

YDC Platform Quantifies Financial Benefits of Data Using Internal and External Signals

Companies need to demonstrate the ROI of their data assets. The YDC platform helps companies quantify the financial benefits of data using internal and external signals (see Figure 1).

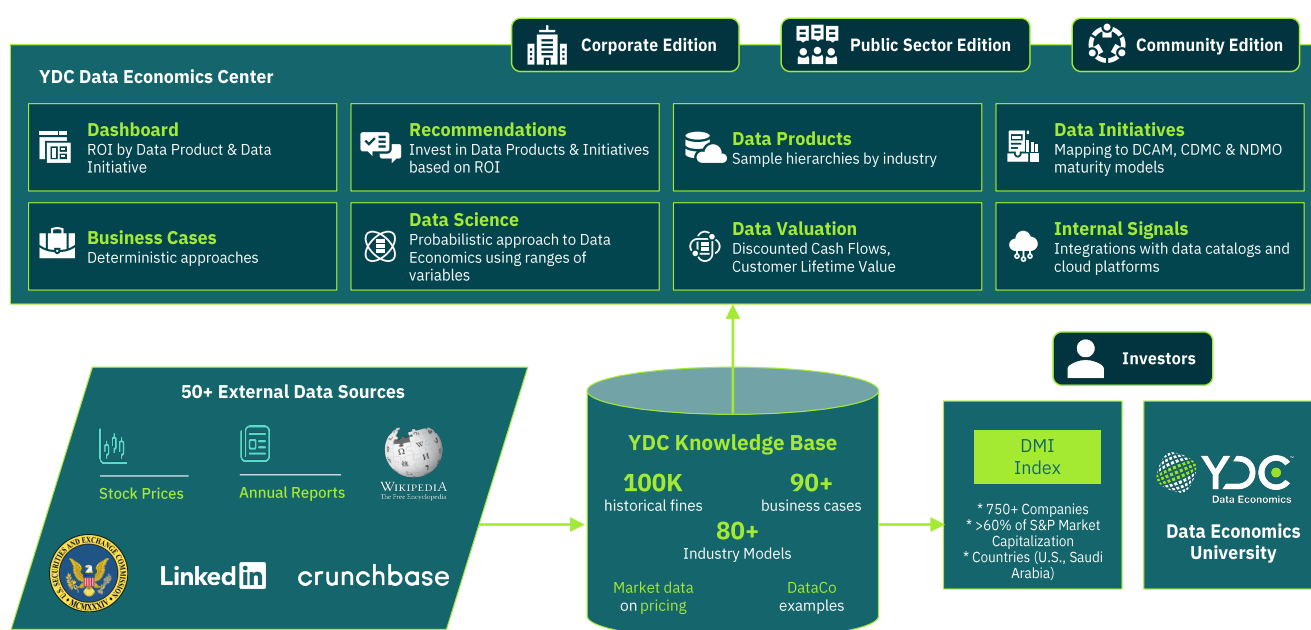


Figure 1: YDC Platform

The YDC Platform consists of four integrated components:

1. YDC Data Economics Center
2. YDC Knowledge Base
3. YDC Website
4. YDC Data Economics University

YDC Data Economics Center includes the following capabilities:

- **Dashboard** provides a holistic view of Key Performance Indicators (KPIs) including value, cost, and ROI of data products and initiatives
- **Recommendations** presents data officers with next best actions along with specific annotations of unresolved matters that should be assigned to team members and tracked accordingly
- **Data Products** are the building blocks of understanding where data value comes from in any organization – a data product is simply a source of value, not necessarily a product for sale

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- **Data Initiatives** are key elements of a data program including data lake, data quality, data catalog, and data literacy
- **Business Cases** are the financial models that include the specific business drivers of value for data products
- **Data Science** uses probabilistic models to value data products where the input variables have varying degrees of certainty
- **Data Valuation** uses multiple approaches to value data including business cases, discounted cash flows (DCF), customer lifetime value (CLV), and market data
- **Internal Signals** provides integration capabilities to data catalogs and other data sources

YDC Data Economics Center consists of three editions:

- **Corporate Edition** supports for-profit companies that are publicly-traded or privately-owned
- **Public Sector Edition** supports the treatment of data as a national treasure at all levels of government in addition to non-profit entities
- **Community Edition** provides a trial version of YDC for hands-on access

YDC Knowledge Base includes the following capabilities:

- **Historical Fines** with more than 100,000 records
- **Business Cases** with more than 90 of the most common use cases across industries
- **Industry Models** contains 80 implementations for more than 750 companies accounting for greater than 60 percent of the market capitalization of the S&P 500
- **Market Data** on pricing of datasets

YDC Website showcases research reports, blogs, and data valuations within free and paywall versions.

YDC Data Economics University provides a self-paced training curriculum to help users understand the basic concepts associated with data valuation.

For more information, visit www.yourdataconnect.com

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