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Data monetization in SaaS

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Agenda

- Value of data

- Methods for monetizing data

- Build and monetize data products using AWS modern data architecture

- Data monetization using AWS data exchange

- Near intelligence inc's data monetization journey

Data value lags behind data growth

90%
of today's data has been created in the last **2 years** alone

Statistic provided by
Worldwide IDC Global DataSphere Forecast, 2022–2026

There might be **over 97 ZB of data created and replicated in 2022 alone,** according to IDC

68%
of companies reported that they are they're still unable to realize value from data

Statistic provided by
Accenture study

Only **28%**
of the companies have a data strategy in place[2]

1. Forrester, *"Insights-Driven Businesses Set the Pace for Global Growth"*
2. Accenture, "Closing the Data-Value Gap," https://accntu.re/33V6sU3

Methods for monetizing data

Direct methods

- Licensing data or insights to others
- Bartering or trading with data
- Enhancing existing products or services with data
- Digitalizing existing products or services

Very few companies today have even begun in generating this external benefit

Indirect methods

- Identifying or reducing expenses such as fraud or waste
- Optimizing supply chains or other processes
- Improving customer service
- Identifying new prospective customers or markets
- Solidifying business partnerships or customer loyalty

Has to be measured to claim monetization

Build and monetize data products with AWS modern data architecture

What is a data product?
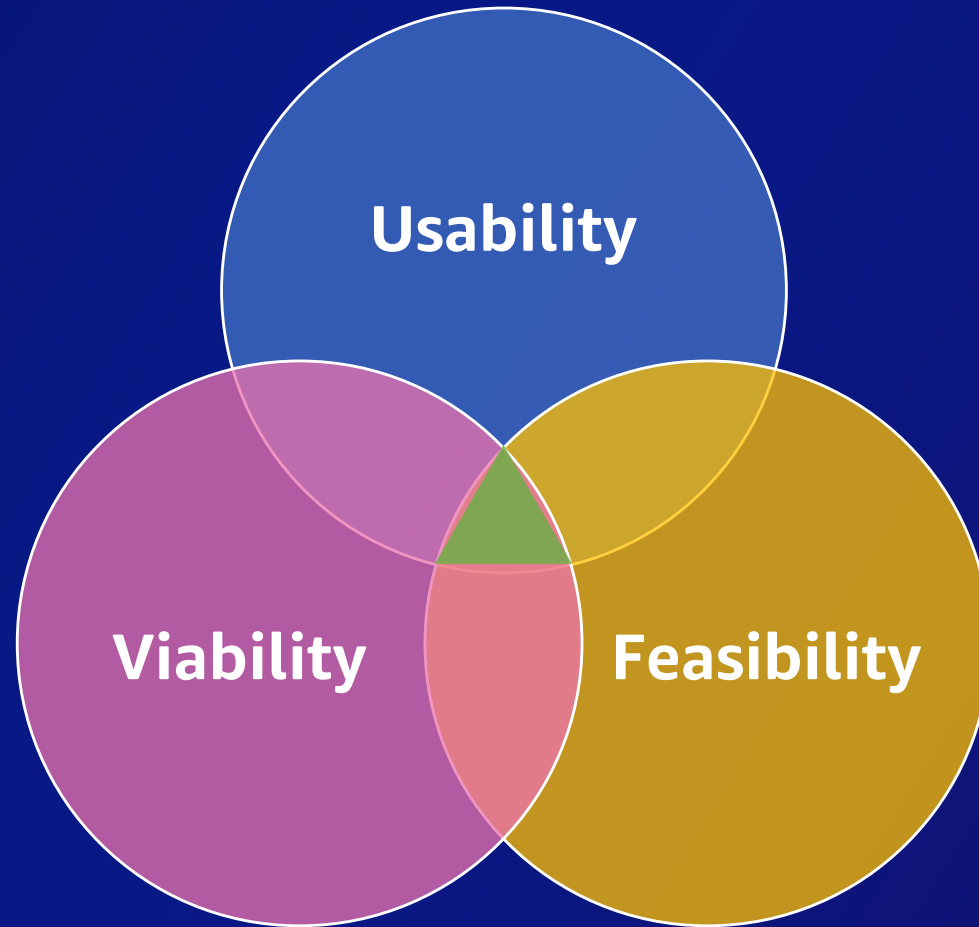
Examples of data products

Dashboards and reports

Data APIs

Data collection and index

ML Model as a Service

Modern data architecture on AWS

Amazon Aurora

Amazon EMR

Amazon DynamoDB

AWS LAKE FORMATION

Amazon Athena

Amazon S3

AWS GLUE

Amazon OpenSearch Service

Amazon SageMaker

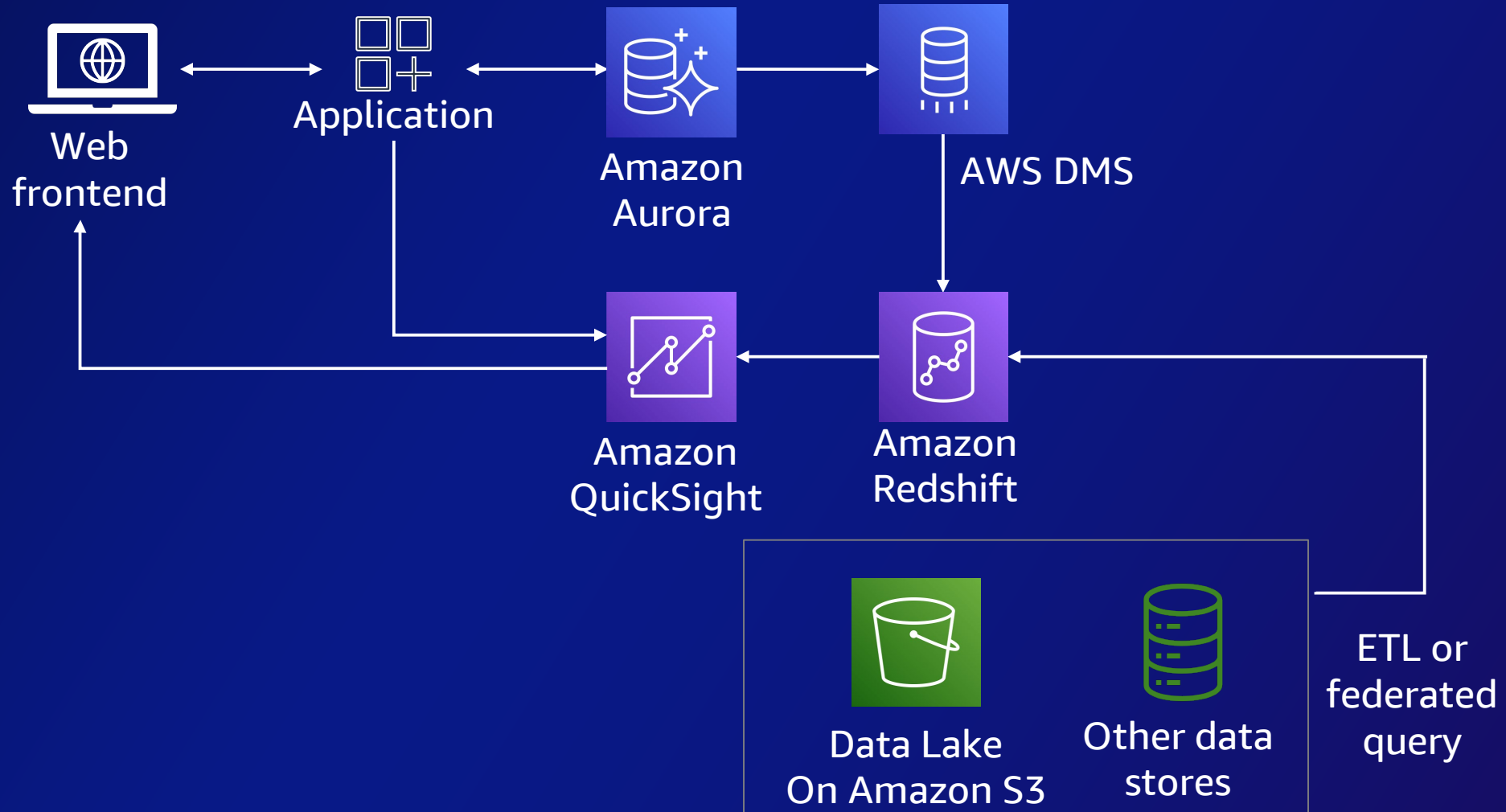Amazon Redshift

Scalable data lakes

Purpose-built data services

Seamless data movement

Unified governance

Performant and cost-effective

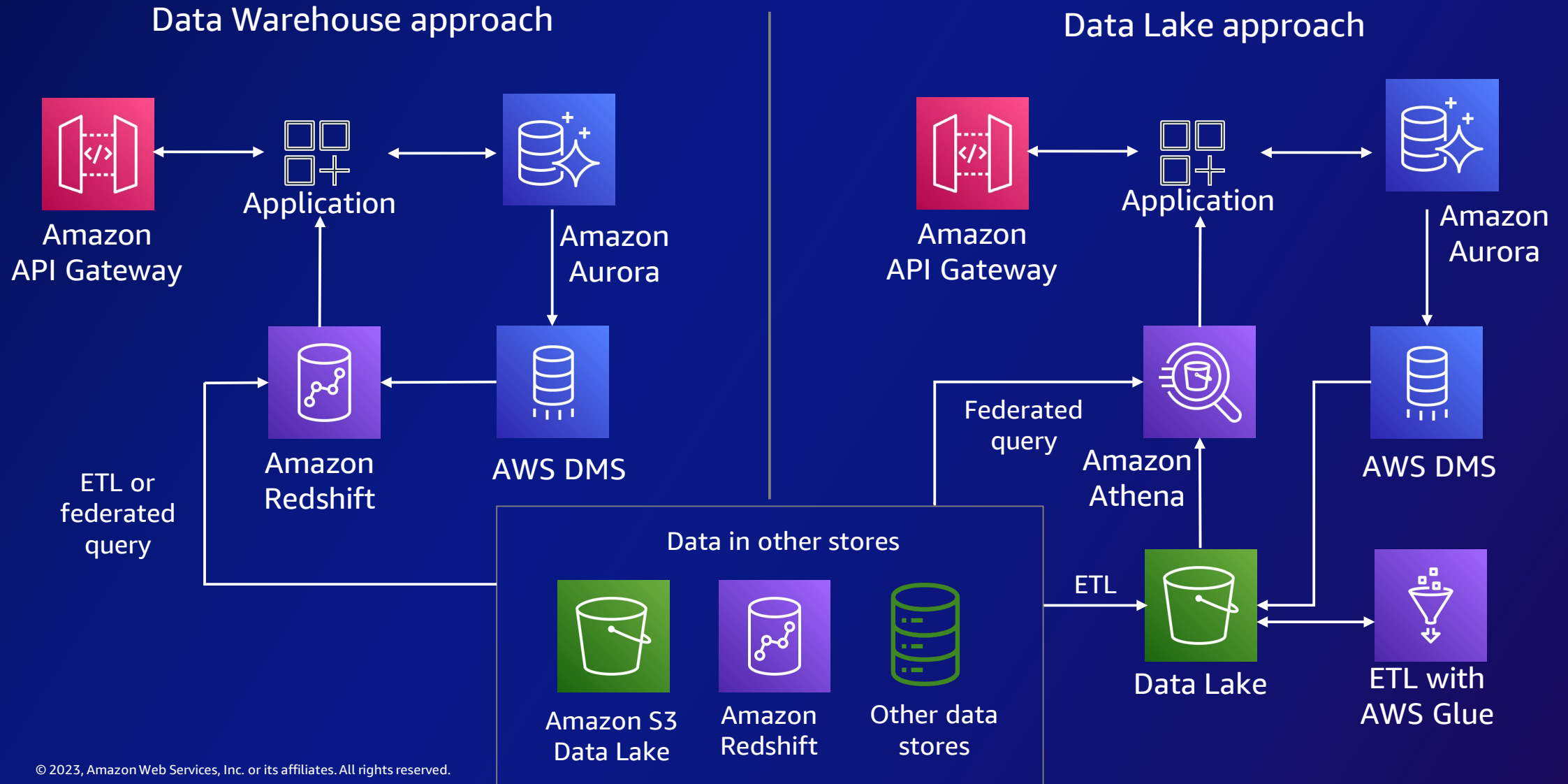# Dashboard as a service - Analytics dashboard

Data APIs as a service

Reporting tools

Data enrichment

Dashboards

Data applications

Customers

Your data API

Awesome SaaS e-commerce platform

Data APIs as a service - REST Data API

Data Warehouse approach

Amazon API Gateway

Application

Amazon Aurora

Amazon Redshift

AWS DMS

ETL or federated query

Data Lake approach

Amazon API Gateway

Application

Amazon Aurora

Amazon Athena

AWS DMS

Federated query

ETL

Data Lake

ETL with AWS Glue

Data in other stores

Amazon S3 Data Lake

Amazon Redshift

Other data stores

Data APIs as a service – SQL Data API

Reporting tools

Dashboards

Customer A
Gold tier

Customer B
Bronze tier

Customer C
Bronze tier

Row Level
Security

Amazon Redshift
Consumer Cluster
(Siloed)

Amazon Redshift
Consumer Cluster
(Pooled)

Amazon
Redshift
(ETL Cluster)

Data Lake on
Amazon S3

Other data
stores

Applications

3rd party data
providers
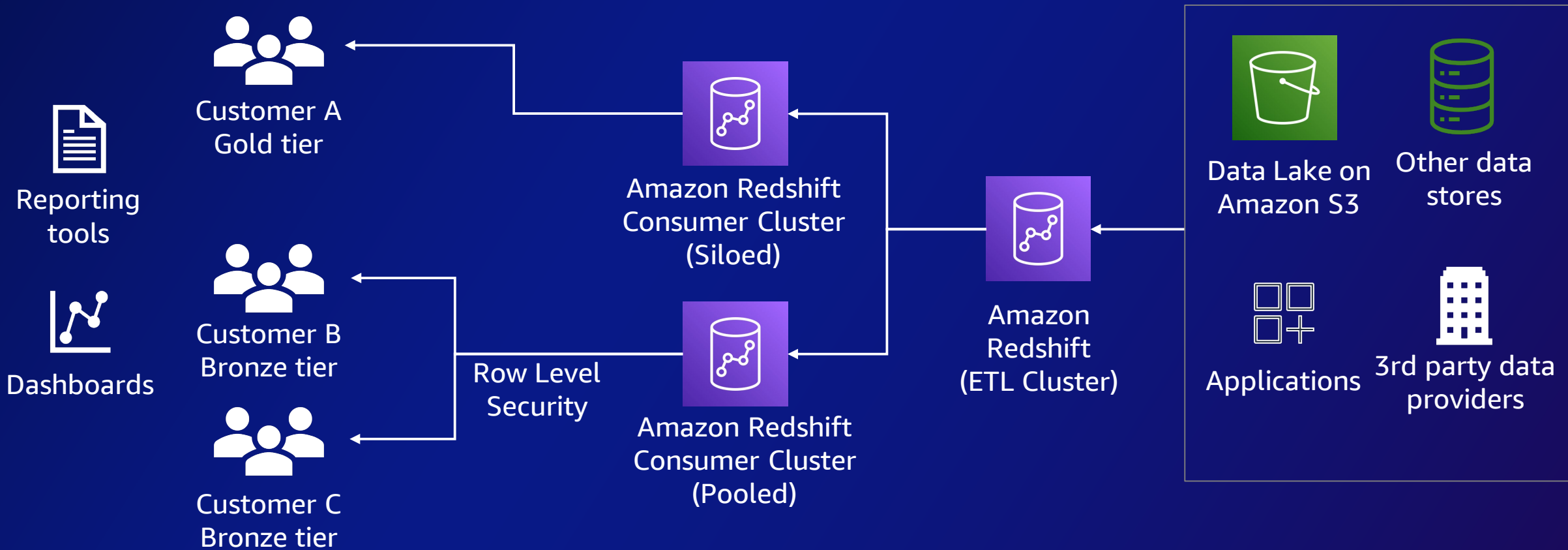
Analytics as a service - User behaviour analytics

e-commerce consumers

Amazon Pinpoint

Amazon Kinesis Data Stream

Amazon Kinesis Data Analytics

Amazon OpenSearch

Awesome SaaS' e-commerce customers
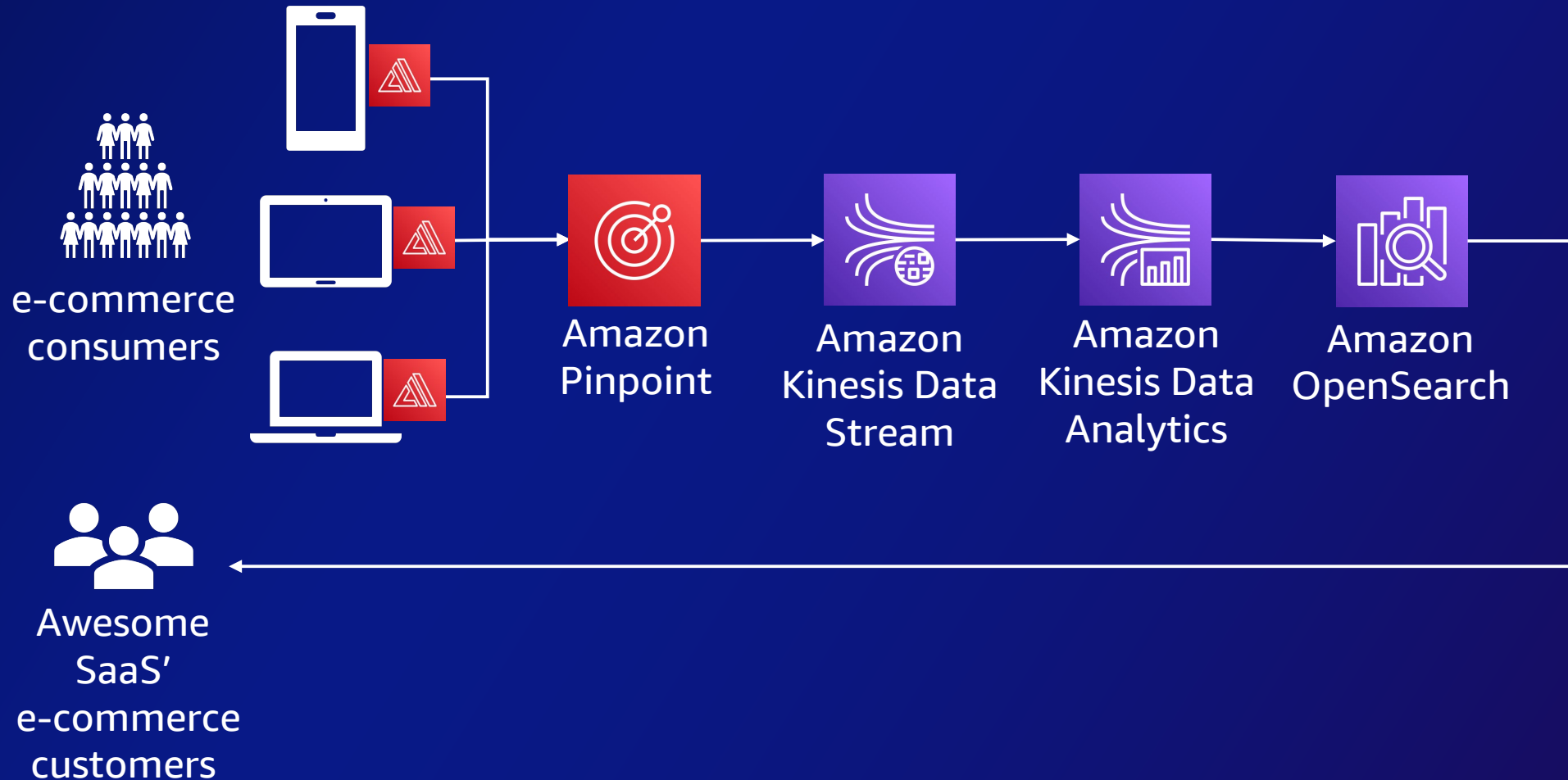
ML model as a service – Recommendation engine

In-app real-time recommendation

e-commerce consumers → e-commerce Application → Amazon Personalize (deployed model) ← Amazon Personalize (training) ← Amazon S3

- Product meta data
- User meta data
- User interaction data
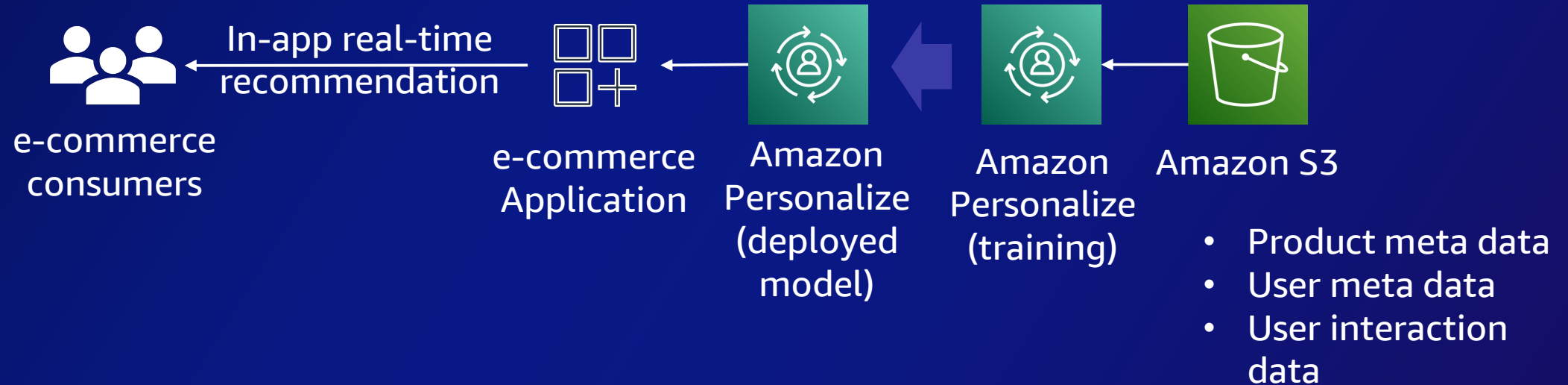
The business value of a modern data strategy

$65 million
increase in net income.[1]

30%+
Y/Y growth estimated by data-driven businesses [1]

48%
reduced total cost of operations[2]

How AWS data exchange can help in data monetization?

AWS Data Exchange

SUBSCRIBER BENEFITS

Quickly find diverse data **in one place**

Easily analyze data as it's published

Spend less time and effort to use data in production

AWS Data Exchange

PROVIDER BENEFITS

Co-sell with AWS Partner Network (APN) to reach **millions of potential customers**
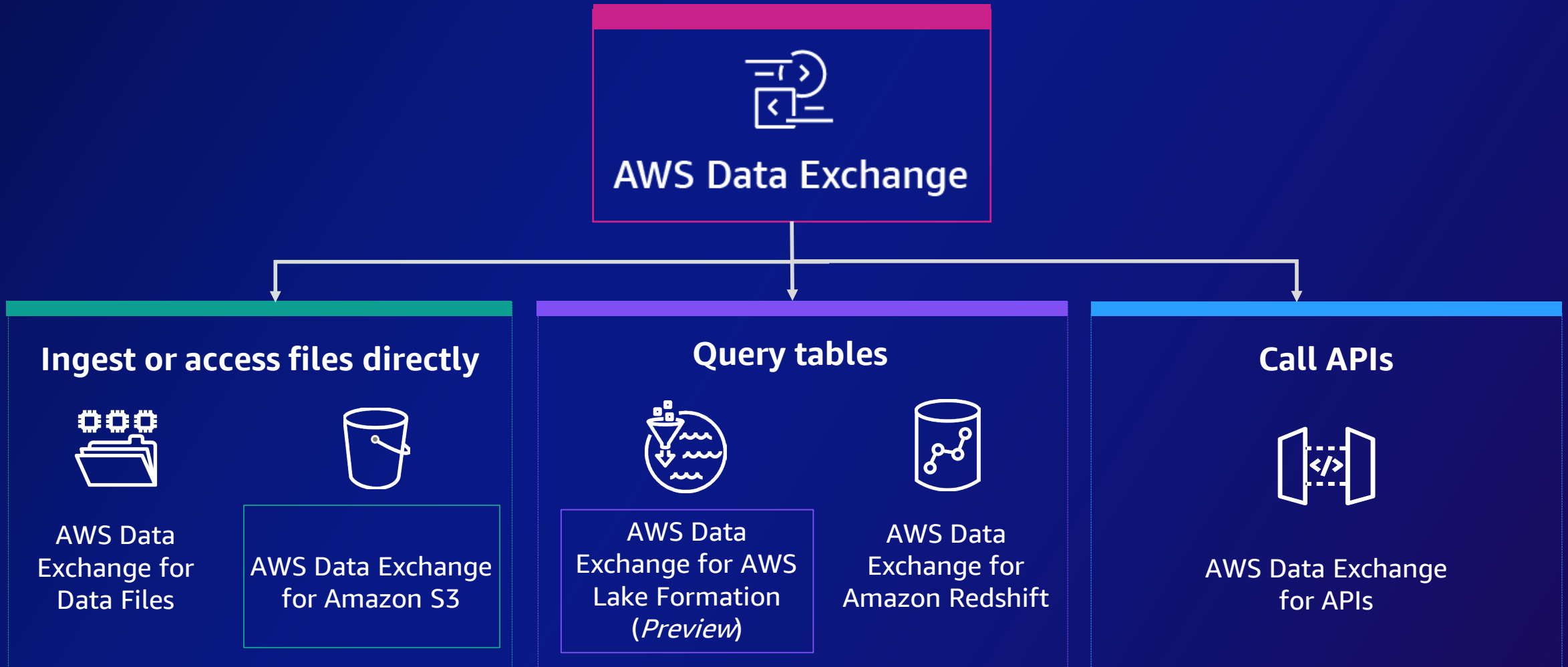
Reduce data engineering time and duplication

Automatic entitlement, billing, and **payment management**

AWS Data Exchange now offers five ways to license third-party data faster and easier

AWS Data Exchange

Ingest or access files directly

AWS Data Exchange for Data Files

AWS Data Exchange for Amazon S3

Query tables

AWS Data Exchange for AWS Lake Formation (*Preview*)

AWS Data Exchange for Amazon Redshift

Call APIs

AWS Data Exchange for APIs

What data providers are saying?

FOURSQUARE

"that it will double in AWS Data Exchange has helped us reach new customers at scale in the cloud. Our revenue on AWS Data Exchange has more than tripled over the year in 2021, and we're forecasting 2022."

Lea Purcell
VP Business Development
Foursquare

arabesque

"Working with AWS Data Exchange has increased our visibility in the market. We've been introduced to new partners and participated in activities such as webinars and in blog campaigns, which have helped the company grow and get valuable business insights from customers."

Maria Mähl
Partner
Arabesque

FACTSET

"The expansion of our data management services to support AWS Data Exchange for Amazon Redshift has made our content available to clients in a more streamlined way and improved the efficiency of their data workflows."

Jonathan Reeve
EVP and Global Head of Content & Technology Solutions
FactSet

Key takeaways

- Start treating data as an asset and reap the benefits of maximizing its value by building data products

- Explore how Modern Data Architecture helps you build and monetize Data products using AWS Data services

- Modernize how you sell and distribute data with AWS Data Exchange

Near intelligence inc's data monetization journey

Actionable insights on consumer behavior at a global scale

2012
Established Year

NASDAQ: NIR

Presence
Offices in USA, EUR, SEA, ANZ, JPN

New York

Paris

Tokyo

Los Angeles

Bangalore

Singapore

Sydney

The Near difference

Rich data quality

- Strategic, exclusive data pipes and partnerships
- Rigorous fraud and anomaly detection - discarding as much as 75% of the data entering our doors
- Enriched and constantly refreshed with up to 100+ consumer attributes for a comprehensive view of consumers in an ever-changing world

Global data reach

- Across 44+ Countries
- 70 Million Points of Interest
- Estimated 1.6 Billion Unique User IDs

Faster time actionable insights

- Accommodates all user profiles from "citizen analysts" with intuitive dashboards to data scientists with feeds and APIs
- Value can be unlocked anywhere your users work - in browser, in GIS tools, in partner platforms, via APIs, or in ML models

Our offerings

Get unparalleled intelligence on your competitors

Identify the potential store locations with the best ROI

Optimize supply chain based on consumer movement patterns

Acquire new customers with more effective targeting

Grow revenue & maximize ROI on marketing with online-to-offline attribution

Grow loyalty by enriching customer profiles and providing increased personalization

near™
Data Intelligence Platform

Lens of Places for Operational Intelligence

Lens of People for Marketing Intelligence

Leaders across industries partner with Near

Retail
Top retailers and global brands

BIG W · DAMART

Real Estate
International brokerage and commercial real estate services and investment firms, including

GROSVENOR · COLDWELL BANKER

Restaurants
Over 20 global and national chains, including top 50 QSR brands in the US, including

Little Caesars · Wendy's

Tourism and Travel
Over 50 major travel destinations globally, including

NYC & Company · HAWAI'I TOURISM AUTHORITY

Media and Technology
Global media companies, including

News Corp · sph

Automotive
Auto manufacturers, global oil companies, and top US automotive service company

Ford

Financial Services
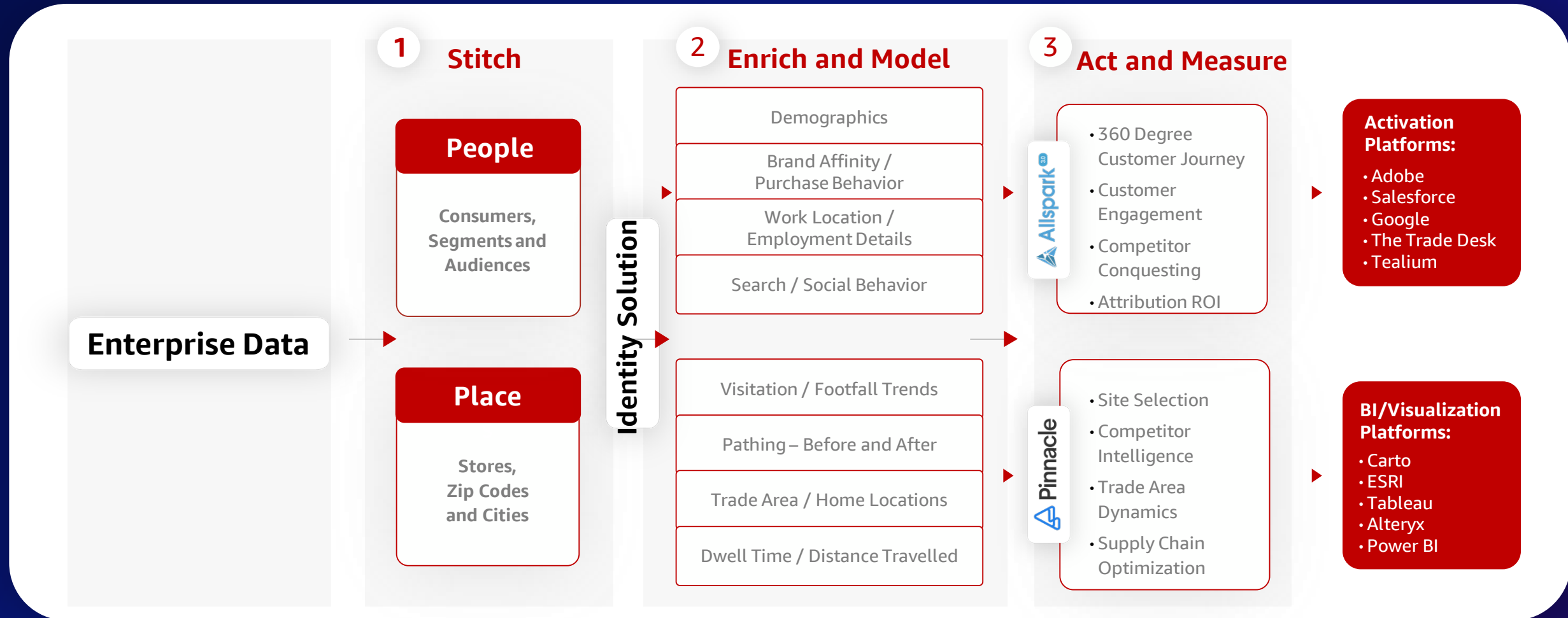International financial services and investment companies, including

Sun Life · orange bank

Government and Public Services
State and local governments, public transportation and universities, including

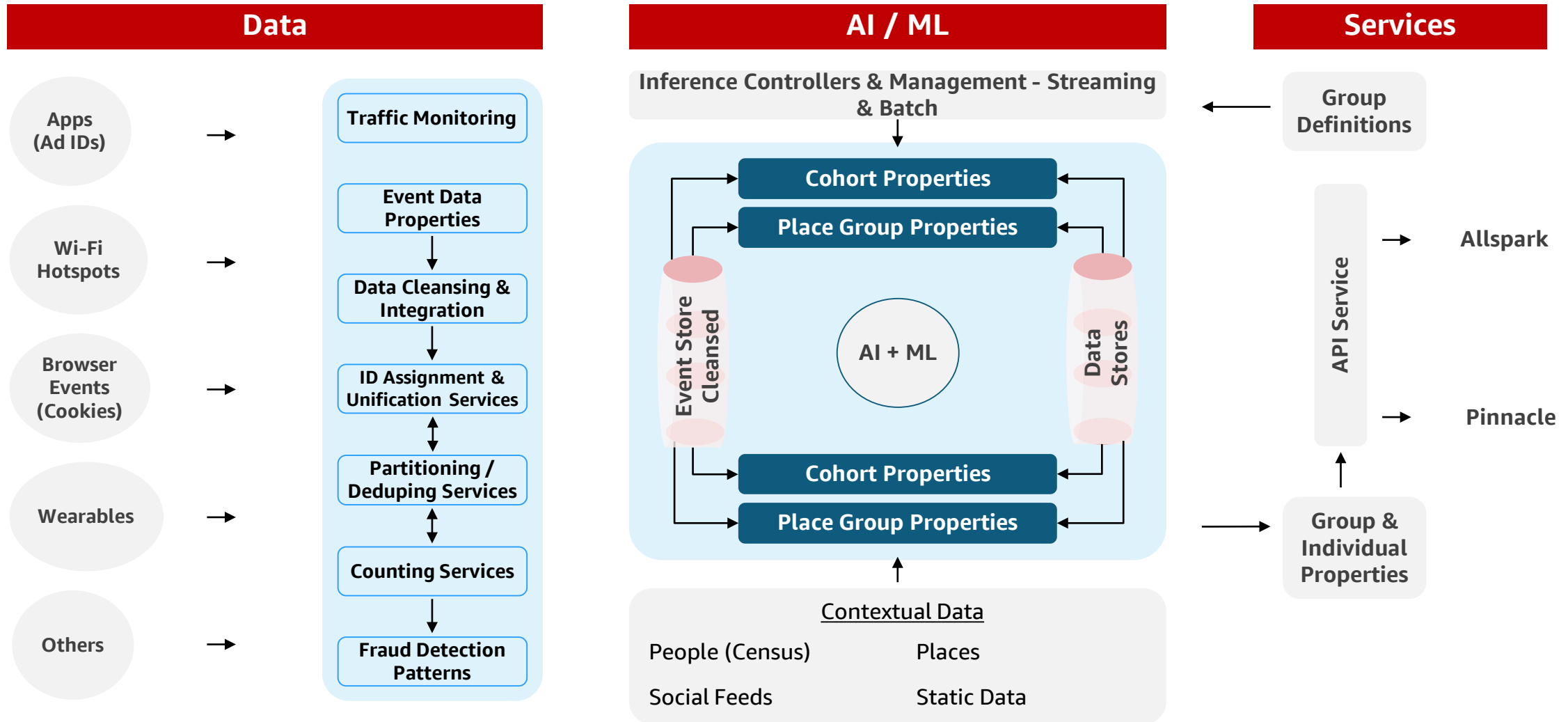KU SCHOOL OF BUSINESS The University of Kansas · SMRT

Data monetization at Near

1 Stitch

2 Enrich and Model

3 Act and Measure

Enterprise Data

People

Consumers, Segments and Audiences

Place

Stores, Zip Codes and Cities

Identity Solution

Demographics

Brand Affinity / Purchase Behavior

Work Location / Employment Details

Search / Social Behavior

Visitation / Footfall Trends

Pathing – Before and After

Trade Area / Home Locations

Dwell Time / Distance Travelled

Allspark 3.0

- 360 Degree Customer Journey
- Customer Engagement
- Competitor Conquesting
- Attribution ROI

Pinnacle

- Site Selection
- Competitor Intelligence
- Trade Area Dynamics
- Supply Chain Optimization

Activation Platforms:
- Adobe
- Salesforce
- Google
- The Trade Desk
- Tealium

BI/Visualization Platforms:
- Carto
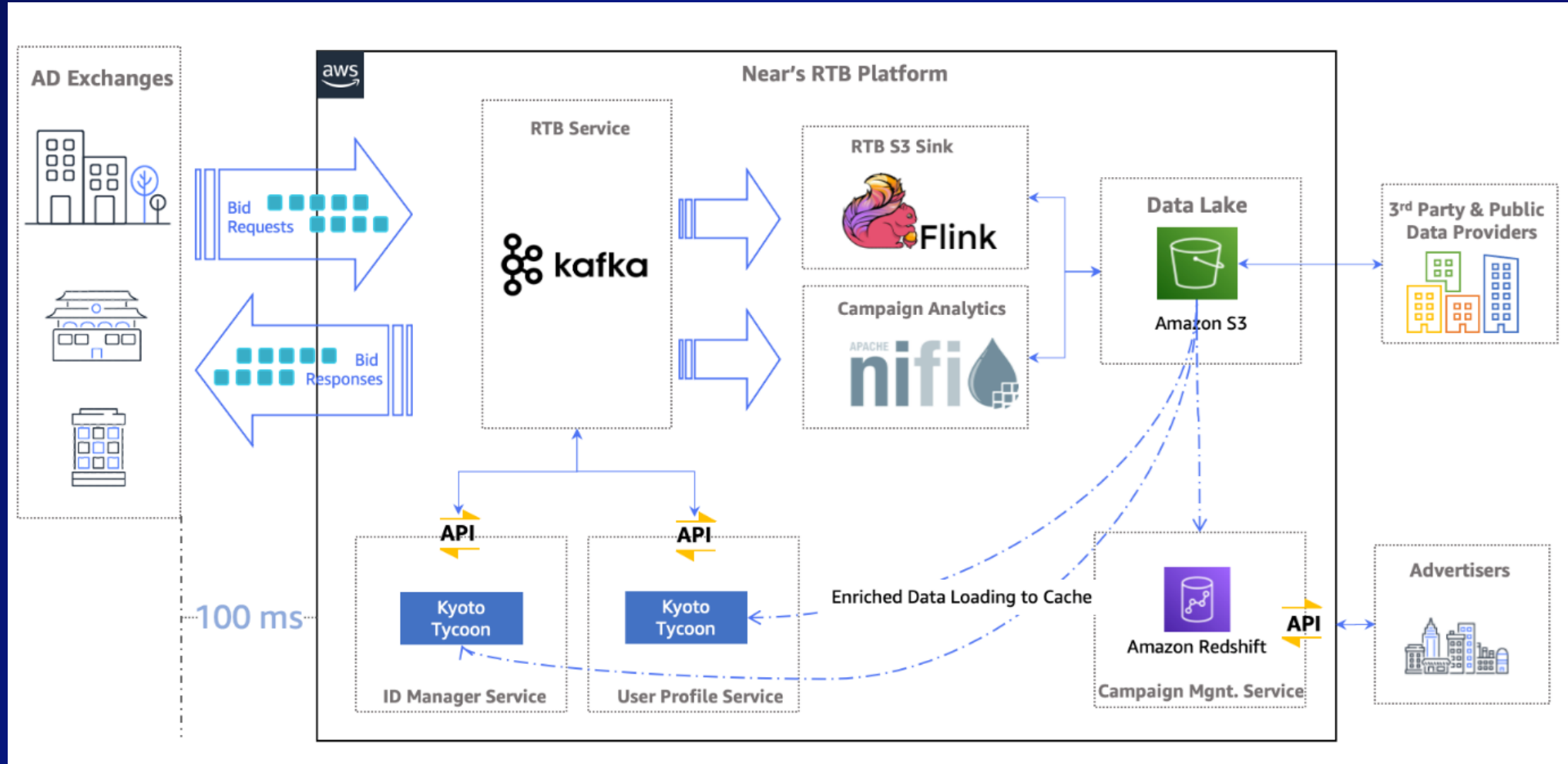- ESRI
- Tableau
- Alteryx
- Power BI

Note:
(1) Identity Resolution Patent granted by USPTO. Patent Number: 10.979.848
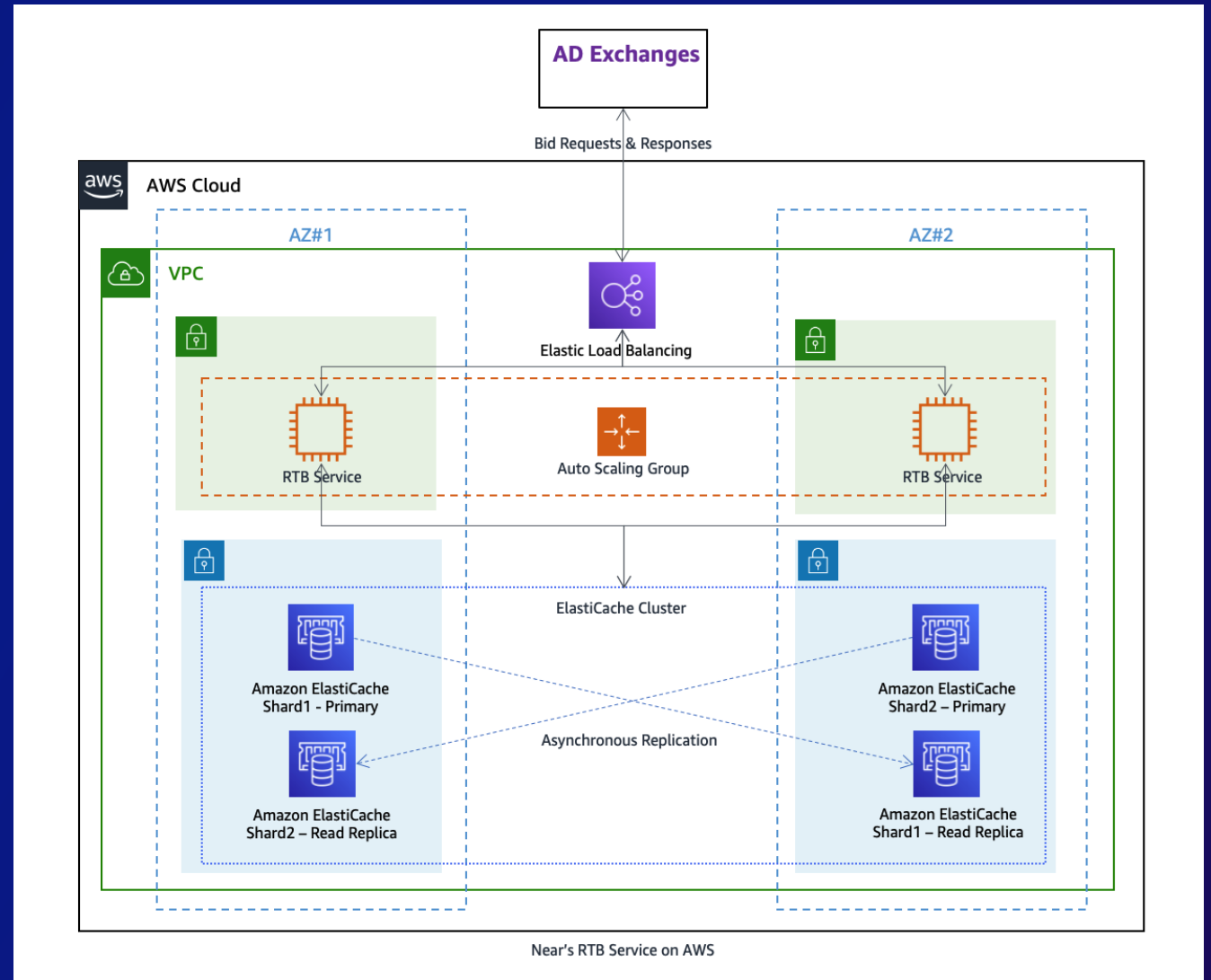
aws

Near's tech stack

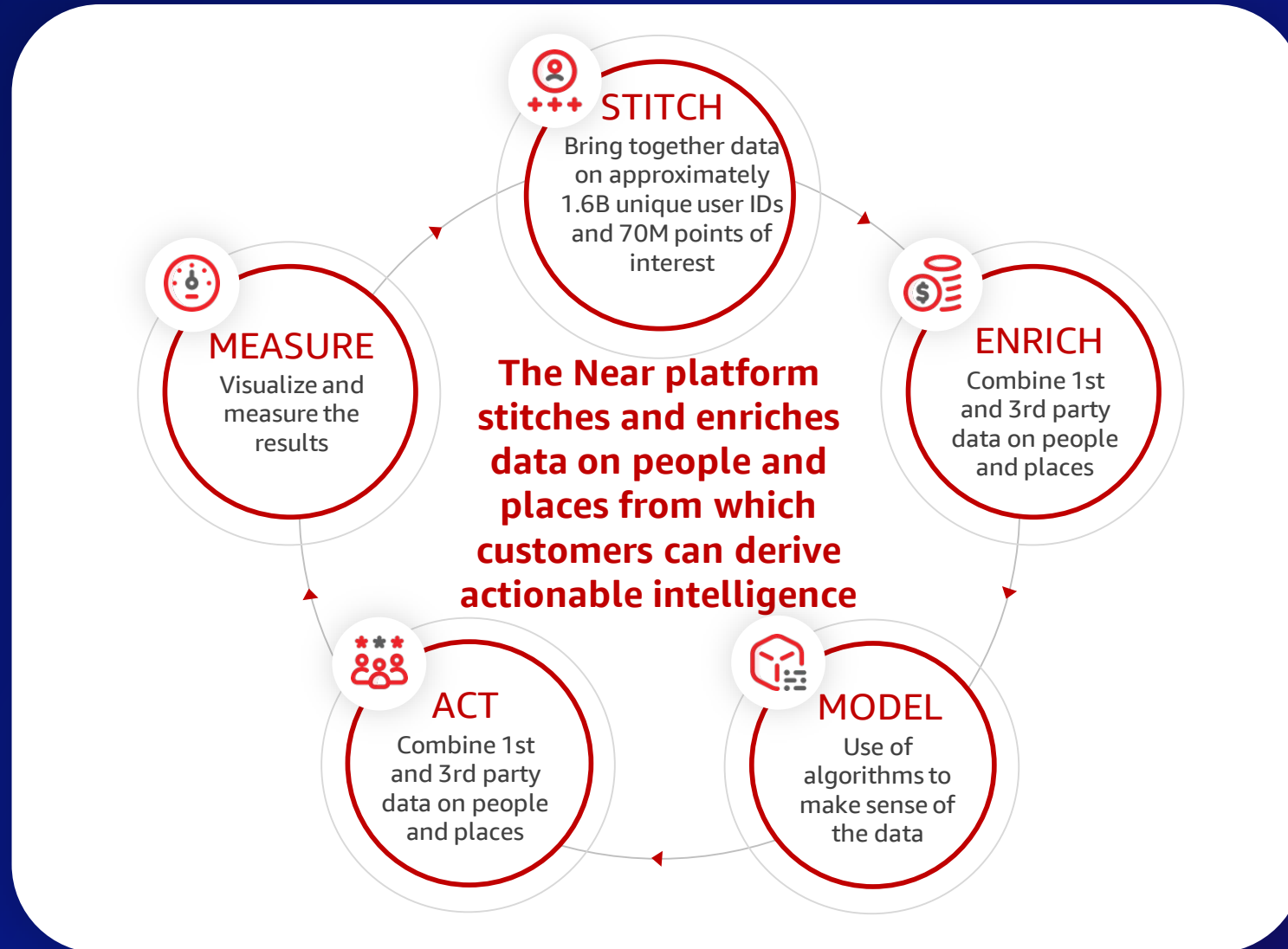# Near x AWS - Improving uptime and reducing latency

Reducing latency with ElastiCache

Near operated multiple Kyoto Tycoon clusters for its real-time bidding (RTB) platform. To improve availability and reduce latency, Near migrated to Amazon ElastiCache

How Near can help an enterprise's data journey

STITCH
Bring together data on approximately 1.6B unique user IDs and 70M points of interest

ENRICH
Combine 1st and 3rd party data on people and places

MODEL
Use of algorithms to make sense of the data

ACT
Combine 1st and 3rd party data on people and places

MEASURE
Visualize and measure the results

The Near platform stitches and enriches data on people and places from which customers can derive actionable intelligence

Key takeaways

- Monetization of data is difficult

- A need for agility and flexibility

- Need for a **Flexible** technology stack

- Keep the "product" development tech stack separate from the "production" tech stack

- Discipline, discipline, discipline

- Finding value-generating "small" data from big data is the monetization journey

Plans for the future

- Re-architecting the next platform version with new core building blocks.

- New data sets productized for better functionality.

- Data privacy implemented across the stack for compliance.

- Platform scaling from multiple perspectives - Data, API usage and more.

- Adopting data quality best practices to assess "data value".

skillbuilder.aws

Your time is now
Build in-demand cloud skills your way

Thank you!

Please complete the session survey

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