

# TCS Data Monetization Advisory Services



The vast reserves of data held by organizations offer valuable insights on customers and the industry. This evolution of **data as an asset** and the need for its well-rounded analysis have formed the bases of data monetization strategies across the world. The same holds true for Banking, Financial Services, and Insurance (BFSI) industry where organizations are increasingly focusing on tapping the true potential of data and monetizing them. Thus, the need of the hour is a scalable and robust strategy that enables Data monetization with focus on preserving data trust.

The TCS Data Monetization Advisory Services (DMAS) is a state-of-the-art solution that is powered by **intelligent algorithms** to boost the creation of new revenue streams and optimize Business models through internal and external Data monetization strategies.

## Overview

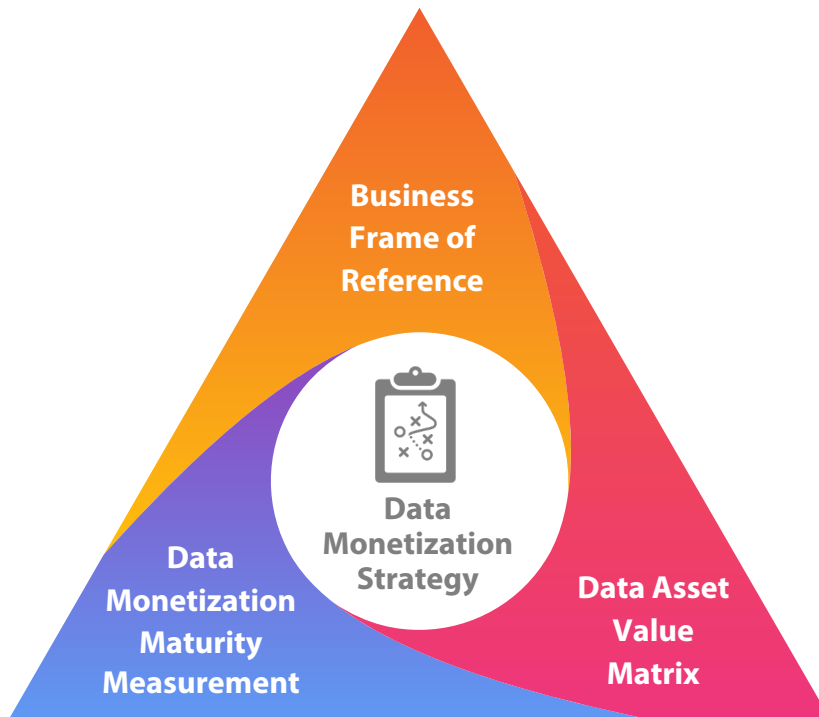
BFSI organizations are witnessing a paradigm shift in data evolution, leading to data-powered business advancements. The top industry leadership faces the necessity of developing innovative strategies that can boost the growth of these businesses by leveraging data assets. A major impediment in enabling data monetization in BFSI organizations is the absence of a well-rounded understanding of the data asset strength coupled with a scalable and well-governed data ecosystem and collaborative business models to provide best-in-class services, products, and capabilities to propel business growth.

The TCS Data Monetization Advisory Services (DMAS) is a goal-driven Strategic offering that provides a comprehensive, clinical approach for (a) deriving multi-dimensional **Data Asset value** (b) by devising a traceable lineage of **accountability towards Business performance** and (c) by understanding the **holistic ecosystem maturity**. By employing this solution, TCS empowers data monetization in a structured and systematic manner with a multi-pronged approach toward key determinants influencing the data monetization vision of an organization. The solution is innovated from decades-old TCS experience in data and BFSI domains to reimagine the **Role of Data** towards critical business performance areas and establishes contextualized strategies to leverage the potential of an organization's data assets.

## Solution

The TCS Data Monetization Advisory Services come with a range of capabilities such as:

- **Business Frame of Reference (BFR):** This unique integrated framework creates a robust lineage between business and data, thereby establishing accountability and influence of data asset contributions towards all defined business goals.
- **Data Asset Valuation Matrix (DAVM):** This solution performs multi-dimensional scientific scoring to help understand the potential of data assets across all deterministic parameters in an organization.
- **Data Monetization Maturity Measurement (D3M):** This component provides thought leadership in determining the maturity of the data monetization ecosystem within an organization through comprehensive assessment.
- **Data Monetization Strategy (DMS):** The DMAS analyses outputs curated from BFR, DAVM, and D3M engines and submits a roadmap, recommendations, and opportunities to help an organization effectively monetize data assets.



## Data Monetization Advisory Services Capabilities

### Benefits

With TCS Data Monetization Advisory Services, the BFSI organizations can reap the following benefits:

#### Solid Groundwork for Data monetization

- Holistic coverage of data monetization ecosystem of an organization
- A multi-faceted maturity study of ecosystem, data and business processes to monetize data
- Intuitive analysis and robust models to substantiate our research

#### Smart Data Asset Value Coverage

- Intelligent scoring of data assets to highlight business, intrinsic, and ethical value of data assets
- Correlation analysis amongst data asset characteristics for in-depth insights into data asset health
- Contextualized evaluation results for complete understanding of the potential of data assets

#### Actionable Strategy Initiatives

- Provides strong fortification to integrity and discretion of enterprise data
- Provides robust backing of frameworks for designing progressive business and data partnership models
- Provides end-to-end data ecosystem transformation capabilities to accomplish monetization

### The TCS Advantage

By partnering with TCS, the BFSI enterprises can leverage:

- **Modular, Scalable Solution:** Our TCS Data Monetization Advisory Services has been designed to provide a holistic coverage on the ecosystem and business contextualization with data assets as the prime focus. With intelligent algorithms to provide precise results, the solution is highly modular, scalable to any level, and capable of being implemented to all service practices through domain-centered modification to support various business requirements and meet the changing needs of the customers.
- **Cross-Industry Collaborations:** TCS has received positive feedback from several leading analyst firms such as Gartner, Forrester, IDC, Celent & Everest on its Data Monetization Advisory Services and been appreciated for the value it brings to the table. TCS has also planned joint webinars and syndicated whitepapers on the "first-of-its-kind methodology to convert Data monetization concepts to solutions" in the upcoming quarter.
- **Contextual Knowledge Across Domains:** Our subject matter experts offer a strong combination of rich BFSI and data experience. They are well-trained to deliver strategic solutions to fulfill the varied requirements of different customers.

## Awards & Recognition



### To know more

Visit the [Banking, Financial Services and Insurance](#) page on [tcs.com](#)

Email: [bfsi.marketing@tcs.com](mailto:bfsi.marketing@tcs.com)

### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](#)

[IT Services](#)  
[Business Solutions](#)  
[Consulting](#)

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2020 Tata Consultancy Services Limited