



INSTITUTE
Building Extraordinary IP Assets

Episode 01: The Relationship
between Data and Value

Data Monetization Webinar Series

6–Episode Webinar Series



Episode 01 – Introduction: Why Data is so Valuable and how Data Monetization has Become Big Business
Thursday, October 8, 2020 at 12:00 PM CT

Episode 02 – Data Monetization in Medical Device, Healthcare and Insurance
Thursday, October 22, 2020 at 12:00 PM CT

Episode 03 – Data Monetization in Manufacturing, Industrial & B2B Markets
Thursday, November 5, 2020 at 12:00 PM CT

Episode 04 – Data Monetization in Retail and Consumer
Thursday, November 19, 2020 at 12:00 PM CT

Episode 05 – Data Monetization in Autonomous Vehicles, Security & Surveillance
Thursday, December 3, 2020 at 12:00 PM CT

Episode 06 – Data Monetization in Financial Services
Thursday, December 17, 2020 at 12:00 PM CT

Before We Get Started...



Recording

A link to the recording and slides will be emailed to all registrants.



Questions

Type in the question box and we will answer in real time or during the Q&A.



Social

Follow us on LinkedIn or go to slwip.com to see upcoming and on demand webinars.

Today's Presenters...



Steve Lundberg

Principal & Chief Innovation Officer
Schwegman Lundberg & Woessner



Suneel Arora

Principal
Schwegman Lundberg & Woessner
Former Senior Engineer at Cardiac
Pacemakers (Guidant Corp.)



Manjeet Rege, PhD.

Director of Center of Applied
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Bill Schmarzo

Analytics Chair
Chief Innovation Officer, Hitachi
Vantara, Executive Fellow,
University of San Francisco and
adjunct professor and author of "Big
Data MBA",



Michael Gale

CMO Wind River
CEO Inc. Digital
Forbes Futures in Focus Podcast
WSJ and Amazon Best Selling Author
"The Digital Helix"
Former CEO, Strategic Oxygen



What you will learn today

- What do we mean by “data”?
- What you can do with your data – Using Data as a Product
- Data Strategy
- Overview of Data monetization in industry around the world
- Challenges to Data Monetization – Pitfalls to avoid
- Biggest successes from experts

Enterprise Data

Wrecktangle Pizza

★ ★ ★ ★ ★ 21 reviews Details

Pizza Edit
Open 11:00 AM - 10:00 PM

★ Write a Review Add Photo Share Save

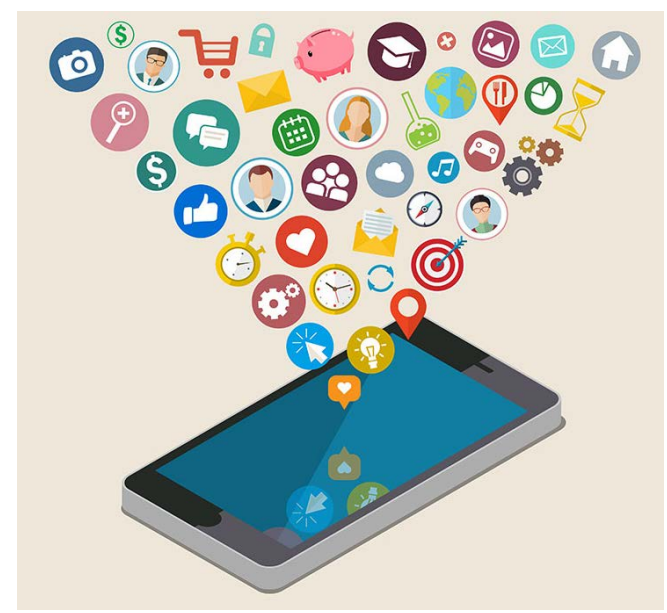
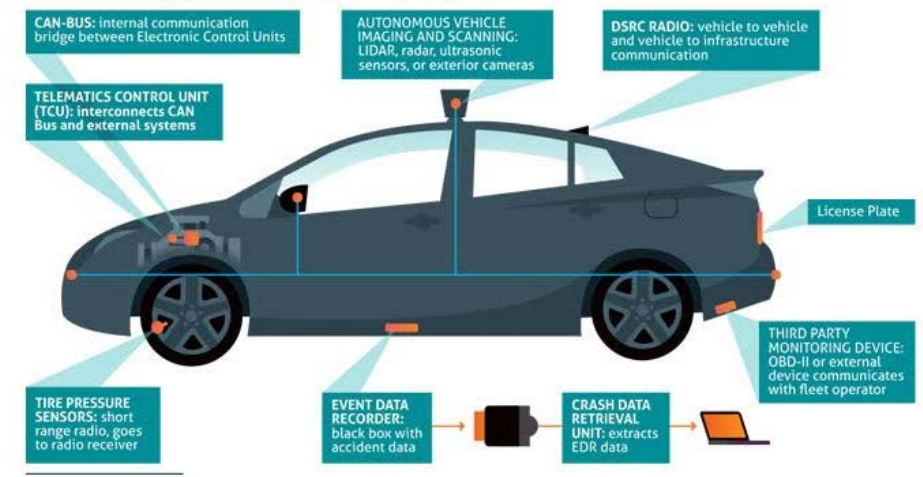
COVID-19 Updates

Updated Services
✗ Delivery ✓ Takeout

Review Highlights

-  "The **Shredder** with sausage substituted for pepperoni may be the only pizza I've ever had in my life!" in 12 reviews
-  "I'll be honest, I'd never had '**Detroit style**' pizza before but it definitely is going to be more often now." in 8 reviews
-  "**Food hall** was great atmosphere too, liked the very accessible bar in the back and the seating options." in 3 reviews

DATA and the CONNECTED CAR





Data as a Product

Data Products have three important characteristics:

- They are built from data
- The very act of using them generates new data
- This new data can be used to improve them

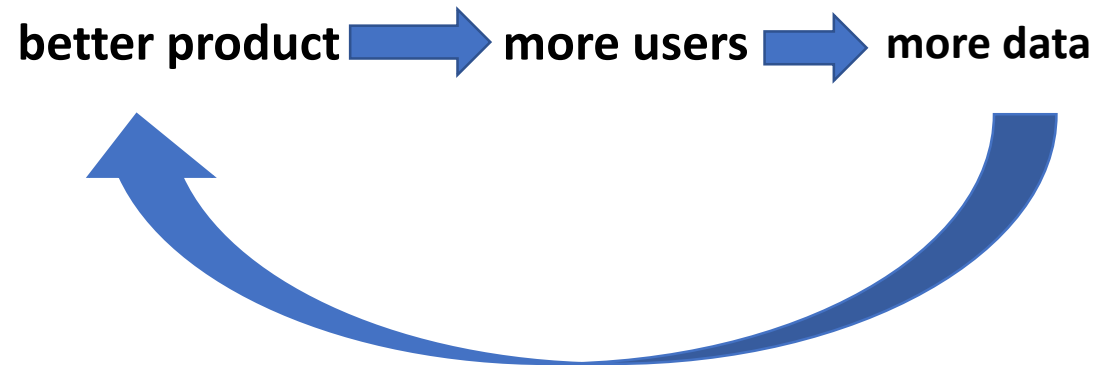




Data Strategy for Monetization

Strategic data acquisition

- Thinking about data as an enterprise asset.
- Using data to have a competitive advantage in your industry sector



Data Monetization

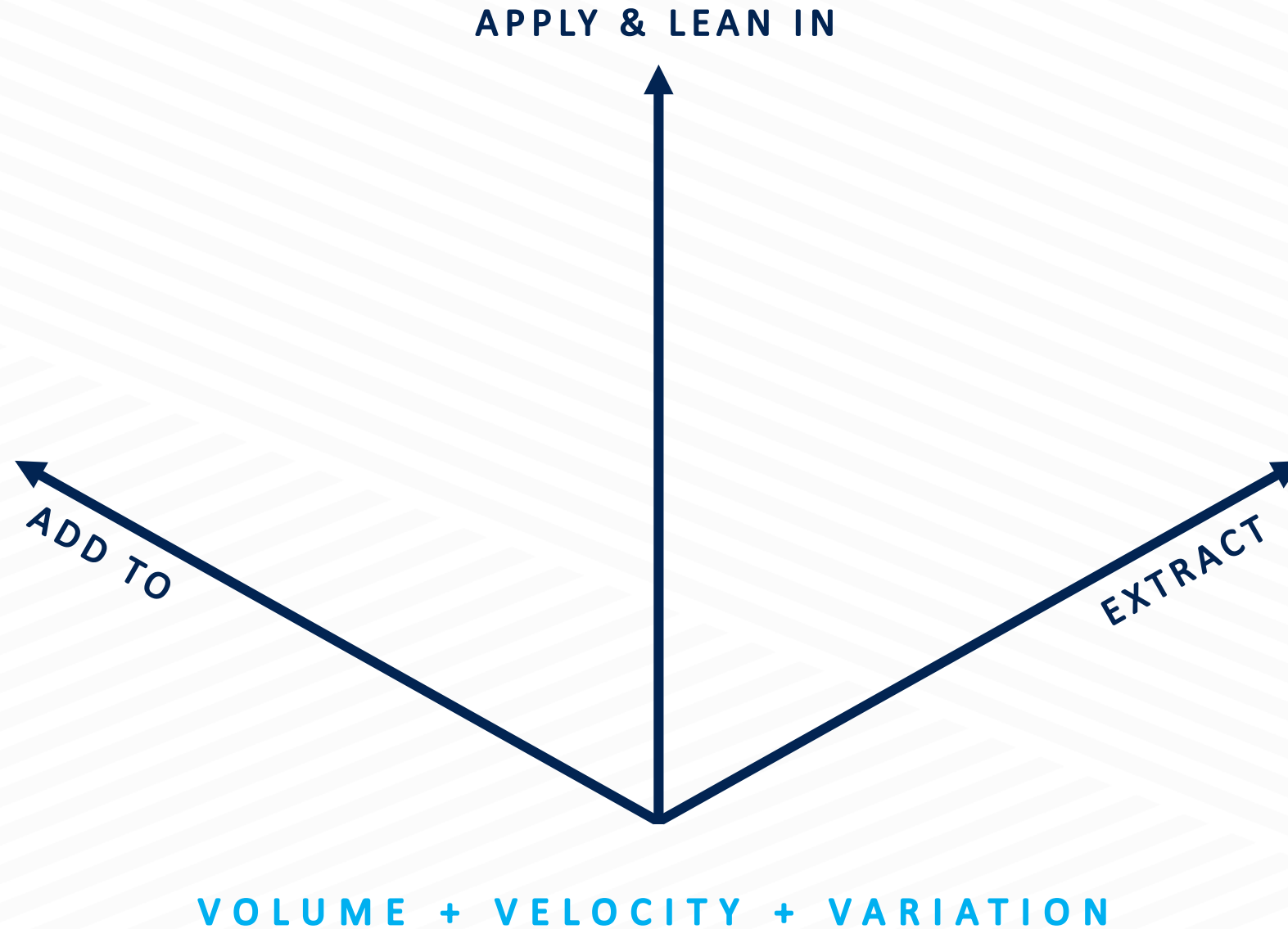
Does not mean selling out.

Internal Monetization

Operational Efficiencies

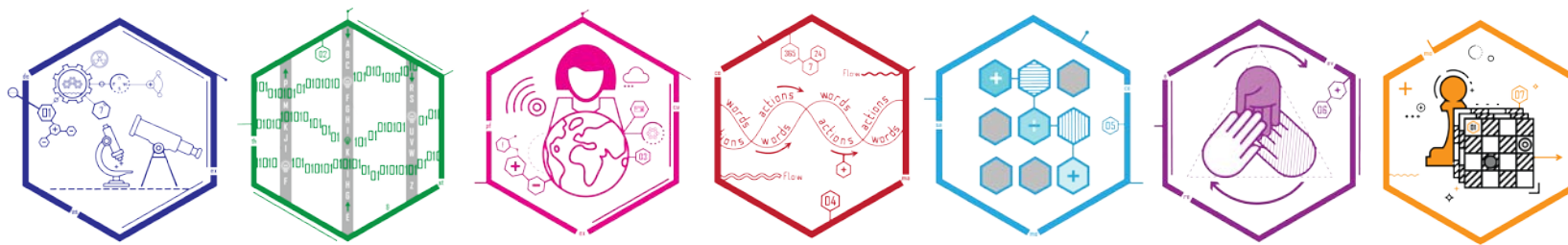
External Monetization

- Data as a Service
- Insight as a Service
- Analytics-enabled Platform as a service

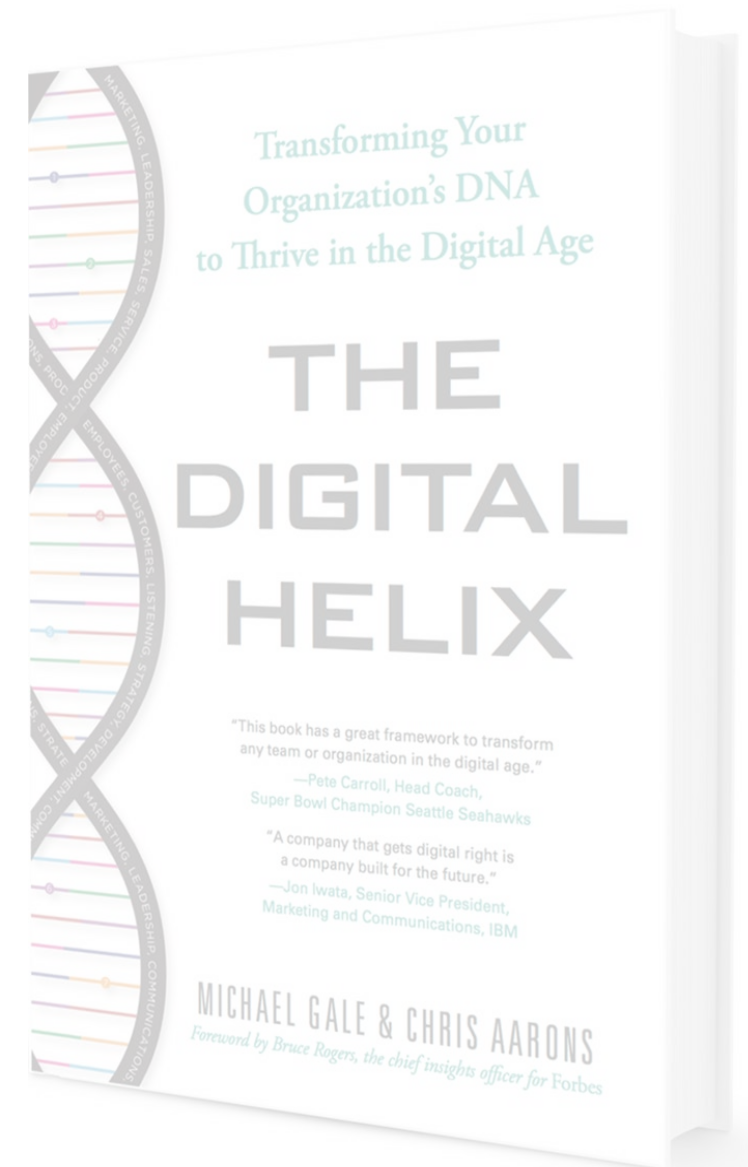


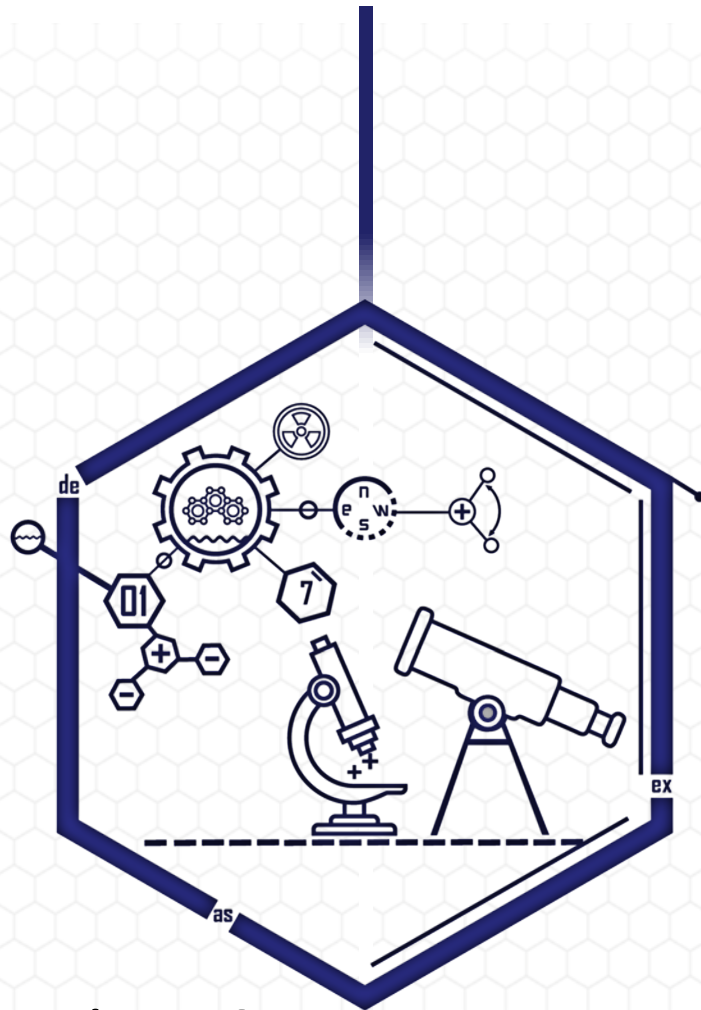
The power of unstructured data

DATA, DATA, DATA, I CAN NOT MAKE BRICKS WITHOUT CLAY...

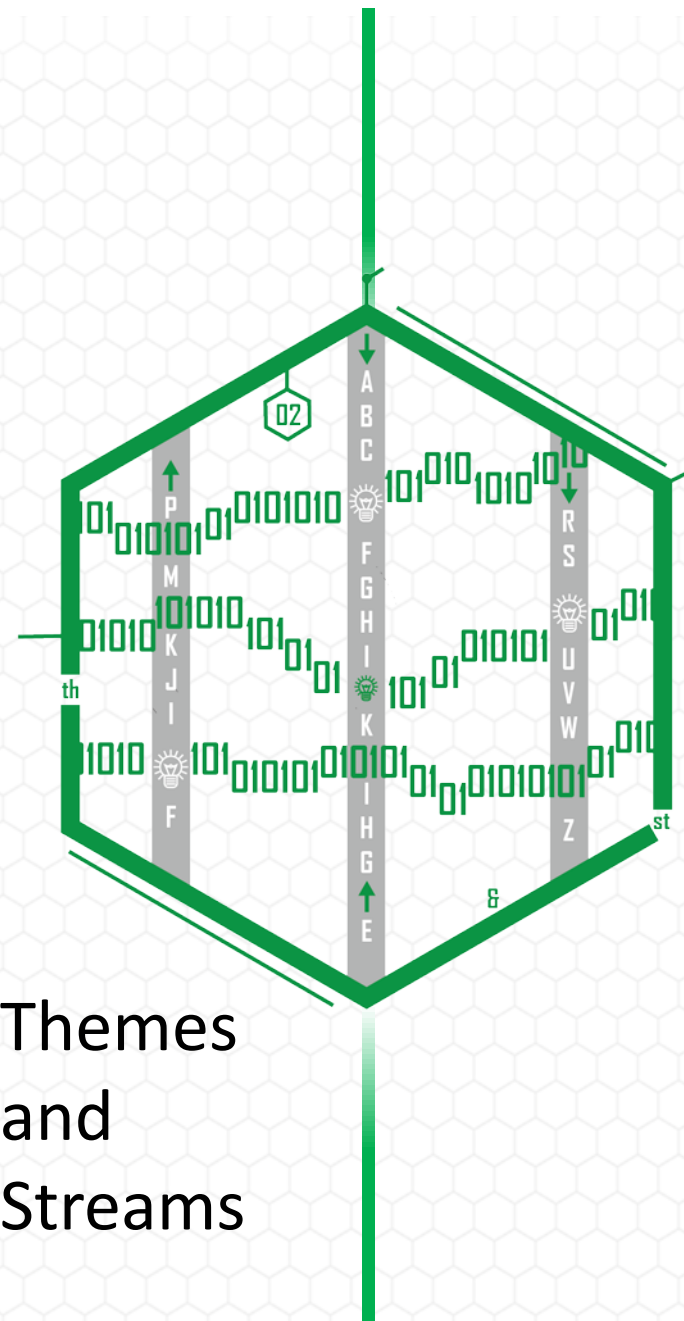


The 7 Components of Digital DNA

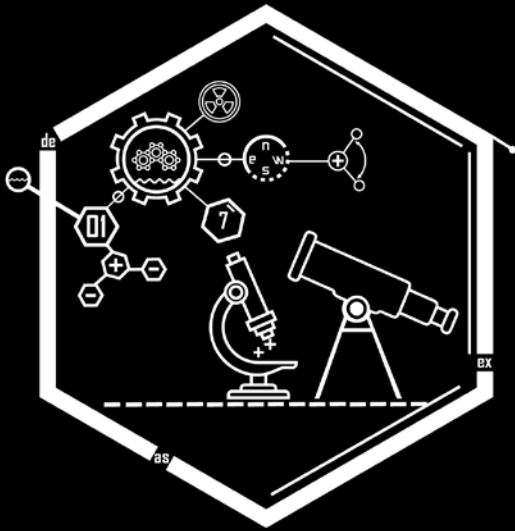




Executives As
Digital Helix
Explorers



Themes
and
Streams



EXECUTIVES AS DIGITAL HELIX EXPLORER

Supporting digital initiatives is not enough anymore. In the Digital Helix, executives need to be active advocates and enablers for transformation, systems and processes on both a strategic and day-to-day basis.

“If things seem under control, you are just not going fast enough.”

—Mario Andretti



THEMES AND STREAMS

The science of applied information is just ahead of us and Themes and Streams drives it.

Seven Keys to driving an effective Theme and Stream approach to information:

1. Information is cross-functional
2. Adjustments occur quickly
3. All levels share
4. Digital Helix organizations change the way they interact with data in order to act quickly
5. Development of new skills is a key focus
6. Institute new rewards to encourage the right behaviors
7. Revise processes to get information into a theme and stream model

**WHERE IS IT
COMING FROM
GOING TO
COULD BE
APPROVED FOR
DROPPING OUT
MARRIED TO
DIVORCED FROM**



An aerial night view of a city with numerous illuminated buildings. A semi-transparent blue and green rectangular overlay covers the center of the image, serving as a background for the text.

15% GET 65%
of the ROI (AI) by building the platform for it first

SOURCE: IBM COGNITIVE SYSTEMS AND INC.DIGITAL



ASK YOURSELF

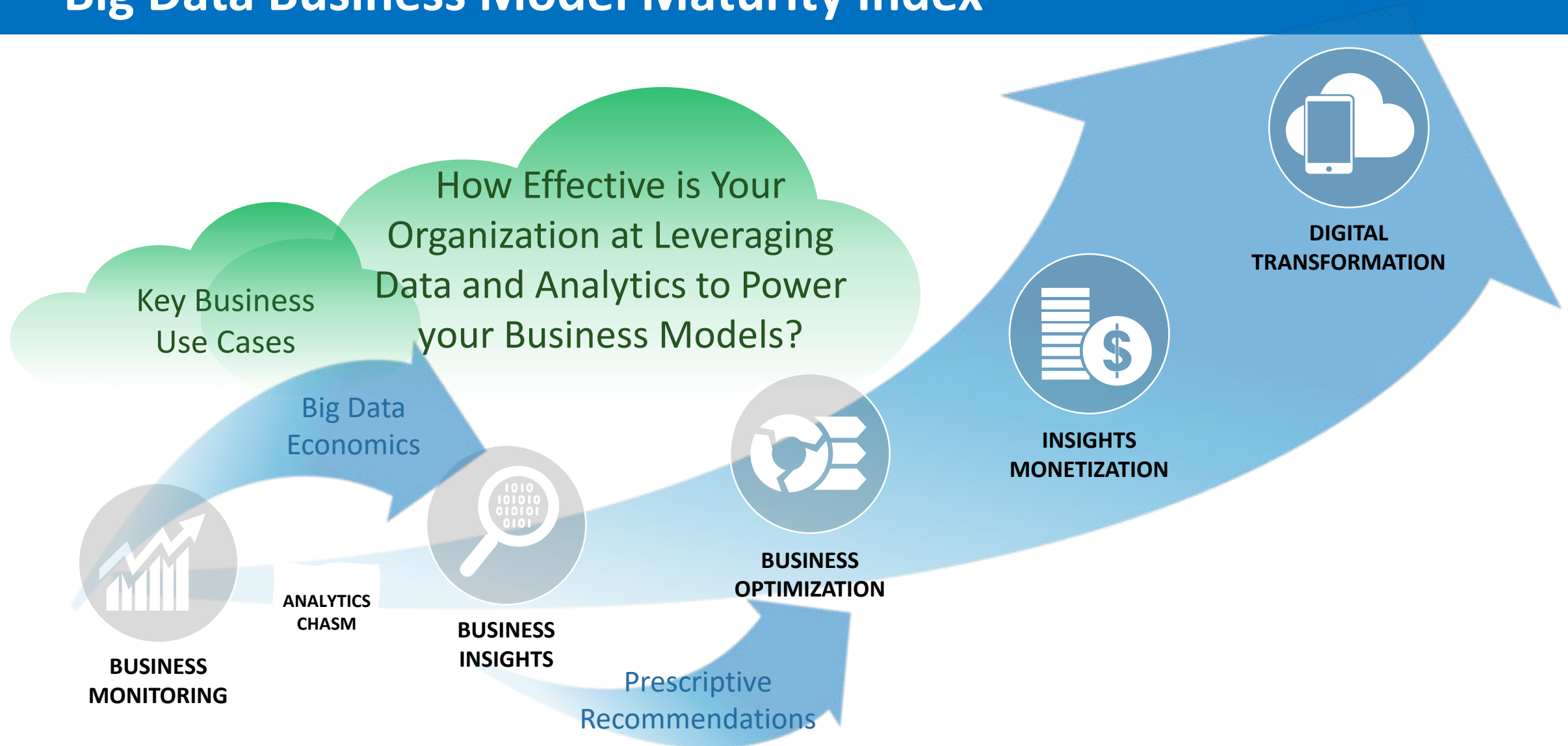
Is this best for internal usage?

Is this best for external usage?

Do we add or subtract for value?

What markets exist or should we incubate and wait?

Big Data Business Model Maturity Index



Economic Value of Data Research

- Data is an asset that never depletes, never wears out, and can be used across unlimited use cases at zero marginal cost
 - **Accounting:** “Value in Exchange” methodology for determining asset valuation based upon the acquisition cost of an asset
 - **Economics:** “Value in Use” methodology for determining asset valuation
- **Economic Multiplier Effect:** ratio of the impact of an incremental increase in investment on the resulting incremental increase in value



Customer point of
sales data

Sales

Promotional
effectiveness



+2.5%

Marketing

Customer
acquisition



+2.0%

Call Center

Customer
retention



+3.5%

Product Dev

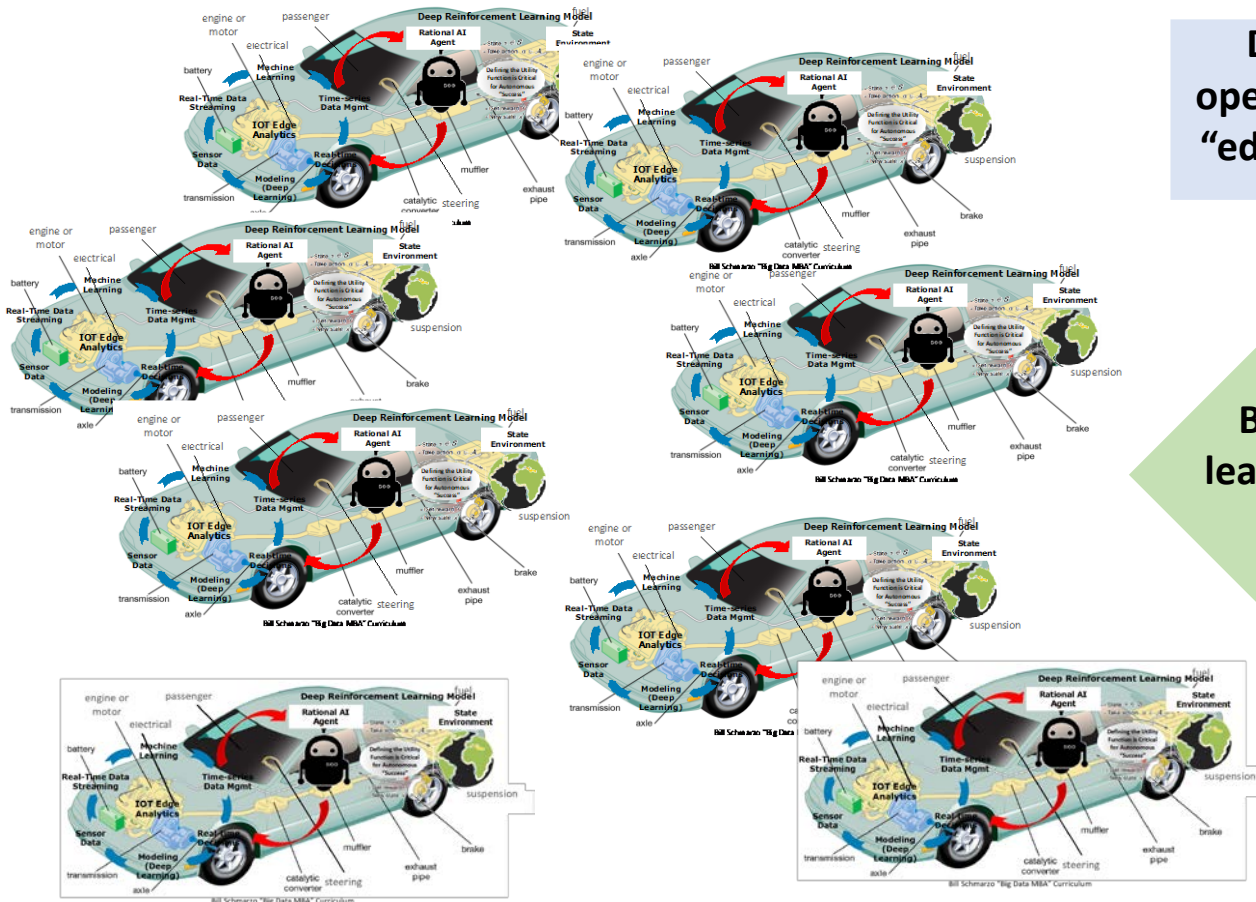
New product
intro



+2.6%

Leverage AI/ML To Build Continuously-Learning and Adapting Analytic Assets

*“If you buy a Tesla today, I believe you're buying an **appreciating** asset, not a **depreciating** asset”* – Elon Musk, Tesla CEO



Driving and operational data;
“edge” use cases

Backpropagate
learnings (updated
models)

Tesla Autopilot Continuous Learning Environment

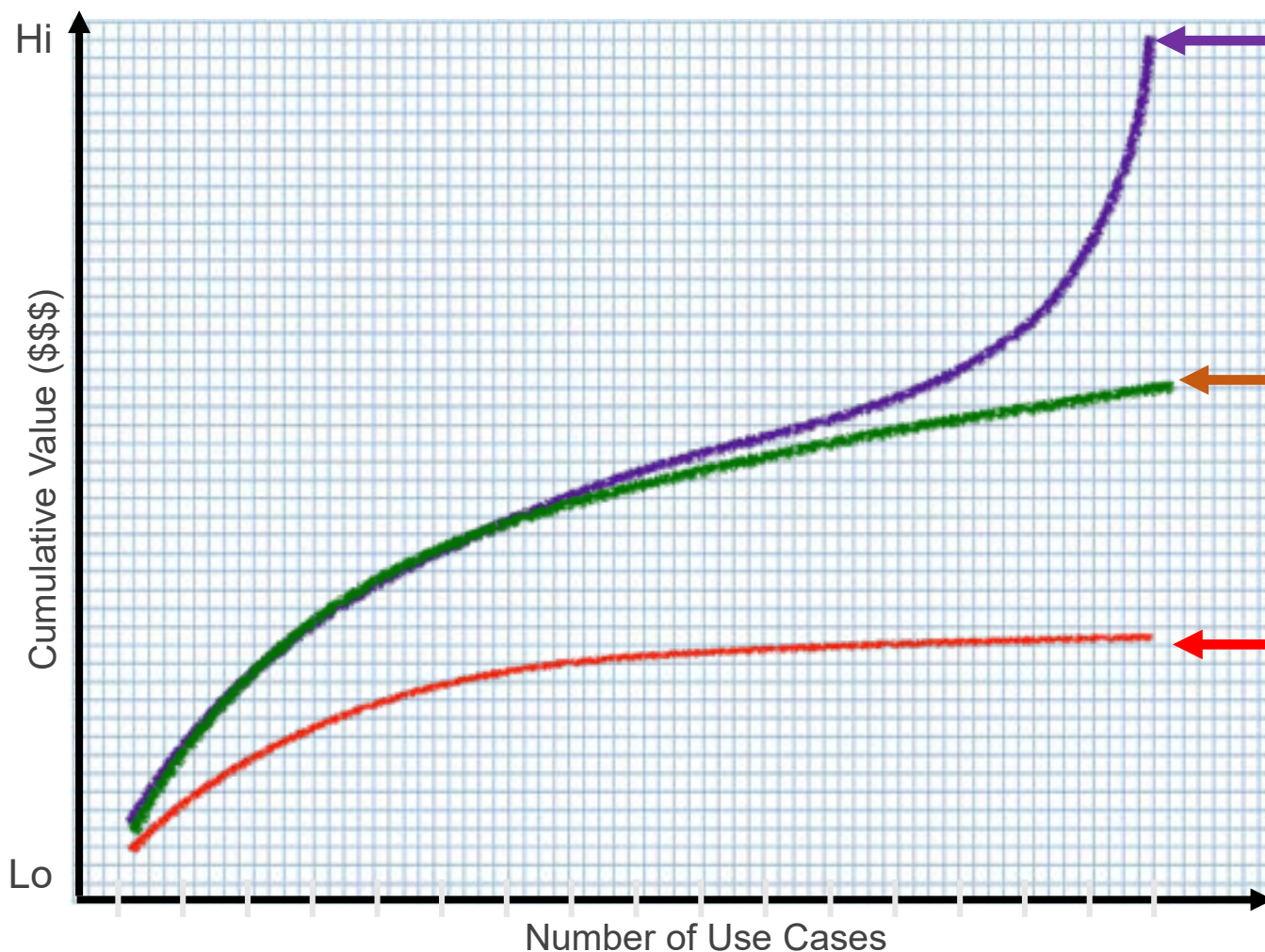
- Millions of Miles from 600,000+ Tesla Cars
- Billions of Miles from Autopilot Simulator

Law of 1% Compounding 1.01
 $\wedge 365 = 37.8x$

Schmarzo Economic Digital Asset Valuation Theorem



“Economies of Learning” more powerful than the “Economies of Scale”



Effect #3: Economic Value Accelerates

- *Refining* analytic assets effectiveness ripples thru previous use cases that use same analytic assets

Effect #2: Economic Value Grows

- Data and analytic assets re-use shrinks time-to-value and de-risks use cases

Effect #1: Marginal Costs Flatten

- Reusing “*curated*” data and analytic assets reduces marginal costs for new use case

The Schwegman Analytics Advantage



SLW has been helping its clients find and improve high value patents for over 20 years and has invested heavily in its Analytics processes and tools for the last decade and is now expert at helping.

- More efficient work
- Shorter timelines
- Higher quality and key strategies
- IP Operations
- Fixed Fees/AFAs
- Tracking metrics
- Non-traditional providers

**Thank You For Your Interest
Questions?**

These materials are for general informational purposes only. They are not intended to be legal advice, and should not be taken as legal advice. They do not establish an attorney-client relationship.