The Rise of Data Capital

DATA CREATES VALUE

$78 trillion
Global gross domestic product 2017

4.4 zettabytes
Estimated to come to the cloud in 2020

$4 trillion
Expected value of data capitalization in healthcare technology 2020 spending

$6 trillion
Expected value of data capitalization in media and entertainment technology expenditure 2020

84% of the market value
84% of the market value of companies that are data driven

DATA CAPITAL DEFINED

Data capital is the rewarding information necessary to produce a good or service. It encompasses any and all captured data, including:

1. Audio
2. Video
3. Mobile
4. Sensor

Why It Matters:
Data capital has big implications for competitive strategy.

3 PRINCIPLES OF DATA CAPITAL

1. Data tends to come from activity
2. Platforms tend to win
3. Data tends to make more data

DATA DRIVEN TAILORING

62%
Opportunity to increase consumer loyalty and revenue by personalizing ads and services

DATA SERVICES

62%
Opportunity to increase consumer loyalty and revenue by personalizing ads and services

DATA MUNGE

6x
Trillion in annual savings

DATA INTERNAL MARKETS

50%
Leading companies use data to add value across the organization

HOW ORACLE CAN HELP

Fully exploiting data capital requires a robust cloud architecture that can deliver results.

To learn more about how to take advantage of your data capital, visit: oracle.com/bigdata