

# The Hidden Data Economy



With the advent of digitalisation, data has emerged as a critical business asset, a new form of capital. Organisations must envision data as a core asset that is created once but monetised repeatedly over time with iterations and modifications. Data is a different kind of capital. Three unique characteristics of data capital are:

- 1** Non-rivalrous
- 2** Non-fungible
- 3** An experience good

## Data Capital

To uncover hidden data economy, focus on:



**Data Liquidity**



**Data Productivity**



**Data Security**

### Data Liquidity

Data liquidity is the ability to get data from its point of origin to its many points of use efficiently. The point of origin is usually an app, device, or sensor. The point of uses usually AI, analytic or another app.



Use converged databases to build new apps and modern data warehouses



**Oracle Database**



Reduce network barriers between new and existing data workloads



**Oracle Exadata CS and Exadata CC**



Reduce transformation barriers between new and existing data workloads



**Oracle Streams**

### Data Productivity

Data productivity is the value created by data, in the form of incremental revenue, cost savings or improving operational excellence. It translates into the dollar output per data input of an action or decision. This happens when an organisation can embed AI and analytics into data to make into business decisions.



Establish a data catalogue



**Oracle OCI Data Catalogue**



Embed AIs and analytics in enterprise applications



**Oracle Fusion Apps with Oracle OAX/FAW**



Put self-service analytics and data science tools on modernised enterprise data warehouses



**Oracle Autonomous Databases: Oracle Auto ML & OAC**

### Data Security

Data security takes a holistic approach of providing protection for the observer and the observed over observations about them.



Profile data to get a better understanding of possible compliance issues



**Oracle DB Advanced Security**



Control each app's ability to invoke other resources with ever-vigilant AI



**Data Safe: User risk assessment auditing Sensitive data discovery & masking**



Divide data access and database privilege rights into two distinct features



**Database vault**

**Start growing your data economy today.**

For more information, visit [oracle.com/au/database/data-insights](https://oracle.com/au/database/data-insights) or contact Oracle on 1300 366 3386.

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