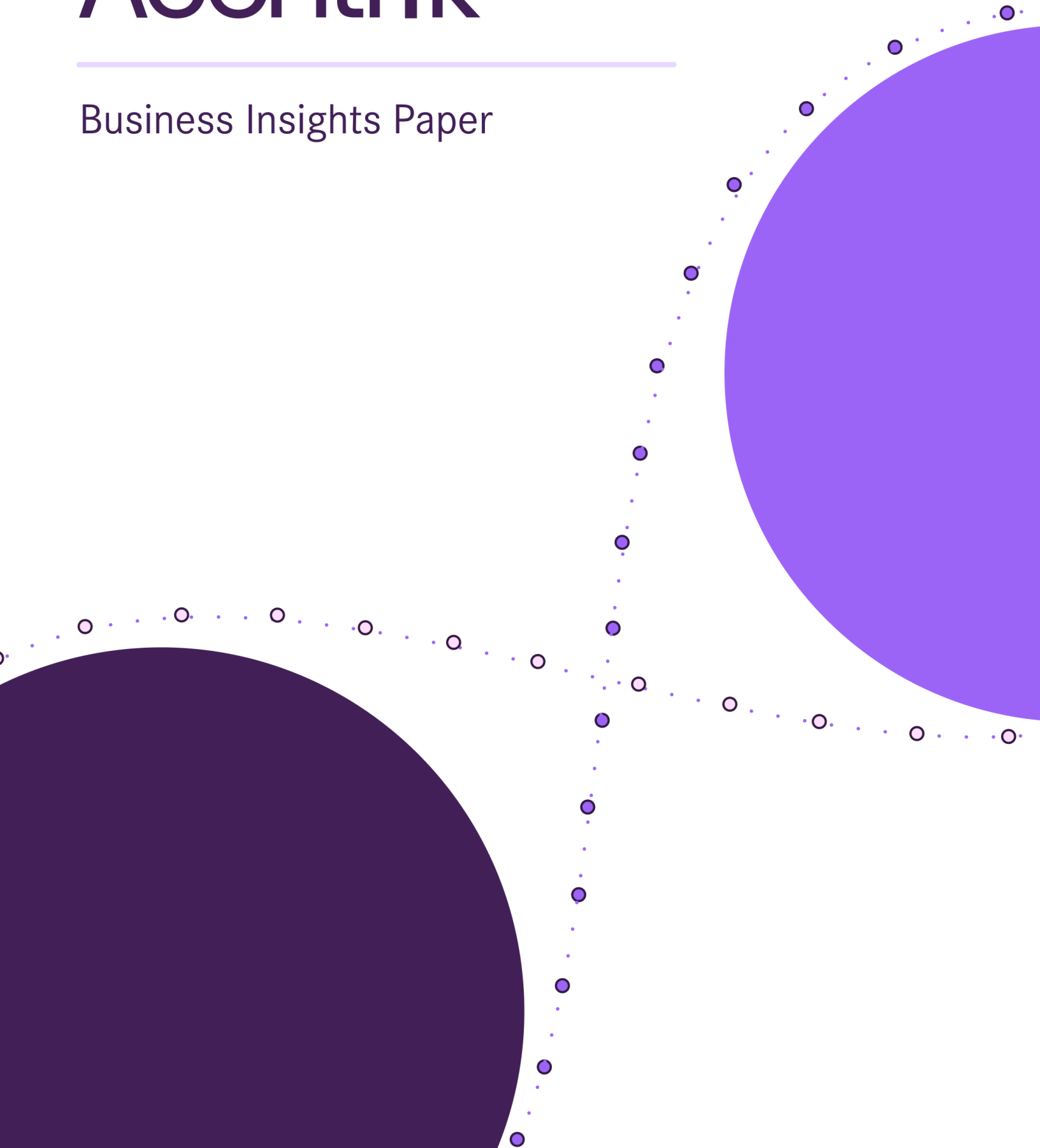
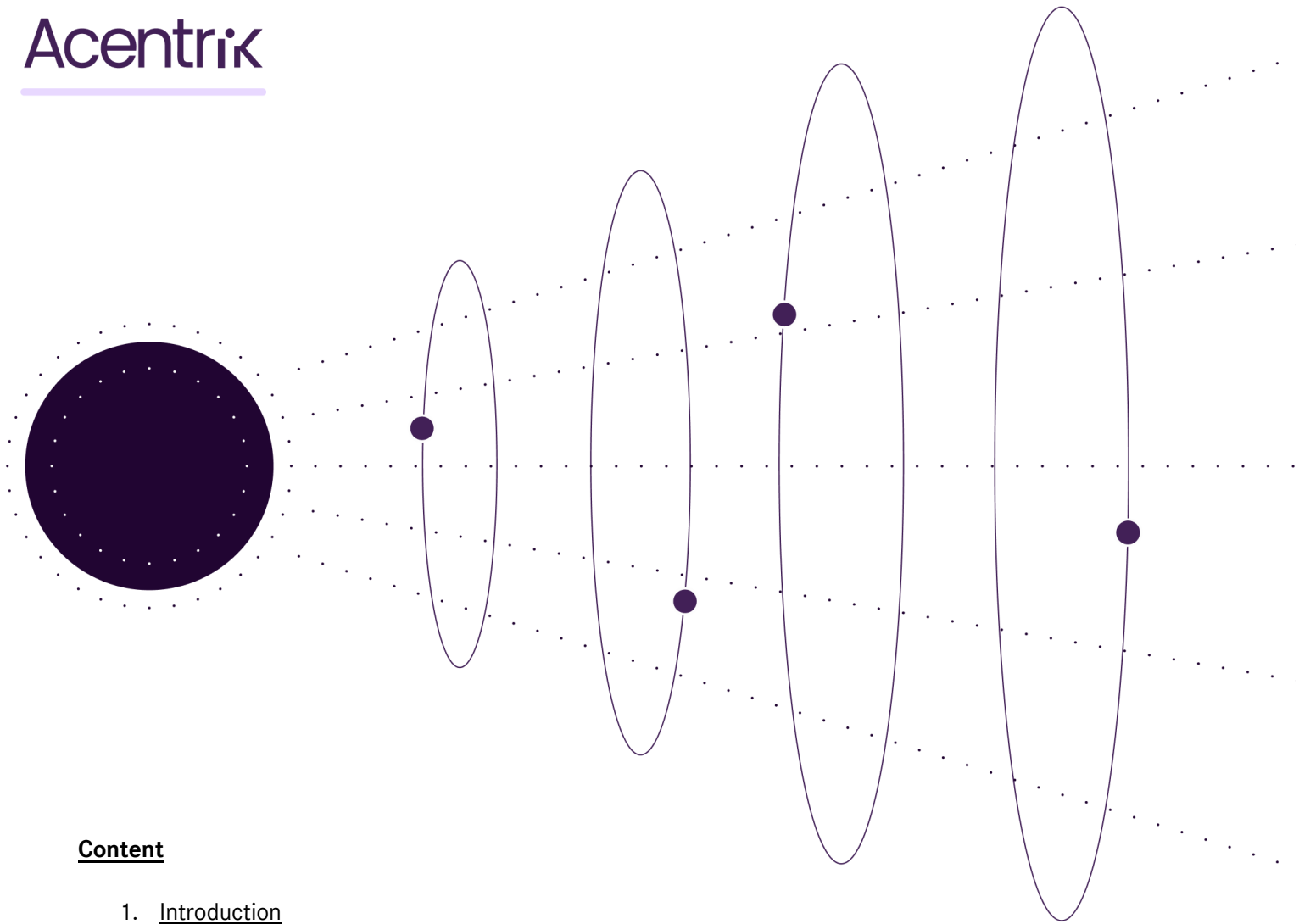


# Acentrik

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Business Insights Paper





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## **1. Introduction**

In today's competitive business landscape, global data exchange is at the forefront of unlocking innovation, smarter decisions-making, and market advantage. Yet, despite a projected total addressable market size of data exchanges reaching \$95.5 billion by 2027\*, navigating the data sharing landscape presents significant challenges. Acentrik's Business Insights Paper delves into these challenges, offering comprehensive insights into the opportunities that lie in the path of leveraging data to its fullest capacity.

## **2. Global Data Challenges Validated by Global Leaders**

Our extensive validation of global data challenges among enterprises and government institutions has underscored the pervasive obstacles that organizations worldwide face today. These challenges, including data silos and the hurdles of cross-border data exchange, highlight the difficulty in establishing a seamless data ecosystem.

### **2a. Data in Silos: Breaking Down Barriers to Progress**



Data silos pose a substantial challenge, impeding organizations from fully leveraging their data assets. The strategy to overcome this barrier includes enhancing data accessibility and integrating diverse data sources into actionable insights, pivotal for informed decision-making. This approach underscores the need for open data sharing and strategic data management to transform data silos into a key driver of organizational success.

\*Total no of possible customers multiply by Average Revenue per User (ARPU). Customer remains 5 years based on current pricing e.g., government institutions; non-profit organisations; universities; companies (> 1k employees; >250 million USD revenue)

<sup>1</sup> Drenik, G. (2023) *Data Security & Privacy Trends for 2023*, *Forbes*. Available at: <https://www.forbes.com/sites/garydrenik/2023/02/02/data-security-privacy-trends-for-2023/>.

<sup>2</sup> Goasduff, L. (2021) *Data Sharing Is a Business Necessity to Accelerate Digital Business*. Available at: <https://www.gartner.com/smarterwithgartner/data-sharing-is-a-business-necessity-to-accelerate-digital-business>.

## 2b. External Data Sharing: Unlocking New Avenues for Growth

**External Data Sharing**

**3x** economic benefits for companies engaged in external data sharing  
(Gartner, 2021)<sup>3</sup>

Access to broader data networks is key for transformation

The ability to share data with external partners and global companies across industries is critical for businesses looking to unlock new growth opportunities. This urgency is rooted in the tangible benefits it offers, such as improved financial forecasting, deeper consumer insights, and more informed decision-making<sup>3</sup>. Overcoming these hurdles enables organizations to tap into a wide network of data sources to unlock critical insights and foster partnerships that drive market leadership and innovation.

## 2c. Data Monetization: Redefining Business Models

**Data Monetization**

**15.5B** global market for data monetization by 2030  
(Deloitte, 2023)<sup>4</sup>

From sales to utilizing data for healthcare research & tailored medicine  
(CIO, 2019)<sup>5</sup>

Data monetization is emerging as a transformative strategy for businesses to evolve beyond traditional revenue streams and unlock new financial opportunities. These strategies range from direct monetization to indirect methods that bolster product enhancements, operational efficiencies, or forming data consortiums for mutual benefit. By integrating data monetization, companies can tap into uncharted avenues for profit and driving significant growth in an increasingly data-driven world.

<sup>3</sup> Goasduff, L. (2021) *Data Sharing Is a Business Necessity to Accelerate Digital Business*. Available at: <https://www.gartner.com/smarterwithgartner/data-sharing-is-a-business-necessity-to-accelerate-digital-business>.

<sup>4</sup> B. Laney, D. (2020) *Data Monetization: New Value Streams You Need Right Now*, *Forbes*. Available at: <https://www.forbes.com/sites/douglaslaney/2020/06/09/data-monetization-new-value-streams-you-need-right-now/?sh=396d0ca346ff>.

<sup>5</sup> Padmanabhan, P. (2019) *The new Innovation Model: Monetizing Healthcare Data*, *CIO*. Available at: <https://www.cio.com/article/220533/the-new-innovation-model-monetizing-healthcare-data.html>.

## **2d. Cross-border Data Exchanges: Unlocking Global Opportunities**



The ability to share data across borders is critical for businesses striving for global competitiveness. Tackling these obstacles, as indicated by World Economic Forum, requires a concerted effort to harmonize regulations, address privacy, and establish a culture of transparency and accountability<sup>6</sup>. As the digital economy continues to evolve, the ability to leverage cross-border data exchanges is vital for firms looking to capitalize on global opportunities, driving growth and competitive differentiation.

## **3. The Need for a Next-Gen Data Sharing Ecosystem**

Through these data challenges above, enterprises need an effective approach that addresses the complexities of modern data sharing. The need for advanced data sharing technologies has become increasingly urgent, as organizations confront data management difficulties, including inflexible systems, a lack of suitable tools, and regulatory hurdles, as identified by Gartner<sup>7</sup>.

This situation highlights the essential need for innovative platforms capable of securely and efficiently navigating through these data challenges. Such platforms not only aim to overcome existing barriers but also seek to convert these obstacles into avenues for growth, enhanced collaboration, and sustained innovation.

Acentrik stands at the forefront of data exchange innovation tailored for enterprises seeking to strategically harness the power of data sharing. At the core of Acentrik's offering is its privacy-preserving Compute-to-Data feature, which revolutionizes how data is handled by bringing algorithm to where data is instead of the other way around, eliminating the need to move sensitive information.

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<sup>6</sup> Fritz, J., Nunes, M. and Sarin, S. (2023) *How and why data must flow freely and responsibly across borders*, World Economic Forum. Available at: <https://www.weforum.org/agenda/2023/04/how-and-why-data-must-flow-freely-and-responsibly-across-borders/>.

<sup>7</sup> Eastwood, B. (2021) The case for building a data-sharing culture in your company, MIT Sloan. Available at: <https://mitsloan.mit.edu/ideas-made-to-matter/case-building-a-data-sharing-culture-your-company>.

## One Technology – multiple applications of your whitelabel solution.



*Internal purpose:*

- Facilitates data exchange **across multinational subsidiaries**
- Aligns with **corporate data strategies**



*External purpose:*

- Supports initiatives for **national data exchange**
- Opens opportunities for **innovative data monetization**



*Custom purpose:*

- Offers platform for **sector-specific data marketplaces**
- Example use case: **Healthcare consortium platform**

Acentrik redefines data sharing with first-in-market features, empowering businesses to securely maximize their data's value. By bringing Web2-like experience to a Web3 world, it overcomes blockchain adoption barriers, offering enterprises a competitive edge while harnessing on the benefits of a state-of-the-art technology. As a leader in data exchanges, Acentrik equips organizations to thrive in the digital age through their own whitelabel data platform.

Explore how Acentrik can elevate your data capabilities and drive your business forward. Experience our award-winning features by [scheduling an exclusive demo with us](#).