



## DATA MONETIZATION

Finding new revenue sources and industry collaborations for faster growth

Your data has value outside your four walls. Selectively identifying and deploying data solutions is easy with modern cloud data warehouse solutions like Snowflake and Amazon Redshift.

2nd Watch's rapid data opportunity assessment can scan your portfolio for ways that you can drive revenue growth and use the data you already have to grow your company. Building industry insights through data collaborations can also help you retain customers and better optimize supply chains. You have revenue available in your portfolio companies' data, and 2nd Watch can help mine it on your behalf.

### BUSINESS VALUE DELIVERED

**New revenue sources** from data that you already own

**New product offerings**, packaged with or without your existing products/services

**New competitive stickiness**, using your own data for competitive strength

**Stronger industry positioning** – source of reference data and better presence in your industry

**Curated data** that drives quicker, deeper insights into your own data and performance standardized financial metrics and measures

### A 2nd Watch Success Story

2nd Watch helped a PE-based roll-up of distributors to clean and consolidate their data, helping them to better manage individual shops and regions. Our data experts worked with this client's executive team and uncovered several data monetization opportunities that would help them better serve their clients while also allowing them to significantly reduce parts inventories.

Through data sharing across organizations in their industry, this client is now positioned as the go-to parts provider. They have brought in additional revenue, as well as improved competitive differentiation.

Our financial integration experts will assess your financial data integration plans through a complimentary 90-minute whiteboard session. Contact us today to schedule your session.

GET STARTED

