

# Flux

DATA MONETISATION

# Insights



DATA  
INFORMATION  
INTELLIGENCE  
INSIGHT  
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# A Strategic Opportunity?



# DATA MONETISATION FRONTIERS

Data  
Information  
Intelligence  
Insight

Perspective is everything.

Entrepreneurial managers exhibit several behaviours found to influence small firm performance.

One of these behaviours is opportunity recognition.

This is the ability to perceive the possibility of creating new businesses or to significantly change or improve an existing business.

Vast streams, of volatile, variable data, is now available through Application Programme Interfaces (API's). There are a significant number of events with short life cycles, inherent within major annual trends.

The profitable exploitation of these narrow windows of opportunities may be a winning strategy.





# *Monetisation*

IS NOT ABOUT DATA  
OR ANALYTICS

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Data  
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We are now entering a phase of growth in the digital economy where; companies and consumers may exchange their data for hard cash.

Unleashing information hidden away within data silos.

Some savvy entrepreneurs will create new companies solely on their ability to access this information.

Are you willing to change your point of view, and commence in the process of capturing a significant proportion of the value that will be unleashed by information monetisation?

In a world awash with data, it would be a capital offence not to!

But what does this mean?

Essentially 4 things;

- identifying where growth will come over the next 3-5 years;
- organising people;
- process and
- technologies.

To capture as much of the value created within your industry.

# DATA FRONTIERS

Companies with online platforms in social media, healthcare, finance, travel and hospitality, education, devised business models, that enable the monetisation of data.

Through the leveraging of proprietary technologies, network effects, and the exploitation of economies, of scale and scope.

From the massive amounts of online users behavioural data. This phenomenon is being repeated in the B2B space.

In online app marketplaces, and AI and ML platforms such as Microsoft Azure, AWS, Anaconda, Databricks and KNIME.

The next stage in data monetisation will focus on leveraging devices as machines to harvest user data, profile the user and create data insights that may be deployed in-house or sold to third parties.

The market valuations of companies as diverse as Amazon, Booking.com, Facebook, Ant Financial, Grab, eBay, Topcoder, GitHub, Waze Microsoft Azure and Google.

Are a testament to the value of creating business models, that enable the monetisation of data.





# ELEVATE YOURSELF

At FluxInsights we work with organisations to leverage open source technologies, and statistical models to analyse proprietary and non-proprietary data.

This information may potentially be combined with external data sources To enhance business decisions, operations and create new services that are monetisable.

SO, HOW DO  
YOU PLAN TO  
EXPLOIT THE  
DATA  
DIVIDEND?

# Contact Us!

DATA  
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INSIGHT

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## Flux Insights

In God we trust. All others  
bring data

W. EDWARDS  
DEMING, STATISTICIAN,  
PROFESSOR, AUTHOR, LECTURER,  
AND CONSULTANT.

If I had to pick one word to  
describe what a chief data  
officer does. It would be  
neither data nor analytics. It  
would be strategy.

CDO - INDERPAL  
BHANDARI CAMBIA HEALTH

DATA IS A PRECIOUS  
THING AND WILL LAST  
LONGER THAN THE  
SYSTEMS THEMSELVES.

TIM BERNERS-LEE

The goal is to turn  
data into  
information, and  
information into  
insight

Carly Fiorina.

It is a capital mistake to  
theorise before one has  
data.

SHERLOCK HOLMES

ISSAC ASIMOV

*I don't fear computers. I  
fear the lack of them.*

JOHN MAEDA

Simplicity is about  
subtracting the obvious and  
adding the meaningful.

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