



PISTIS

Trusted Data Sharing, Receiving & Monetisation

Unpacking how organisations can share data, receive data and otherwise (re-)use data, to drive value



PiSTiS

Promoting and Incentivising Federated,
Trusted, and Fair Sharing and Trading
of Interoperable Data ASsets



PISTIS

Trusted Data Sharing, Receiving & Monetisation

Unpacking how organisations can share data, receive data and otherwise (re-)use data, to drive value

Some focal questions to dive into today:

1. How to identify data, value and opportunities, unlock and enrich data?
2. What excuses are blocking data sharing, receiving and (re-)use?
3. How to build and have enough comfort, confidence and courage to share, receive, use, and re-use?
4. How to treat data as a strategic asset and monetise or otherwise exploit it?



Trusted Data Sharing

Enough Trust to Share?

Beyond Data Blocking: Data Unlocking
Addressing Challenges, Achieving Objectives &
Delivering on the Data Strategy

Data Sharing:
No One Can
Do This Alone

There is a lot to share

Data, Information, Knowledge & Other Attributes: Open | Classified | Confidential | Sensitive | Personal | Non-Personal | Zero Knowledge | Derived | Meta | Et cetera

Data should not be treated as a four-letter word. It can have many classifications and dimensions. Data classification, both on high level as well as in a fine-grained way is the initial step to take. Furthermore, it is important to note that data has quantum capabilities; it can and it generally will have several classifications at the same time.

Data is both an asset and a means. An asset of diverse value and with certain integrity, and therefore in itself already valuable enough for malicious actors to be interested in. And a means to do good, and a means to be used in a malicious way, either intentionally or unintentionally, and by anybody that has or is able to obtain access to the data.

Data needs to be addressed as a dimension, as it is relevant in all technical layers and throughout all ecosystems, end-to-end. Data is that Each data record or data set will have its own data life cycle.

Join at Menti.com
Use QR code, or code 14195196



Join at Menti.com
Use QR code, or code 14195196

Q2. Why is sharing Data important?



Why is sharing data important?

Effective data monetization strategies enable organizations to get the most value from their data both internally and externally:

- Increases Data Value (e.g., social media platforms collect all the activities associated with a user, including their interests, shopping preferences, and level of income)
- Provides Market Information on a Broad Scale (e.g., customer data provides businesses with insights such as market trends, geographic demand patterns, impact of competition)

Why is sharing data important?

- Creates New Customer Opportunities (e.g., by further refining market segments, they can better target their ideal customers)
- Enhances Customer Experience and Bolsters Customer Loyalty (by understanding customer needs and preferences improves customer experience)
- Creates Competitive Advantage (e.g., by offering products or services that are highly relevant to customers and create a competitive advantage in the market)

Why is sharing data important?

- Uplifts Revenue Streams (by segmenting the customer database based on gender, industry, preferences, demography and a range of other socio-economic groups)
- Strengthens Partnerships (by improving data collaboration and sharing between internal and external stakeholders)
- Streamlines Decision Making and Planning (allowing decision makers to understand their business better, anticipate changes in the market, and manage risk better)

How can you identify data for your business?

Treat data like a Product

A data product delivers a high-quality, ready-to-use set of data that people across an organization can easily access and apply to different business challenges.

For example:

- It can provide degree views of customers, (e.g., purchasing behavior, demographic information, payment methods, etc.) or
- It can provide views of employees or a channel, like a bank's branches
- It can use “digital twins” to virtually replicate the operation of real-world assets or processes

How can you identify data for your business?

Treat data like a Product

Each data product supports data “consumers” with varying needs, in much the same way that a software product supports users working on computers with different operating systems. These consumers are systems, not people, and organizations typically have five “consumption archetypes”:

1. Digital applications. These require specific data that is cleaned, stored in the necessary format and delivered at a particular frequency (e.g., a digital app that tracks the location of a vehicle will need access in real time to event streams of GPS or sensor data)

How can you identify data for your business?

Treat data like a Product

2. Advanced analytics systems. These also need data cleaned and delivered at a certain frequency, but it must be engineered to allow machine learning and AI systems, such as simulation and optimization engines, to process it (e.g., a marketing app designed to find trends in customer browsing behavior)
3. Reporting systems. These need highly governed data (data with clear definitions that is managed closely for quality, security, and changes) to be aggregated at a basic level for use in dashboards or regulatory and compliance activities
4. Discovery sandboxes. These enable ad hoc exploratory analysis of a combination of raw and aggregated data. Data scientists and data engineers use these to delve into data and uncover new potential use cases

How can you identify data for your business?

Treat data like a Product

5. External data-sharing systems. These must adhere to stringent policies and agreements about where the data sits and how it's managed and secured. For example, banks use such systems to share fraud insights with one another

Each consumption archetype requires different technologies for storing, processing, and delivering data and calls for those technologies to be assembled in a specific pattern.

Like a Lego brick, a data product wired to support one or more of these consumption archetypes can be quickly snapped into any number of business applications.

Join at [Menti.com](https://menti.com)
Use QR code, or code 14195196

Q3. How do you identify value in your data?



Join at Menti.com
Use QR code, or code 14195196

Q4. Is receiving Data difficult? And Why?



Join at Menti.com
Use QR code, or code 14195196

Q5. Is sharing Data difficult? And Why?



Top 7 Excuses for Data Sharing Blocking

We are not 'allowed' to share, because:

1. we do Not Know, How and What to share ...
2. we do not know if You are Authorised ...
3. it is Classified or otherwise Confidential ...
4. of Compliance & Regulatory Restrictions ...
5. it is our Intellectual Property ...
6. it is Technically not possible (and too expensive) ...
7. we have the Policy not to share (better safe than sorry) ...

So, surely, Data is a part of the foundation, their common denominator, what runs through all the technical and organisational activities from end to end.

But the true common denominator that runs through all domains and dimensions, from end to end, is ...

Trust

To Share, or Not to Share, that is the Trust Question

Trust and related trustworthiness are always the main enablers, also in any of the digital, cyber and cyber-physical domains, any community, digital identity authentication and authorisation, and any information sharing. Does one have the appropriate level of trust in the assets, trust in its own competences, trust in the organisations and community involved, trust in the technical systems and trust in the ecosystem at large? The right level of trust both brings the **(A) Comfort, (B) Confidence and (C) Courage** to engage, act and share.

Getting Rid of Excuses

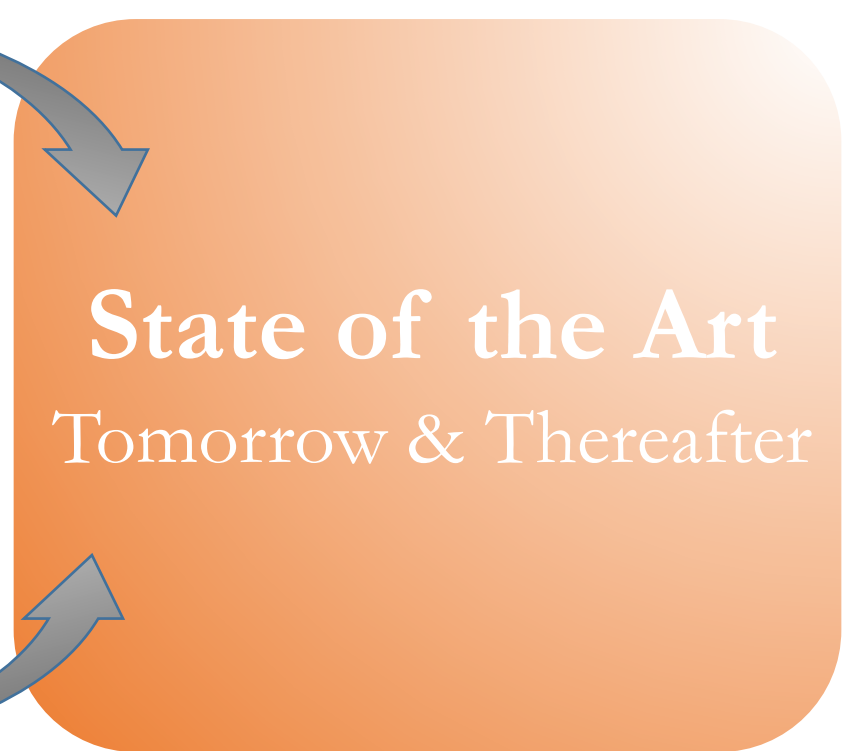
How to GAP Excuses? And What does it take?



Where are we today?



How to get there?
What does it take?



Where should we go?
What should we do?



From Data Blocking to Data Unlocking: Data Sharing, based on Trust

Step 1: Which Challenge, Objective or Scenario?

Step 2: Stakeholder Mapping

Step 3: Data (Flows) Mapping

Step 4: Value Modelling &

Initial Compelling Use Case Plotting

Step 5: Get Rid of all the other Excuses

Europe's Digital Decade

Digital Decade 2030 (DD2030)

Principle-Based DD2030 Vision & Roadmap, with an integrated Approach, Targets & Objectives, based on Declaration on Digital Rights & Principles, and Related Policy Initiatives

Vision + Roadmap = Path to the Digital Decade (with Monitoring & Cooperation Mechanism)

Declaration on Digital Rights and Principles for the Digital Decade

Putting people at the centre.
Empowerment, Autonomy, Participation,
Safety, Security, Inclusion, Sustainable

2030 Fit for Digital Age Objectives

Empowering people with a new generation of tech. Human-centred, Resilient, Sustainable, Sovereign, Prosperous Future

2030 Digital Decade Targets

Skills, Digital Transformation, Digital Infrastructures, Public Digital Services

Next Gen EU Data, Cloud Edge

More Walk the Talk by All Member States

Digital Strategy to Transform

Walk the Talk by Commission

Digital Decade Policy Programme 2030 (DDPP)

In force as per January 2023. Endorsing & implementing common values-based objectives and concrete targets for Europe's digital transformation, with a robust governance mechanism, as well as a set of tools to accelerate and deepen multi-country projects throughout the EU (MCPs)

The strategies, policy initiatives respectively regulations are relevant topics and examples, but do not constitute the whole spectrum or strategies, initiatives or regulations

EU Digital, Data, Identity & Cybersecurity Strategies

Oversight, Insights, Readiness, Risks & Opportunities

<u>Data Strategy</u>	Data Act	Data Governance Act	Open Data Directive & <u>High Value Datasets</u>
Digital Market Act	Data Spaces (such as Health Data Spaces)	Financial Data Access & PSD3 & PSR	Digital Identity & EUDI Wallet Regulation
Digital Service Act	Single Digital Gateway / Interoperable EU Act	Artificial Intelligence Act	Cyber Solidarity Act
General Data Protection Regulation	ePrivacy Regulation	Cybersecurity Act	Cyber Resilience Act
<u>Cybersecurity Strategy, Cyber Defense & ECCC</u>	NIS2 Directive	Resilience of Critical Entities Directive	Digital Operational Resilience (DORA)

The strategies, policy initiatives respectively regulations are relevant topics and examples, but do not constitute the whole spectrum or strategies, initiatives or regulations, such as the AI Liability Act (anticipated to be furthered after closing of AI Act discussions) and the like

#Data Economy & Society

The amount of data we produce is sky-rocketing. Access to and use of this data enables countless data-powered innovations and therefore boosts trust, economy & society.

Regarding finally **unlocking data** of all classifications, whether an asset or means from connected devices and other sources, **the EU expects the Data Act to generate EUR 270 billion in GDP by 2028.**

<https://www.consilium.europa.eu/en/your-online-life-and-the-eu/#group-section-safer-connected-devices-nH57Tqib9H>

How can you unlock the potential of data for your business?

- To create value from data requires that a person or a system take some action involving data. For example, rather than waiting until weather conditions cause delays that adversely impact flight operations, airlines create value from data by checking weather forecasts to automatically adjusting passengers' travel itineraries as necessary
- The data monetization returns are the reduction in the overtime pay and customer refunds the airline owes thanks to data-powered rebooking processes. The returns also include increased sales from delighted passengers who spend more with the airline because of delay-free experiences

How can you unlock the potential of data for your business?

- MIT CISR research has identified three actions that business and data leaders can take to make this happen:
- Leadership Action 1: Build five data monetization capabilities that fuel data asset recombination and reuse:
 1. A data asset capability that generates data people can find, use, and trust
 2. A data platform capability that serves up data reliably and quickly inside and outside of the company
 3. A data science capability that uses mathematical and statistical talent and tools to detect what humans can't
 4. A customer understanding capability that identifies important core and latent needs
 5. An acceptable data use capability that governs data with regard to regulation, law, and ethics

How can you unlock the potential of data for your business?

- Leadership Action 2: Design a data monetization strategy that optimizes your company's data investment returns.
- There are three ways in which organizations can convert data assets into economic capital:
 1. Improving with data,
 2. Wrapping data around products, and
 3. Selling solutions.

How can you unlock the potential of data for your business?

- Leadership Action 2: Design a data monetization strategy that optimizes your company's data investment returns.
- Improving is about using data to redesign business processes and work tasks. It is the most popular data monetization approach. For example, some companies are redesigning processes to divide decision making between people and AI engines.

How can you unlock the potential of data for your business?

- **Leadership Action 2:** Design a data monetization strategy that optimizes your company's data investment returns.
- **Wrapping** is about using data to augment the value of existing products with complementary reports, visualizations, scores, benchmarks, alerts, and automated actions. Wrapping increases the customer's willingness to pay, and creates the value that the company captures when customers pay more, buy more, or stick around longer
- **Selling** involves selling offerings based on data sets, insights, advice, and information services. Selling requires a very specific business model. Organizations need to make fundamental shifts to successfully sell information solutions—including structurally separating the selling business model into a unit where it can develop and thrive

How can you unlock the potential of data for your business?

- **Leadership Action 3:** Actively drive deep, pervasive employee use of data.
- Organizations need to establish pervasive employee access to enterprise data monetization capabilities, a state that we call data democratization, and then motivate their use. To treat data like an endlessly reusable asset, organizations need to provide employees with access and motivation to use data differently and more often

Join at Menti.com
Use QR code, or code 14195196

Q6. What are your do's & don't to monetise
your Data?





Trusted Data Sharing, Receiving & Monetisation

Unpacking how organisations can share data, receive data and otherwise (re-)use data, to drive value

Open Forum

1. How to identify data, value and opportunities, unlock and enrich data?
2. *What excuses are blocking data sharing, receiving and (re-)use?*
3. How to build and have enough comfort, confidence and courage to share, receive, use, and re-use?
4. *How to treat data as a strategic asset and monetise or otherwise exploit it?*

This is a Challenging Problem Set

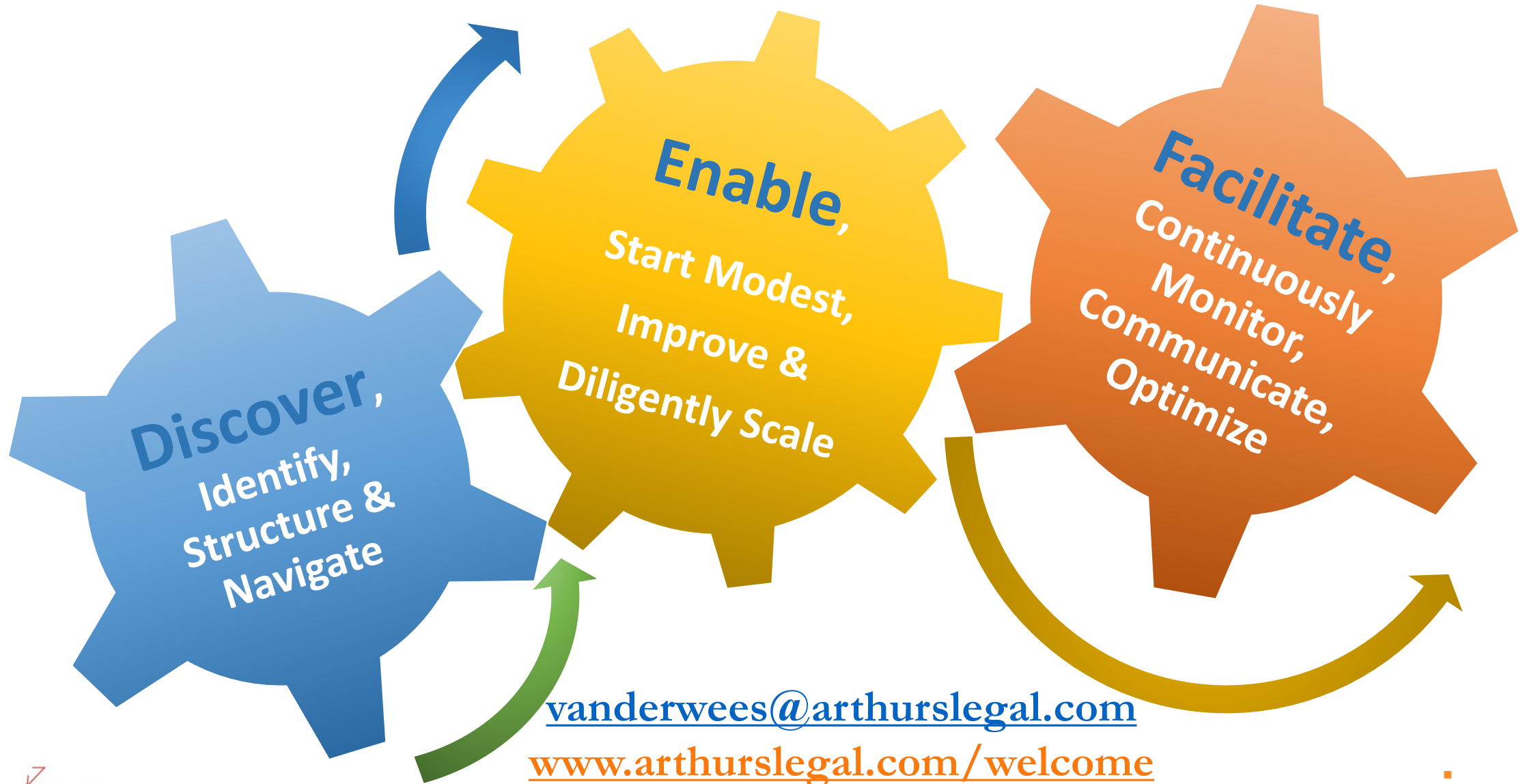
There is No One Solution

There is No One Technical Fixture

**This is about Working Together, as Teams
To Achieve Outcomes.**

Data Sharing is a Team Sport

Our Vision, Mission & Mode of Operation



Welcome to Arthur's Legal, Strategies & Systems

the independent, global strategic legal firm & knowledge partner, covering the unique combination of societal challenges, knowledge, technology, strategy, impact, ethics, law & trust focusing on (inter)national, regional, global and galactic strategy & policy aspects in this Digital Age

Legal Notices

For use by PISTIS Living Lab Participants of 21 October 2024:

Attribution-NonCommercial-ShareAlike 2.0 Generic (CC BY-NC-SA 2.0), Arthur's Legal B.V.



For the other part: all rights reserved, Arthur's Legal B.V.

The content of this document is provided 'as-is' and for general information purposes only; it does not constitute strategic, legal or any other professional advice. The content or parts thereof may not be complete, accurate or up to date. Notwithstanding anything contained in this document, Arthur's Legal disclaims responsibility (including where Arthur's Legal or any of its officers, employees, contractors or partners have been negligent) for any direct or indirect loss, damage, claim, or liability any person, company, organisation or other entity or body may incur as a result, this to the maximum extent permitted by law.

Arthur Strategies & Systems is a tradename of Arthur's Legal B.V.