The Rise of Data Capital

DATA CREATES VALUE

$78 trillion
Global press dominance produced

$4 trillion
Market value of public companies, according to Morgan Stanley 2017 spending

New sources of data

$6 trillion global data between 2009 and 2015

4.4 zettabytes of data in the digital universe. How much?

84% of the market value

Why it Matters:

Data capital has big implications for competitive strategy.

DATA CAPITAL DEFINED

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

Audio
Video
Mobile
Sensor
Social
Enterprise

3 PRINCIPLES OF DATA CAPITAL

Data comes from activity

90% of data is not generated by traditional sensors, but rather from new sources such as social media, mobile apps, and websites.

So what?

You can’t build with data you can’t capture.

Data tends to make more data

Algorithms that mine data are getting better and faster. They require more data, which in turn improves their own effectiveness.

So what?

Algorithms are the secret sauce of modern business.

Data services

Data capturing is not an either-or decision. It involves both traditional and new data sources.

So what?

Data driven tailoring

Organizations having fully data-driven service can do better than their competitors.

62% of consumers are more likely to do business with companies that use their data.

Data nudges

Marketers and salespeople can use data to influence consumer behavior, which translates into more sales.

92% of sales people, 84% of marketers, and 86% of marketers say data is critical to increasing customer revenue.

Internal data markets

Making data-driven decisions is the key to success.

77% of large companies agree to the value of data.

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