The Rise of Data Capital

Data Creates Value
-$78 trillion
Estimated value of the 80 million global digital devices (2019)
-$4 trillion
Estimated value of the 4.4 zettabytes
of data in the digital economy (2020)

Data Capital Defined
-Data capital is the measured information necessary to produce a good or service. It comprises any and all captured data, including:
  - Audio
  - Video
  - Mobile
  - Sensor
  - Social
  - Enterprise

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

3 Principles of Data Capital

Data Comes from Activity
- Data is not just the source of competitive advantage; it is also the source of new business models and services.
- So what?
  - You can't build anything without data.

Platforms Tend to Win
- The capture and use of more data can lead to more efficient economies of scale.
- So what?
  - Make a commitment often early and commit to all outcomes.

Data Tends to Make More Data
- Algorithms that mine, make sense of, and target data are turning the data people have already into the data people need.
- So what?
  - Algorithms may be the secret weapon of the 21st century.

How Oracle Can Help

Data Driven Tailoring
- We learn from your usage data and learn about you over time.
- 62% of customers that have used Oracle's Data Driven Tailoring say they've noticed a significant improvement in their personalized experience.

Data Services
- Data is everywhere, but not necessarily available for use through APIs.

Data Muddges
- Data muddges can lead to more accurate and effective personalization.

Internal Data Markets
- Making your data assets easy to sell.

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