

# Vendia for Data monetization



Today, organizations across all industries are recognizing that data is not just a tool for internal decision-making, but also a valuable asset capable of generating substantial revenue. This realization has sparked a growing interest in data monetization, transforming proprietary data into marketable products or services to unlock new revenue streams.

However, effectively capitalizing on data monetization opportunities requires a holistic approach that seamlessly integrates both business and technology strategies. Currently, enterprises lack tools that can support the entire data product lifecycle, from ideation and development to packaging, distribution, and ongoing maintenance. It's become abundantly clear that organizations need a holistic solution to ensure organizations can securely and cost-effectively productize their data assets.

## SOLUTION

### End-to-end data automation for the data product lifecycle

Vendia empowers data providers to unlock their data's revenue potential with an end-to-end solution for seamless, real-time data automation across systems, applications, and clouds. By replacing the need for multiple integration tools and custom development projects, Vendia's unified data automation platform enables data providers to integrate, reconcile, analyze, activate, and observe data anywhere it sits across their operational, analytical, and customer ecosystems.

Vendia's powerful integration capabilities equip data providers with complete customer insights, accelerate sales processes, and refine go-to-market strategies. Additionally, the platform's streamlined data preparation and delivery processes, complete with granular access controls, ensure both the efficiency and security of data sharing.

## BENEFITS

### Accelerated data monetization and optimized sales

Leverage Vendia to accelerate deal conversions and optimize sales strategies by seamlessly synchronizing rich customer and product usage data from third-party marketplaces (like Snowflake) directly to your CRM or MAP. This automation eliminates manual lead entry, enabling faster lead qualification and closing, while valuable insights from customer activity data help drive refined marketing campaigns, enhanced sales strategies, and optimized product development.

### Enhanced data operations and distribution

Unify data across clouds, accelerating data preparation and delivery. By consolidating data pipelines and streamlining workflows, Vendia eliminates redundancies and reduces costs associated with maintaining multiple datasets across systems and regions. Automated data distribution speeds time-to-market, enhances operational efficiency, and gives customers faster access to scalable data, ultimately leading to quicker insights and improved experiences.

### Guaranteed data security, governance, and compliance

Achieve complete data visibility to track data provenance throughout its lifecycle, monitor customer access for enhanced security, and ensure seamless contract compliance. Vendia safeguards your data and ensures GDPR compliance through robust anonymization and granular access controls, protecting sensitive information and minimizing the risk of breaches. The ability to track and trace the full story of the data, from usage to access patterns, helps demonstrate compliance with privacy regulations.

## PLATFORM CAPABILITIES

### Integrate

Sync data across all tech stacks, clouds, and parties at once

- ✔ Automatically ingest marketing and trial data, as well as monitor new leads from different channels like Snowflake Marketplace.
- ✔ Track data updates in the source system and distribute data in real-time to downstream integrations.
- ✔ Connect to the source system (e.g. Snowflake) where data products reside, enabling efficient data distribution and monetization.

### Reconcile

Make every business tool your source of truth

- ✔ Centralize, clean, and control data from diverse sources for accurate, compliant insights across your business tools
- ✔ Control data access with granular permissions to protect sensitive information in your business tools with entitlements.
- ✔ Use pre-built data models to quickly integrate and reconcile diverse data sources.

### Analyze

Uncover operational insights in real-time, any time

- ✔ Monitor customer access patterns, enforce contract terms, and proactively identify discrepancies and compliance issues.
- ✔ Unify trial data by product and customer, and easily integrate with your preferred BI tools for comprehensive analysis.
- ✔ Aggregate multiple key performance indicators to uncover trends and assess the overall health of your data products and trial programs.

## Activate

Move effortlessly from insights to outcomes

- ⊙ Automatically share customer data with your preferred data warehouse, CRM, and MAP, ensuring your tools are always up-to-date.
- ⊙ Replicate data across multiple regions for improved performance and compliance, and ensure consistency with real-time or micro-batch updates.
- ⊙ Centralize data within Vendia, eliminating duplicate copies and automating updates to streamline maintenance and reduce errors.

## Observe

Gain visibility and control over data wherever it lives

- ⊙ Monitor data changes and proactively detect discrepancies and compliance gaps in real time to protect data privacy and uphold regulatory requirements.
- ⊙ Easily view usage and access patterns to inform product improvements and understand customer behavior.
- ⊙ Minimize risks by implementing access controls and anonymizing sensitive information, providing a comprehensive yet secure view of customer data.

## CUSTOMER STUDY

Leading healthcare company speeds compliant data distribution across clients' systems

### Challenge

The company struggled with the complexities of aggregating, packaging, and delivering highly sensitive data products, further exacerbated by a lack of transparency into the data's journey.

### Solution

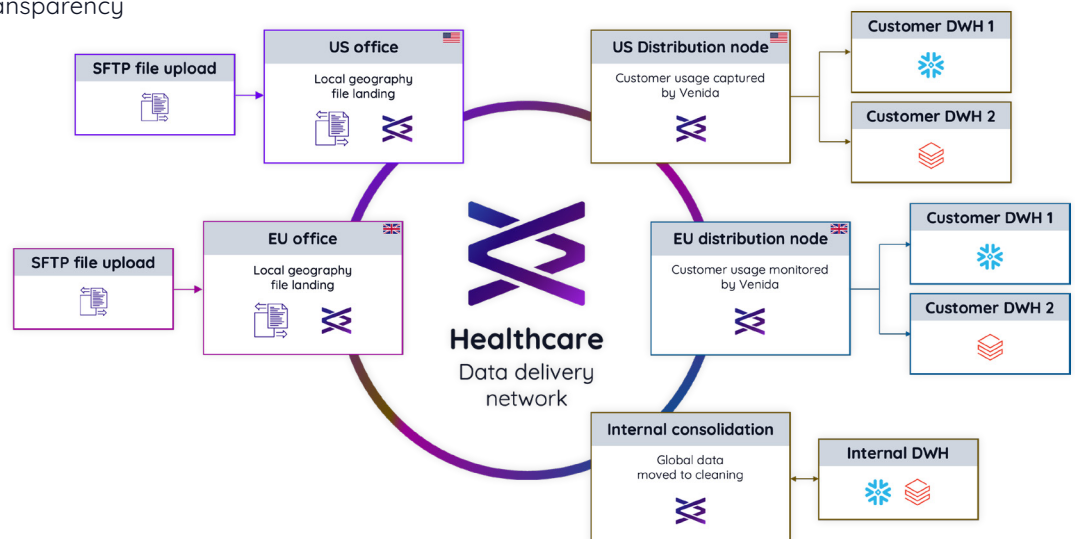
Vendia enabled a leading healthcare enterprise to streamline data sharing, resulting in faster delivery, significant cost savings, and enhanced security.

### Results

**Accelerated**  
time-to-market for data products

**Lowered** data infrastructure costs

**Enhanced trust** with granular access controls



## About Vendia

Vendia is the future of collective data intelligence, combining smart APIs, databases, and distributed ledger technology inside a single platform. Vendia's data automation cloud makes it easy to share data inside and outside of the organization in real time and with full visibility, governance, and control. Companies such as BMW, Delta Airlines, Resolution Life Insurance, and Fannie Mae use Vendia to automate contextual and compliant data flows between any-to-any systems for a harmonized, accurate view of data that unlocks speed, innovation, and cost savings. Learn more about us at [Vendia.com](https://vendia.com) and [#UnchainYourData](https://twitter.com/UnchainYourData) with Vendia.