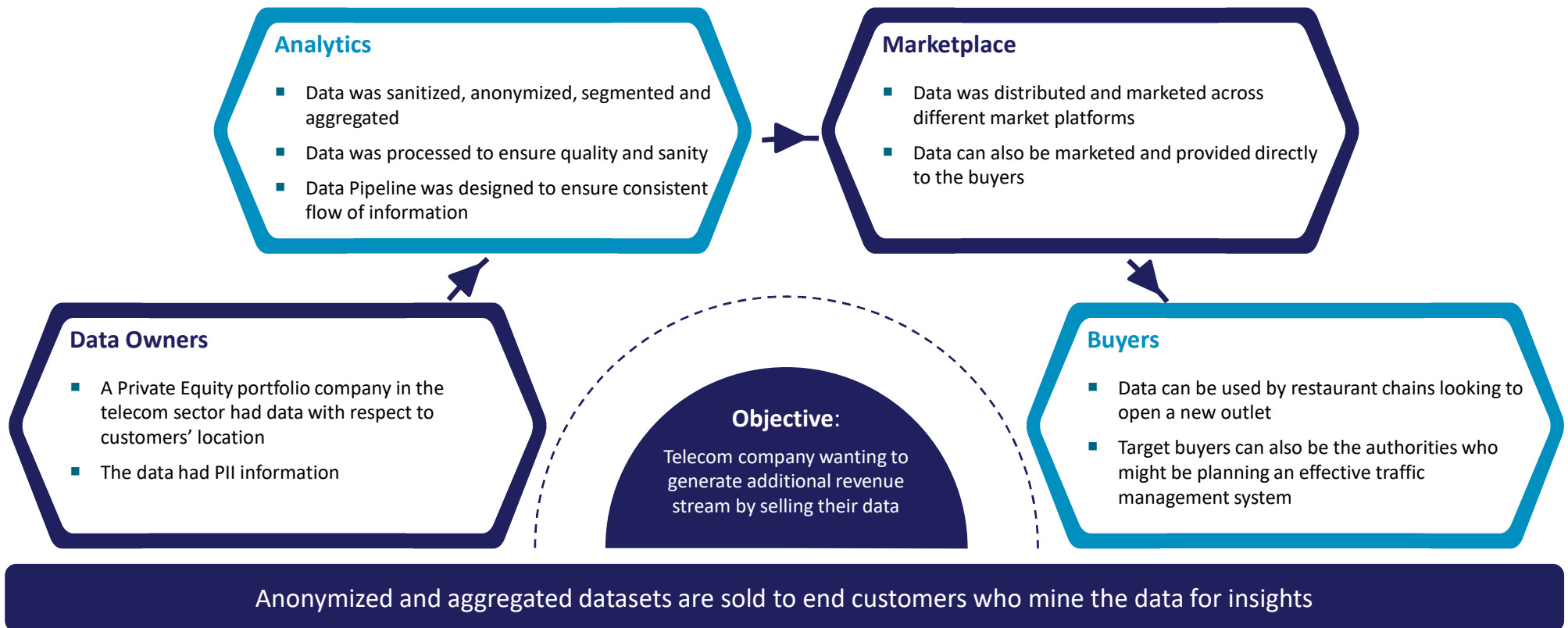
TresVista assists its clients from data preparation to its distribution



# Data as a Service

## Telecom Company Data Monetization

### Example: Customer Geolocation Data



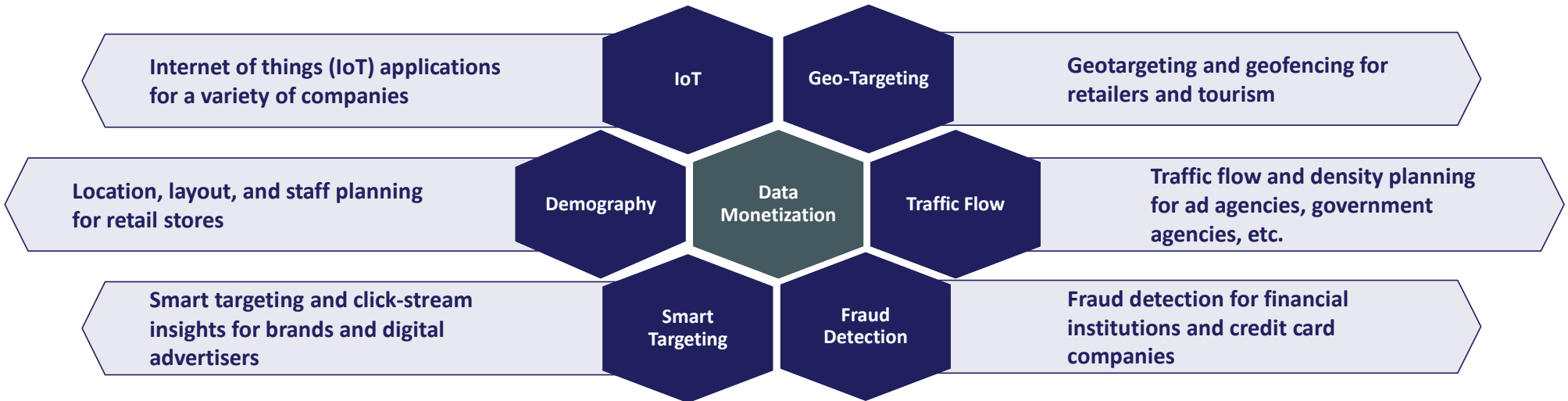


# Appendix

# Data Monetization

## Overview

- Data monetization refers to the process of identifying and marketing data or data-based products to generate monetary value
- The insights driven from the data can be used to improve operational efficiency, or/and they can also be sold externally to those who can leverage it to generate insights
- **Example:** Companies such as Verizon, Deutsche Telekom, and Telefónica have achieved internal monetization by using data to optimize operations and client services, and they also leveraged that data, anonymized and aggregated, across various use cases for their B2B clients and partners by offering:



Companies have figured out that data monetization can be used in day-to-day operations to reduce costs and grow revenue

(1) Source: <https://www.audienceplay.com/blog/data-monetization/>

(2) Source: <https://sloanreview.mit.edu/article/demystifying-data-monetization/>

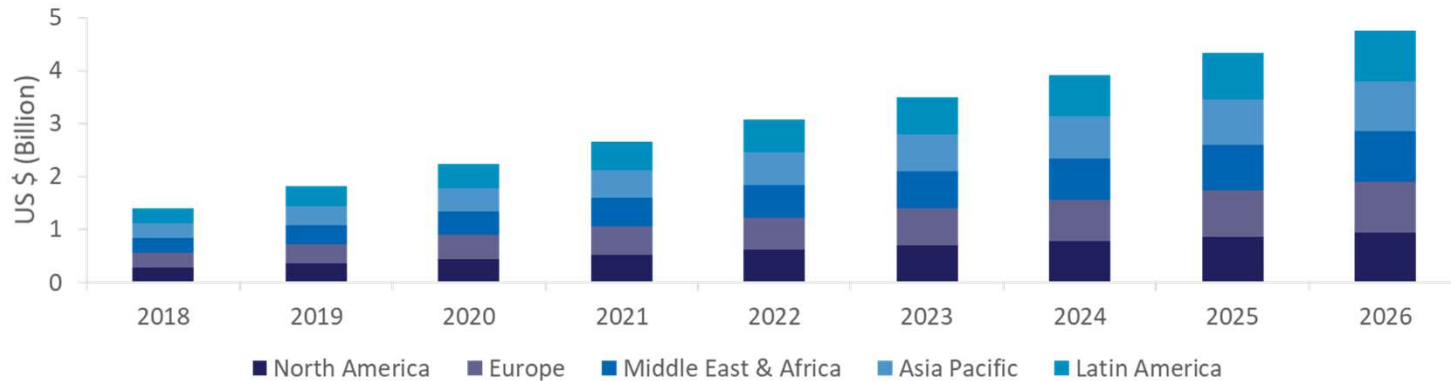
# Data as a Service

## Market Summary

### Overview

- Data monetization explains the goal of creating actual value from the data in the form of revenue increases, cost savings, and risk minimization
- 34.6% of total data monetization market is occupied with customer data
  - Companies are investing in millions for getting the customers data
  - Marketing professionals are leveraging this data for targeted marketing
- North America is estimated to hold the largest market share of ~30% by 2026

### Yearly Trend



**Global Data Monetization Market** is expected to reach US\$ 4.9 Bn by 2026 from US\$ 1.5 Bn in 2018 at a CAGR of 17 %

(1) Source: <https://www.reportsanddata.com/report-detail/data-monetization-market>

(2) Source: <https://www.maximizemarketresearch.com/market-report/data-monetization-market/11628/>

# Data Monetization

## Internal Data Monetization – Examples

### Cost Reduction

- Energy and process industry companies (refineries, hydroelectric dams, and other power-generating facilities) are urgently reengineering to outperform competitors and increase productivity and profitability
- Challenge: Rising production costs challenge their bottom lines, and fluctuating prices challenge the top lines.
- Using data, operators can proactively make better decisions, machines and equipment can be monitored digitally, and analytics can predict and diagnose issues early

### Revenue Growth

- Digital-native disruptors, such as Amazon, Netflix, and Airbnb, and digitally transformed (and savvy) players, such as Capital One and Disney, monetize data internally by gaining an intimate understanding of their customers
- They look at things such as demographics, special needs, historical purchases and interactions, shopping behaviors, and pivotal events
- This helps them in offering highly personalized products and services from discovery and purchase to post-purchase and reengagement
- This customer-centricity allows internal data monetization, creating competitive advantage

(1) Source: <https://sloanreview.mit.edu/article/demystifying-data-monetization/>

# Data Monetization

## External Data Monetization – Business Model Examples

### Data as a Service

- Telecommunications companies provide aggregated and anonymized customer geolocation data to local governments
- This allows city planners to design more effective traffic management systems

### Insights as a Service

- AkzoNobel has created a decision-support model for ship operators to enable fuel and CO2 savings
- They provide an advanced analytics-enabled mobile iOS app to ship operators
- App provides continuous performance prediction of coating technologies
- This allows financial and performance benefit analysis of coating choices, thus optimizing important investment decisions.

### Analytics Platform as a Service

- GE's Predix platform provides additional value to customers through data-based services that increase the efficiency of its machines
- Through Predix platform, GE makes predictive and prescriptive analysis available to its customers around energy use, maintenance, and other outcomes
- This allows cost-reduction decisions by simplifying energy processes, leading to automation and operational efficiencies.

(1) Source: <https://sloanreview.mit.edu/article/demystifying-data-monetization/>

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**Thank you for attending!**