# Data Monetization & Data as a Service

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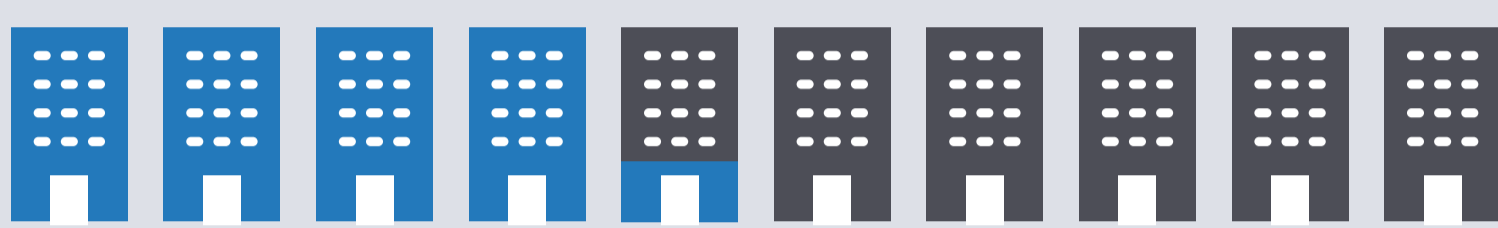
**Data Monetization:** Turning data into insight, automation, and/or a revenue stream for the organization.

**Data as a Service (DaaS):** Organizations externally monetizing data generated as part of on-going operations & value-added information derived from that raw data and/or from aggregated third-party data.

## 43%

of worldwide organizations are focused on developing data monetization capabilities. Increasingly this is focused on presenting Data as a Service.

IDC views DaaS as a method for realizing data monetization, that is, realizing value from external sale of data in various forms.

Success in DaaS requires a business mindset that includes product development, commercialization, and ongoing support.

## 82%
of organizations

believe using Data as a Service will be required to compete effectively in their industries.

## 48%
of organizations

say "trustworthiness of data provider and their data" is the most important criteria when purchasing DaaS.

## 50%
of large enterprises
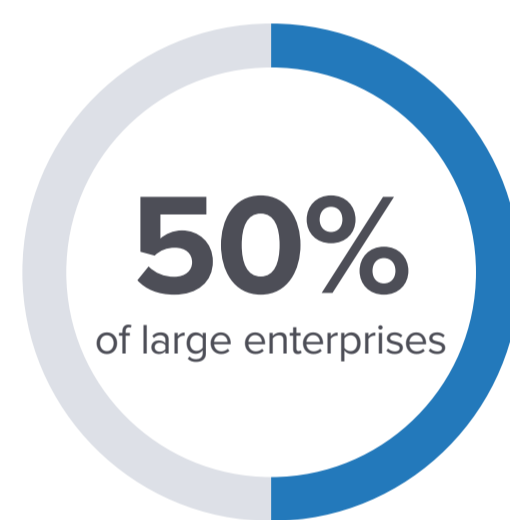
are generating DaaS Revenue from the sale of raw data, derived metrics, insights, and recommendations.

A single source of or type of data is not enough; data aggregation, refinement, and diversity increase data value as does its source.

The market for machine-readable data for enterprise applications and automation and predicting consumer and organization behavior is growing.

**$9.3B will be spent on DaaS in 2018 (worldwide) with growth of 20% from 2016-2021.**

| 8.7B | 9.3B | 10.4B |
|------|------|-------|
| 2016 | 2018 | 2021 |
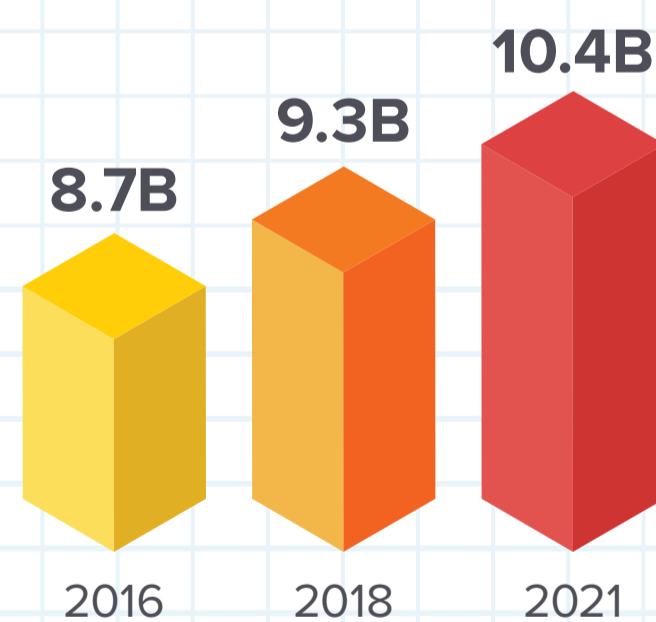
By 2020, in over half of G2000 firms, revenue growth from information-based products and services will be

## Twice the Growth Rate

of the balance of the product/service portfolio.

### Related research:

IDC PlanScape: Data Monetization  https://bit.ly/2nl93h8

IDC Perspective: "Data Monetization" and "Data as a Service" — What Do They Mean?  https://bit.ly/2M1JXCD

The Product-Focused IT Organization  https://bit.ly/2AP9zNZ

IDC PeerScape: Data Monetization — Practices for Creating Data Products  https://bit.ly/2LZOwNY

Worldwide Organizational Data as a Service Forecast, 2017–2021  https://bit.ly/2NsRzdB

### Contacts:

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