

Data Marketplace

The time value of money is the idea that money available at the present time is worth more than the same amount in the future due to its potential earning power. This concept also applies to data: if access to reliable data can be given earlier, the data can be analyzed and acted upon earlier, therefore increasing the value of that data to the business.

YourDataConnect provides a data marketplace and can be used to monetize data assets internally among different lines of business and externally with third-parties such as partners or customers.

There are three main personas in the **YourDataConnect** data marketplace:

1. Publisher: users that register assets in the marketplace for other users to request
2. Subscriber: users that browse the data marketplace and subscribe to assets of interest
3. Administrator: users that administer the actions of publishers and subscribers

“Calls may be recorded for training and quality purposes” is a common phrase when calling a service provider such as a cable company with an account or equipment issue. Figure 1 shows a data set representing these interactions. Data sets such as this can be registered in the YourDataConnect data marketplace so that other users within the company can leverage the data for their own business cases, such as improving customer satisfaction, reducing call resolution time, or predicting equipment failure.

The screenshot shows a web form titled "Call Center Sessions" for registering a data set. The form is divided into several sections:

- Information:**
 - Data Set Name:** Call Center Sessions
 - Description:** Call center session information including call re
 - Owner Cost Center:** CC-013
 - Record Type:** Internal
 - Data Steward:** Alex Scroggins
 - Price:** \$25,000.00
 - Regions:** Available (Global, Canada, China, Japan) and Chosen (United States)
 - Frequency:** Available (One-time, Hourly, Weekly, Monthly) and Chosen (Daily)
 - Contains PII:** Yes
- Certification Information:**
 - Data Lineage Captured:**
 - Data Standards Defined:**
 - Value of Data Set Defined:**
 - Provisioning System Owner:** Alex Scroggins
 - Certification Score:** 75%
 - Certification Date:** 8/20/2020
 - Provisioning System:** Salesforce Service Cloud
 - Authoritative System of Record:** Salesforce Service Cloud

At the bottom right, there are buttons for "Cancel", "Save & New", and "Save".

Figure 1: Registering a data set

After registering the data set, other users can find it and request access using the Subscribe action shown in Figure 2.

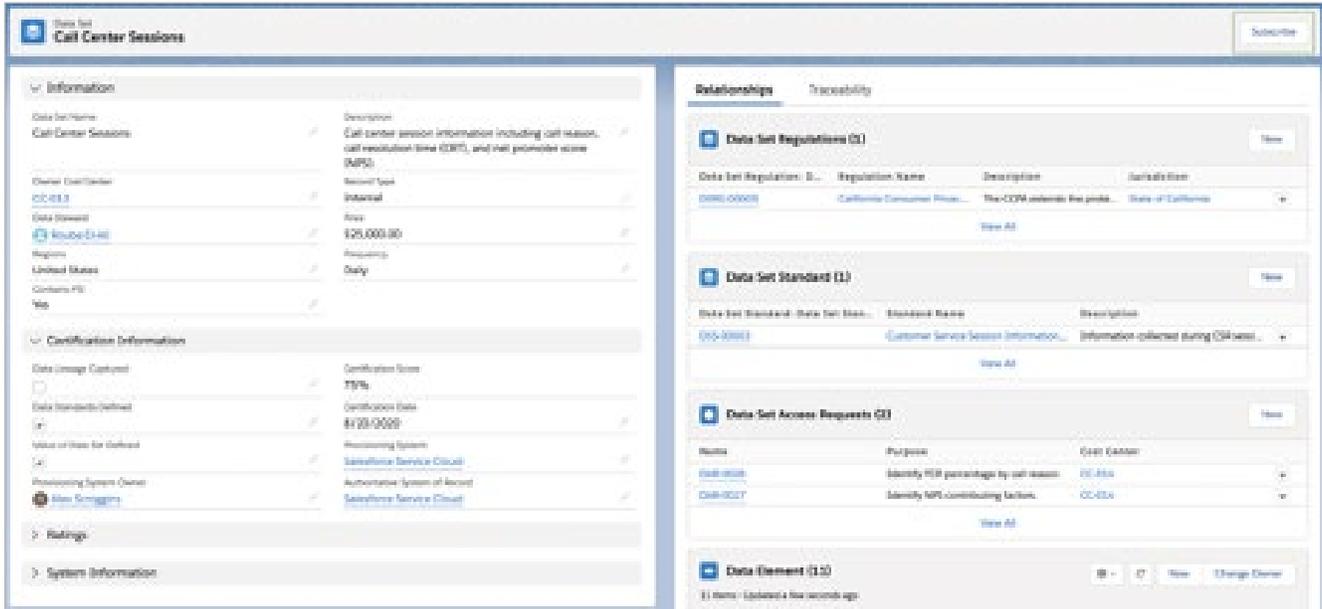


Figure 2: Subscribe option for a data set

After choosing the Subscribe option, the requestor must specify the Purpose of the request as well as the Cost Center that should be charged for the request (see Figure 3).

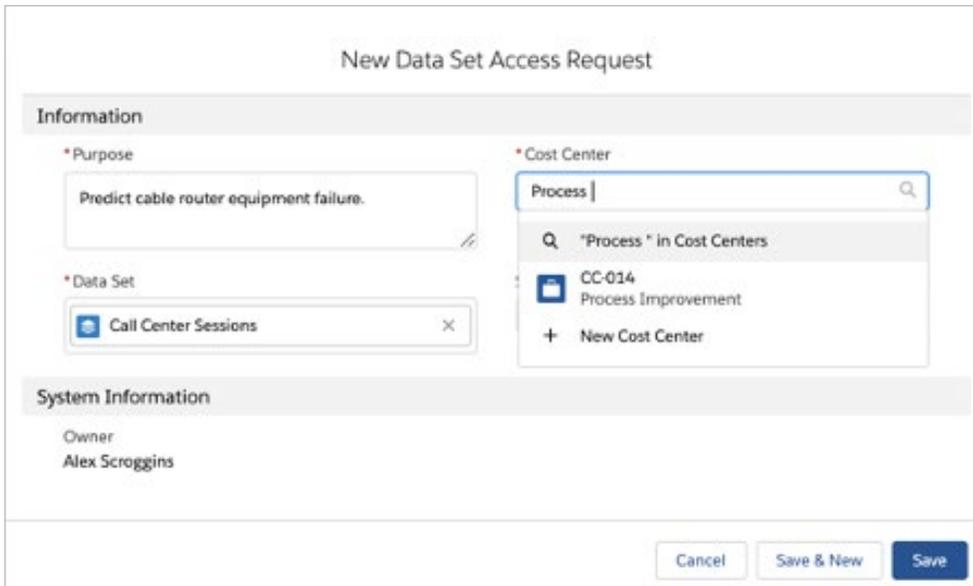


Figure 3: Request to subscribe to a data set

The request next goes through an approval process. First, the marketplace administrators approve the request; finally, the data set publisher approves the request as long as it falls within acceptable use standards (see Figure 4).

Approval History (2)			
Step Name	Date	Status	Assigned To
Approval by Publisher	8/24/2020, 11:31 AM	Approved	Alex Scroggins
Approval by Administrators	8/24/2020, 11:31 AM	Approved	Marketplace Administrators
View All			

Figure 4: Approval steps of a data set request

After the request is approved, a Cross Charge will be created from the data set owner’s department (“Call Center”) to the requestor’s department (“Process Improvement”) as shown in Figure 5.

Cross Charge CHG-0000048		Printable View
Cross Charge Name CHG-0000048	Record Type Data Set Access Request	
Data Set Access Request DAR-0029	Charge Amount \$25,000.00	
Publisher Cost Center Call Center	Subscriber Cost Center Process Improvement	
Created By Alex Scroggins , 8/24/2020, 11:31 AM	Last Modified By Alex Scroggins , 8/24/2020, 11:31 AM	
Owner Alex Scroggins		

Figure 5: Cross charge due to interdepartmental cost centers

 To learn more about this solution, please request a demo by contacting info@yourdataconnect.com or visit our website at yourdataconnect.com.