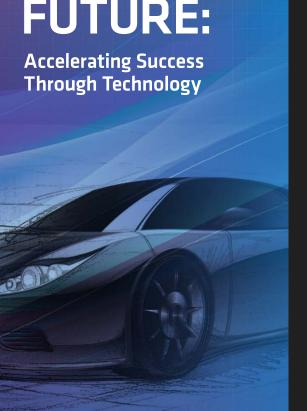
INVENTING YOUR FUTURE:



3:00 - 4:00PM

Kresge Little Theater

Cashing in on Your Data

Moderator:

Barb Wixom, Principal Research Scientist, MIT CISR

MIT CISR gratefully acknowledges the support and contributions of its Research Patrons and Sponsors.

MIT CISR Research Patrons

AlixPartners

The Boston Consulting Group, Inc.

Gartner, Inc.

Microsoft Corporation

Oliver Wyman, Inc. SAS Institute Inc.

Tata Consultancy Services



355 Main Street, NE25-7th Floor • Cambridge, MA 02142

Ph. 617-253-2348 • Fax 617-253-4424 • cisr@mit.edu • http://cisr.mit.edu

MIT CISR Research Sponsors

Aetna, Inc.

AGL Energy Limited (Australia)

Akamai Technologies

Allianz SE (Germany)

Allstate Insurance Co.

AMP Services Ltd. (Australia)

APM Terminals (Denmark) ANZ Banking Group (Australia)

Australia Post

Australian Taxation Office

B2W Companhia Digital (Brazil)

Banco Bradesco S.A. (Brazil)

Banco do Brasil S.A. Banco Santander (Spain)

BB&T

BBVA (Spain)

Bemis Company, Inc.

Biogen

BNP Paribas (France)

BNY Mellon

BP (U.K.)

BT Group (U.K.)

Canada Pension Plan Investment Board Holcim Brasil S.A.

Canadian Imperial Bank of Commerce

Caterpillar, Inc.

CEMEX (Mexico)

Charles Schwab & Co.

Chevron Corp. **CHRISTUS Health**

Chubb & Son

Cielo (Brazil) Coles (Australia)

Commonwealth Bank of Australia

DBS Bank Ltd. (Singapore)

Dunkin' Brands

Eaton Vance Management

EMC Corp.

ExxonMobil Global Services Co.

Ferrovial (Spain) Fidelity Investments

FOXTEL (Australia)

Hitachi, Ltd. (Japan)

Genworth Financial

HSBC Bank plc (U.K.) **IBM** Corporation Informatica

ING Direct Spain

Insurance Australia Group

Itaú – Unibanco S.A. (Brazil) Johnson & Johnson

Level 3 Communications

LKK Health Products Group Ltd. (HK, China)

MAPFRE (Spain)

McGraw-Hill Education

National Australia Bank

New Zealand Govt.—GCIO Office

Northwestern Mutual Orange S.A.

Origin Energy (Australia)

PepsiCo Inc.

Principal Financial Group, Inc.

Raytheon Company

Reserve Bank of Australia

Royal Bank of Canada Royal Philips (Netherlands)

Sabadell Bank

Standard & Poor's

Standard Bank Group (South Africa)

Schneider Electric Industries SAS

State Street Corp. Sydney Water (Australia)

Teck Resources Ltd. (Canada)

Telstra Corp. (Australia)

Tenet Health Tetra Pak (Sweden)

TransUnion LLC

Trinity Health Nomura Research Institute, Ltd. (Japan) U.S. Dept. of Health

> & Human Services **Unum Group**

USAA

VF Corporation

Westpac Banking Corp. (Australia)

World Bank

Generating value from data







Generating value from data

foliolog FSD foliowised - Resilien 1261/104 ps - www.pedpoptics.com







Data monetization defined

"Exchanging information-based products and services for legal tender or something of perceived equivalent value."

> Wixom, B. H. "Cashing In on Your Data," MIT CISR Research Briefing, XIV, 8 (August 2014)





What is the secret to data monetization?









Colin Mahony SVP & GM, Big Data HP



Don Stoller
EVP Operations
and Sales Support
Healthcare IQ



Jessica Donohue
Chief Innovation Officer
State Street
Global Exchange



Steve Emmerich Chief Architect ACI Worldwide



Cashing in on Your Data

Moderator: Barb Wixom, Principal Research Scientist
MIT Center for IS Research

