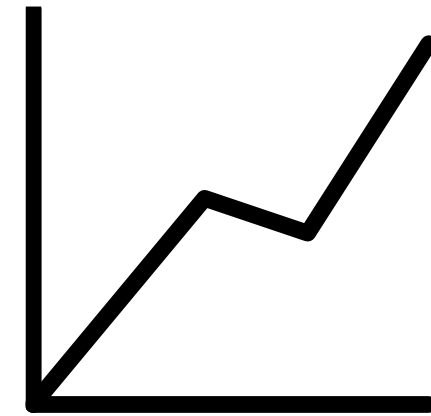


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# Data and New Value

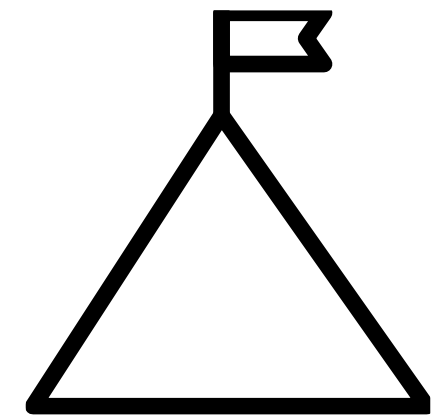
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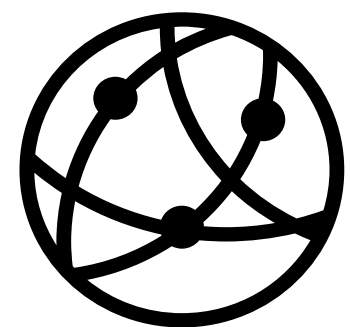
## **DATA FOR TRADITIONAL INDUSTRIES**

Businesses around the world are increasingly using data to increase efficiency, streamline operations and reduce costs.



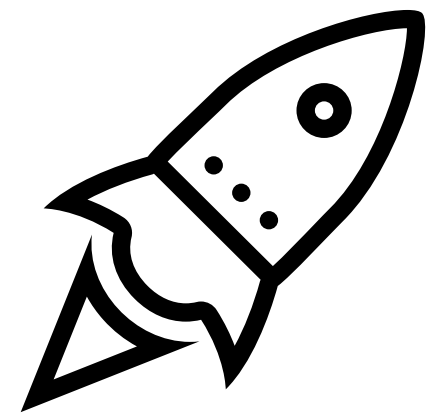
## **DATA FOR NEW BUSINESS MODELS**

Businesses also creating new revenue streams and value from data by combining different data streams i.e. demographics, historical purchases, and online interactions to create highly tailored and personalized products and services.



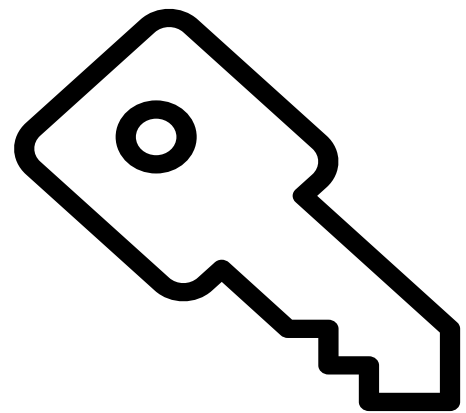
## **DATA FOR INNOVATION**

Simultaneously, however, data has also spurred the development of entirely new technologies and business models that were not previously imaginable.



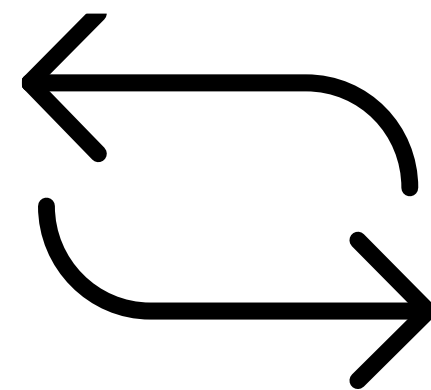
## **INNOVATION AND COMPETITIVENESS**

The innovation potential of companies and countries may rely increasingly on data.



## **DATA ACCESS AND EXCHANGE CONTINUES TO BE A CHALLENGE**

As data is seen as having significant business value, sharing it with potential competitors holds the risk of giving away competitive edge.



## **ENHANCING DATA SHARING AND DATA USE**

Some countries are spearheading the development of data marketplaces, such as the Netherlands and Colombia, to drive data exchange.



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Thank you