

“Imagine a world where data delivers more than just operational benefits”



## BUILDING NEW BUSINESS MODELS

Open the door to new data-driven business models – from insurance partnerships to a wide range of monitoring and safety applications.



Imagine a world where data delivers more than just operational benefits. A world where anonymised customer data creates partnership and monetisation opportunities. It's a world where usage data can be securely collected, analysed and used to inform new services, better customer experiences and higher satisfaction scores.

One of the biggest advantages, and most contentious issues, of today's digital revolution is the ability to analyse granular usage data to build a detailed picture of your customer base. For users who voluntarily opt in, the value of personalised offers and promotions can be significant. So too for brands: in terms of improved profiling, greater customer engagement, and opportunities to develop and sell new services.