

Data Collaboration and Monetization

In this CIS, we delve into the dynamic world of data collaboration technologies, exploring how organizations are leveraging partnerships to enhance data utility and drive innovation. We examine the evolving role of data vendors, highlighting their contributions in providing specialized tools and services that facilitate improved insight, processes, and advances with generative AI.

Data collaboration technologies take a variety of forms — such as data exchanges, marketplaces, and clean rooms. They are also represented by how software vendors are increasingly including access to additional data via their offerings.

IDC's *Data Collaboration and Monetization* extends to cover the critical aspects of data monetization, showcasing strategies that organizations employ to transform data from a mere byproduct into a valuable asset. We discuss various monetization models, including direct sales, data as a service (DaaS), and insights-driven product development, providing real-world examples to illustrate successful implementations.

Through case studies and expert insights, readers will gain a comprehensive understanding of how to harness the power of data synergy and effectively engage with data vendors and other external partners to unlock new insights and revenue streams.

MARKETS AND SUBJECTS ANALYZED

- Open source and proprietary data collections and providers
 - Developing DaaS capabilities
 - Data creation, aggregation, and enrichment
 - Data exchanges, hubs, and marketplaces
 - Data monetization, including packaging, pricing, and channels
 - Data clean rooms and other data collaboration
 - Training data for generative AI and other AI solutions
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CORE RESEARCH

- Taxonomy and Market Landscape
 - Key Players and Competitive Positioning
 - Market Analysis and Forecast
 - Predictions
 - End-User Demand Trends
 - Buyer and Vendor Case Studies
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Data Collaboration and Monetization](#).

KEY QUESTIONS ANSWERED

1. How large are the external data and data collaboration markets, and how are they segmented today? What is the future opportunity?
 2. Who/what are the leading data providers and marketplaces, what are the areas of differentiation, and why are they important?
 3. How is third-party data being collected, curated, and used in predictive and prescriptive applications and other workflows?
 4. What is the range of pricing and go-to-market strategies? How do these fit with existing analytics and other ecosystems?
 5. How can companies leverage external data to feed generative AI, create new assets, and monetize their current data?
 6. How are regulatory developments (e.g., GDPR, other privacy-related developments) impacting the development of this market?
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COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the data collaboration and monetization market, including:

Axiom, Amazon, Bloomberg, Comscore, Crunchbase, Dawex, Dow Jones, Dun & Bradstreet Corp., Epsilon, Equifax, Esri, Experian, FICO, Google, HERE, HG Insights, IBM, Information Resources Inc. (IRI), IOTA Foundation, IQVIA, LinkedIn, LiveRamp,

Mastercard Advisors, Meta Platforms, Moody's, Morningstar, Nielsen, Oracle, PlaceIQ, Qlik, Refinitiv, RELX, Salesforce, SAP SE, Thomson Reuters, X, and ZoomInfo.