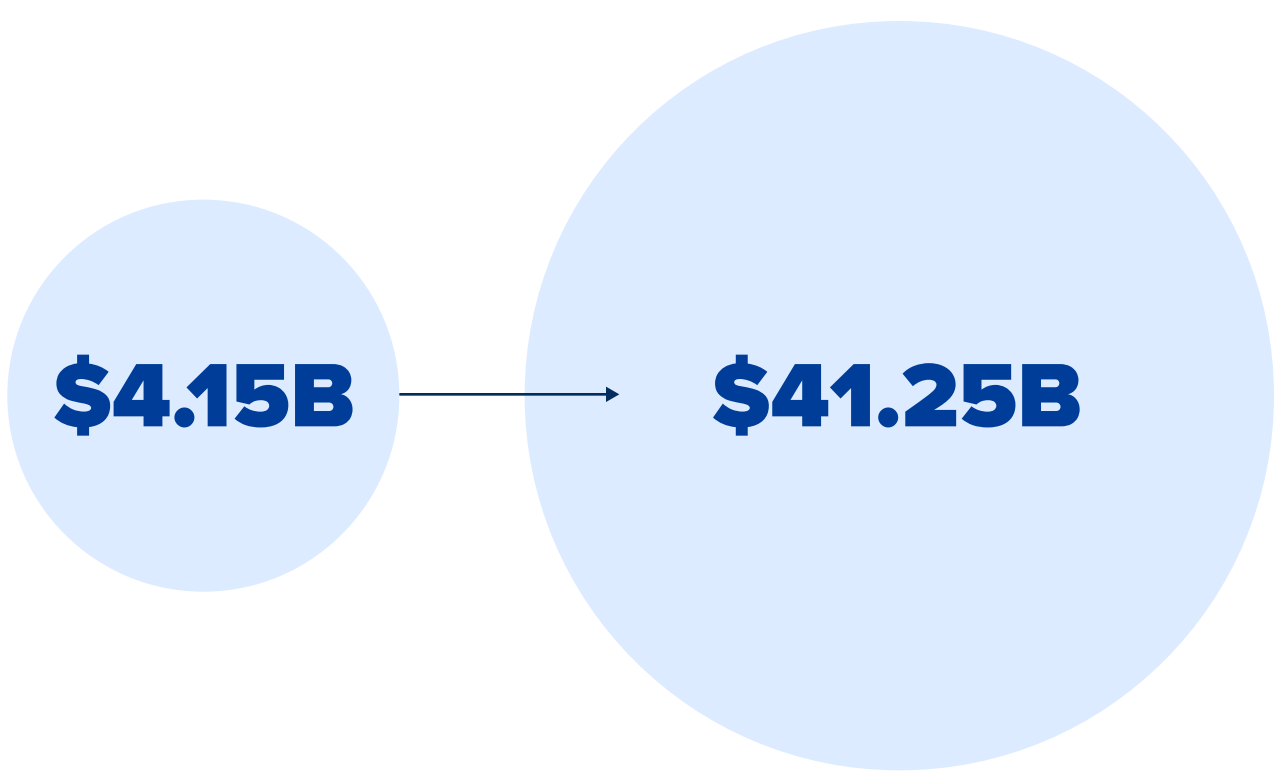


# THE EXPLODING DATA ECONOMY

Why your data is your biggest untapped asset

## MASSIVE MARKET MOMENTUM



The global data monetization market is expected to grow tenfold by 2034

| 10x growth means companies that act now have an early advantage

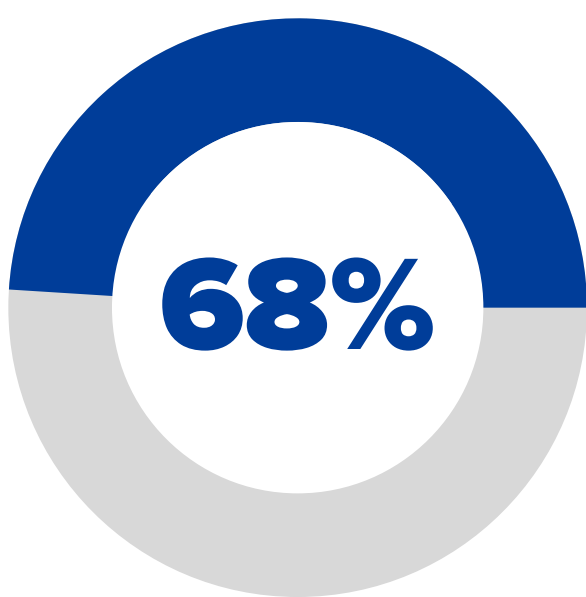
## THE DATA DELUGE

175 Zettabytes

The volume of global data expected to be produced annually by 2025

| That’s enough data to stream every movie ever made — over 3 million times

## WHO’S WINNING?



More than half of the data monetization market is dominated by large enterprises

| But the gap between data-rich and data-smart is widening

## GENERATIVE AI READINESS

Only

22%

Companies that are actually producing value from Gen AI today

| The main barrier? Data readiness and governance

## WHY IT ALL MATTERS

You’re sitting on an untapped asset

Monetizing your data isn’t just a tech initiative — it’s a **business model shift**

- The companies that win will turn data into:
- New revenue streams
  - Smarter, faster decisions
  - AI-driven products and services



### WANT TO WIN WITH DATA?

Get the new white paper:

#### The 5 Main Approaches to Data Monetization

Your roadmap to real-world strategies, use cases, and a competitive edge

[DOWNLOAD](#)