



Dr. Barbara Wixom
Principal Research Scientist
bwixom@MIT.edu

*This research was made possible
by the support of MIT CISR
sponsors and patrons.*



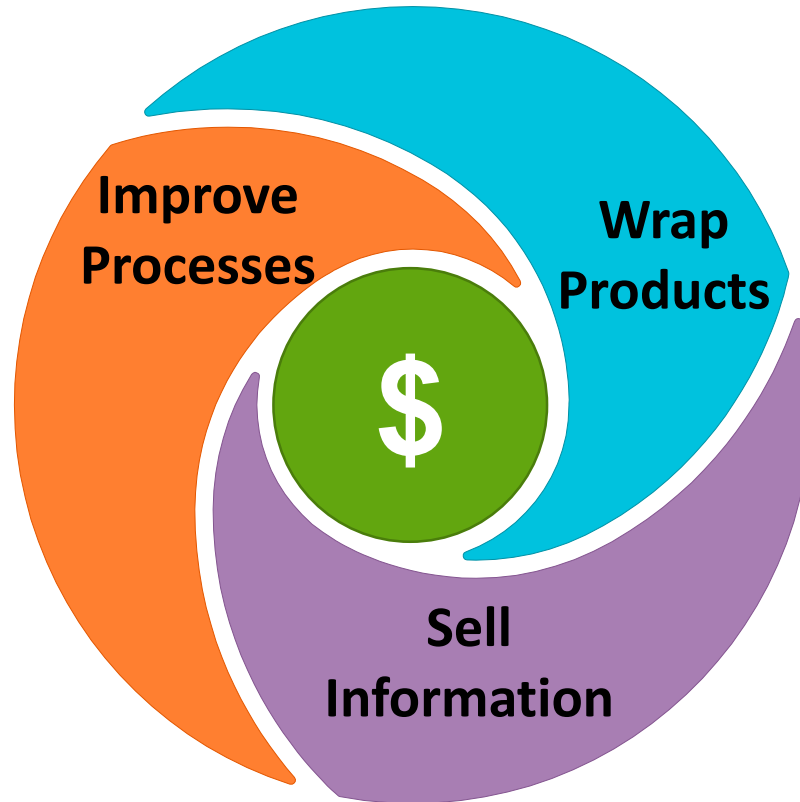
MIT Industrial Liaisons Program:
2017 MIT Innovations in Management Conference

Monetizing Your Data: Three Ways To Convert Your Data into Financial Returns

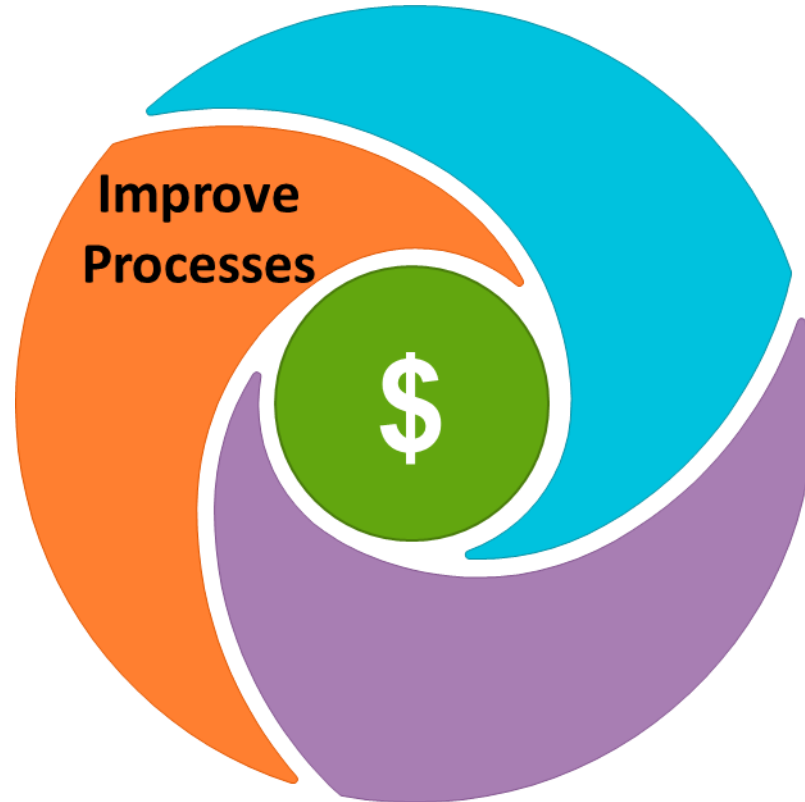
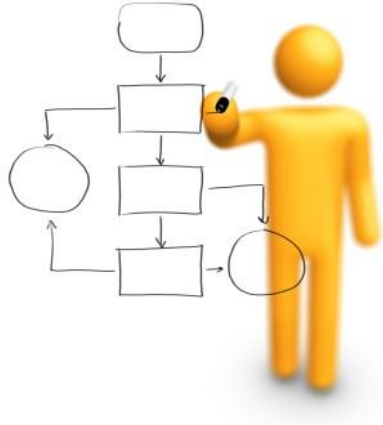
September 2017

© 2017 MIT Sloan CISR

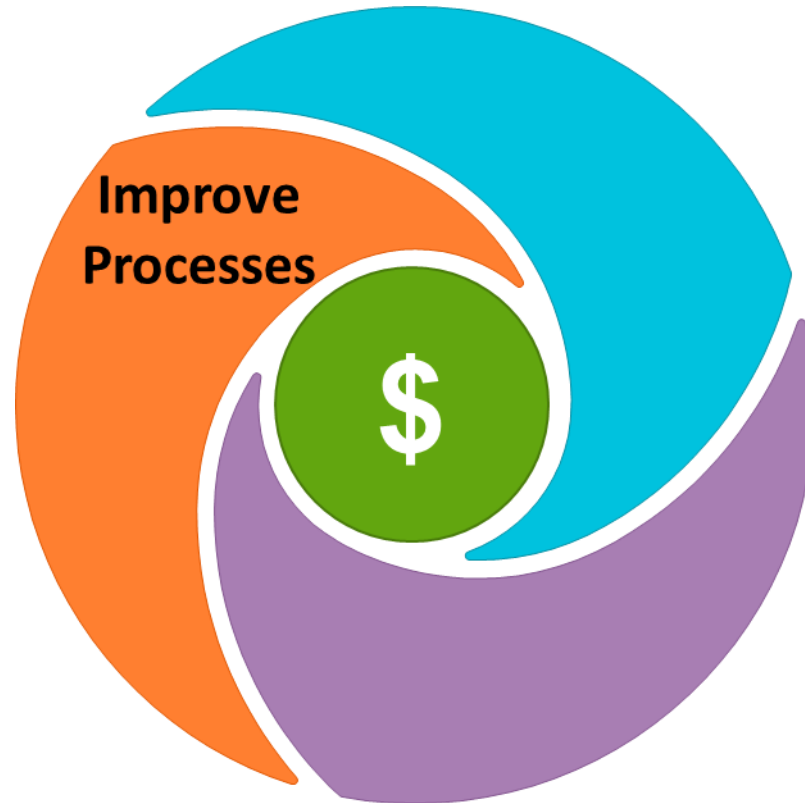
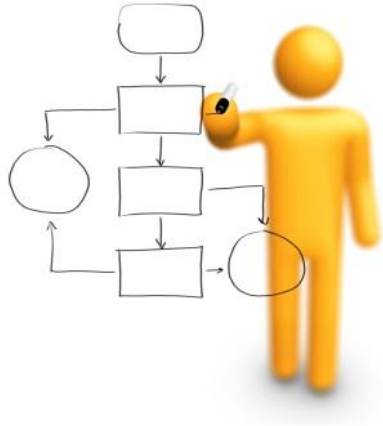
You can make from money from data in 3 ways

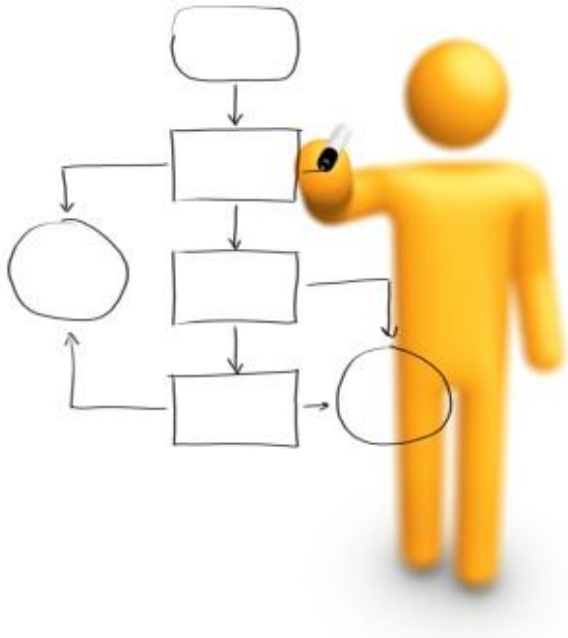


Improving



Improving at Microsoft

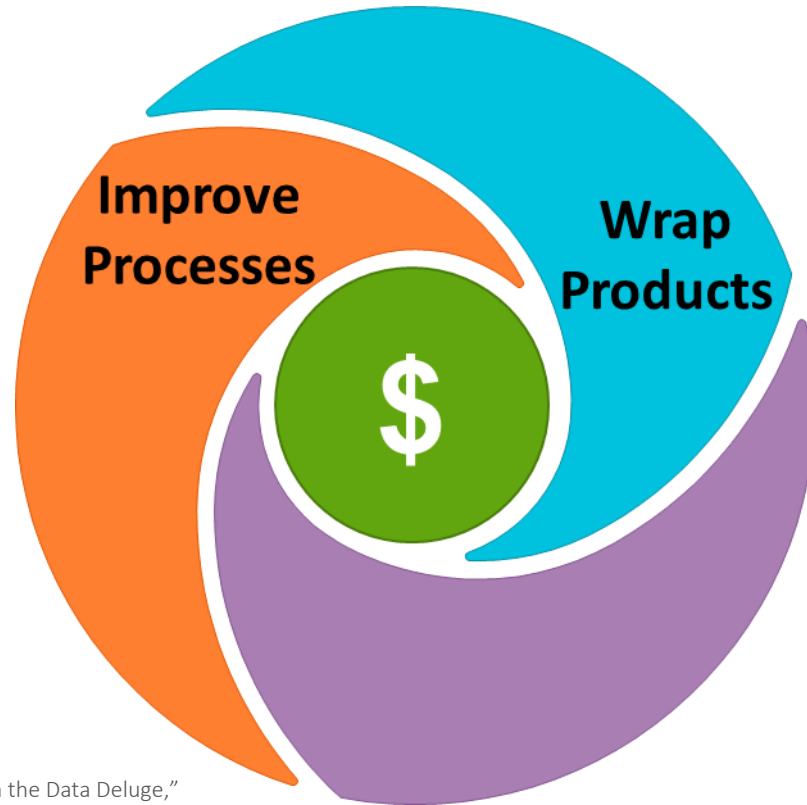




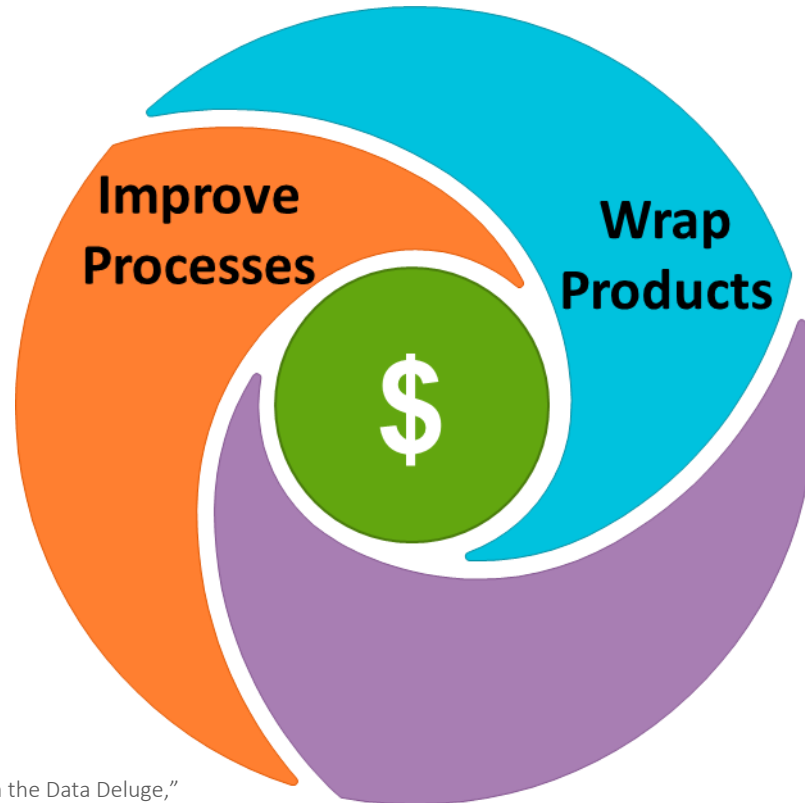
United Parcel Service optimizes delivery routes to save \$400M annually

Columbia Sports eliminates root cause issues in the supply chain to improve the share of goods delivered on time from 28% to 78%

Trinity Health increases nurse call response time 57% and patient satisfaction 12%



Wrapping at Capital One



Wixom, B.H. and J.W. Ross, "Profiting from the Data Deluge,"
MIT CISR Research Briefing, Vol. XV, No. 12, December 2015.

Wrapping at Capital One



	11/13/15		Donelan's Super Mkt	Merchandise	...8922	\$89.84
	11/13/15		Trader Joe's	Merchandise	...8922	\$84.53
		 Trader Joe's 145 Great Rd Ste 2 Acton, MA 01720 (978) 266-8908 Merchant Website		Transaction Date Thursday, 11/12/2015 Posted Date Friday, 11/13/2015 Details N/A <i>Appears on your statement as: TRADER JOE'S #511 QPS ACTON MA 01720 US</i>		
	11/12/15		Sports Authority	Merchandise	...1192	\$49.80
	11/11/15		US CONNECT FOOD EXPRESS	Dining	...1192	
	11/11/15		US CONNECT ATLANTA VENDIN	Dining	...1192	



Wrapping at Capital One



Barbara H Wixom,

We noticed you gave an extra generous tip on December 29, 2015, for your service at THE PERFECT WIFE RESTAURA:


\$25.07 Cost
+ \$20.00 Tip
.....
= \$45.07 Total


We hope you left this tip because your service was exceptional. So, if it's not a mistake—or if you've already addressed it—there's nothing you need to do.


Have concerns about the tip? Just [sign in to look at the charge](#) in more detail.


You can also contact THE PERFECT WIFE RESTAURA directly if you need to.


Was this alert helpful? Tell us what you think in one click.

 [Absolutely](#)

 [Sure](#)

 [Neutral](#)

 [Not Really](#)



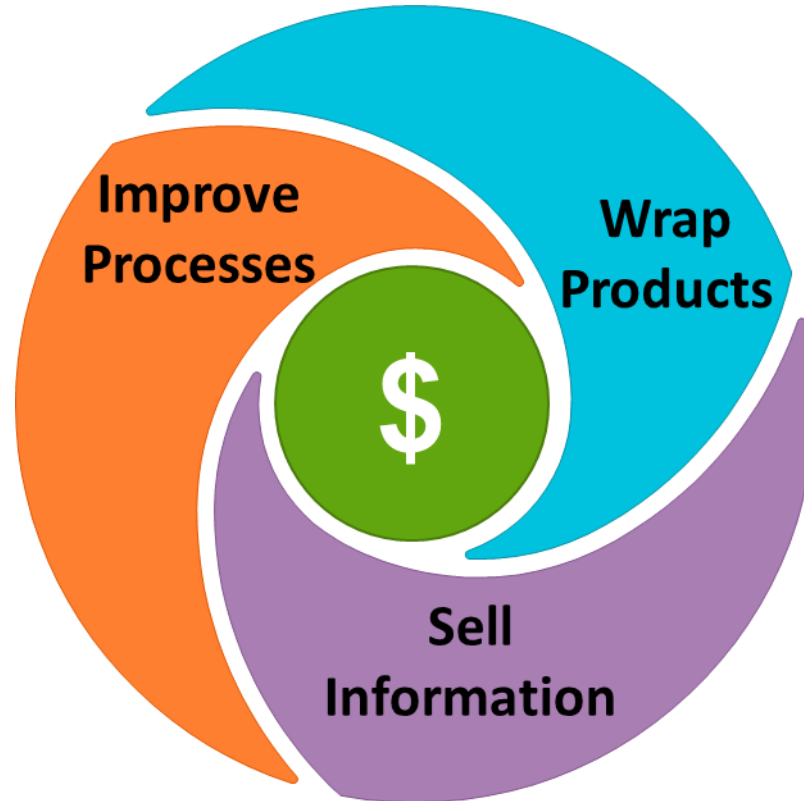




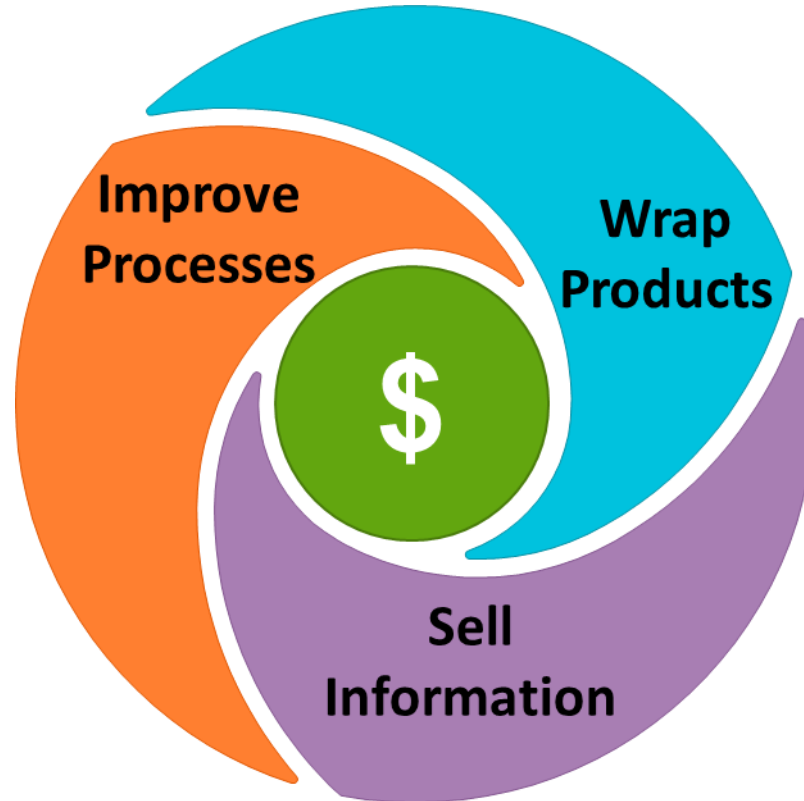
Caterpillar adds value to heavy equipment using equipment performance dashboards to help identify the root cause of performance issues

BBVA adds value to POS services using analytics to advise retailers on how to improve store traffic

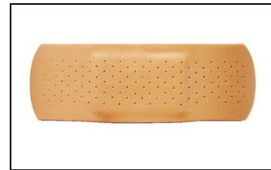
Aetna adds value to health plan administration using analytics that inform employers about their plan members health needs



Selling at Owens and Minor



Selling at Owens and Minor



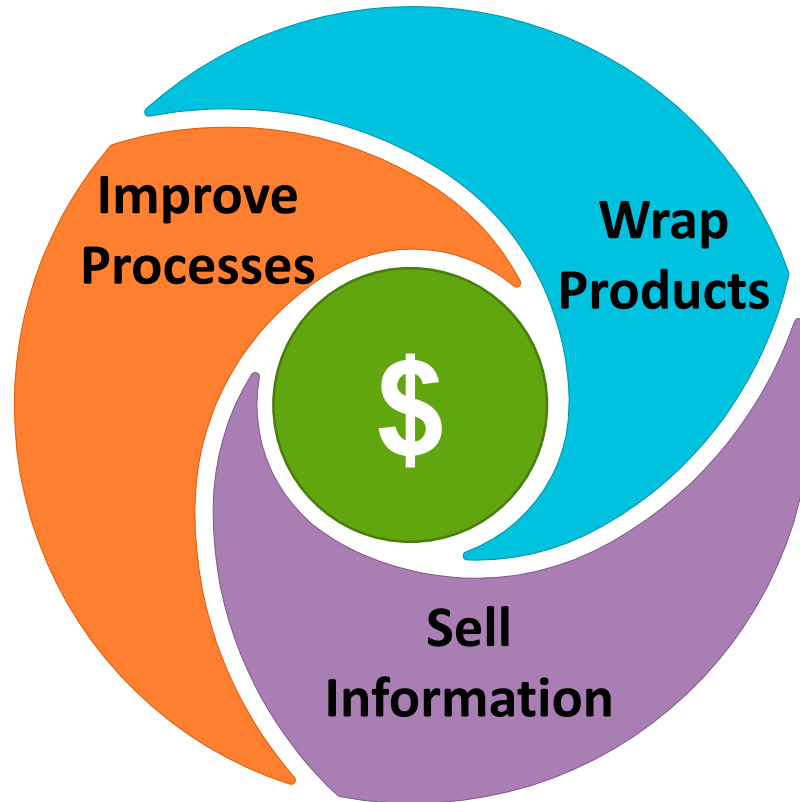


Investment benchmarks at State Street has meant selling to “front-office” instead of “back-office”

Smart-city solutions at BT has meant managing an ecosystem of partnerships

People movement services at Schindler has meant establishing a new digital business unit

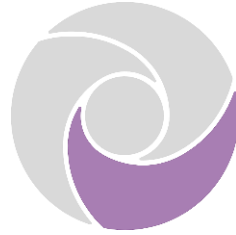
You can make from money from data in 3 ways



All choices require great data foundations



Improving



Wrapping



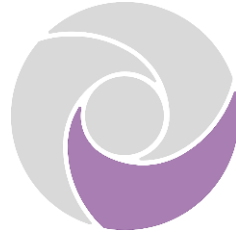
Selling

Talent
Analytics
Data
Process
Infrastructure

Each choice requires unique commitments



Improving



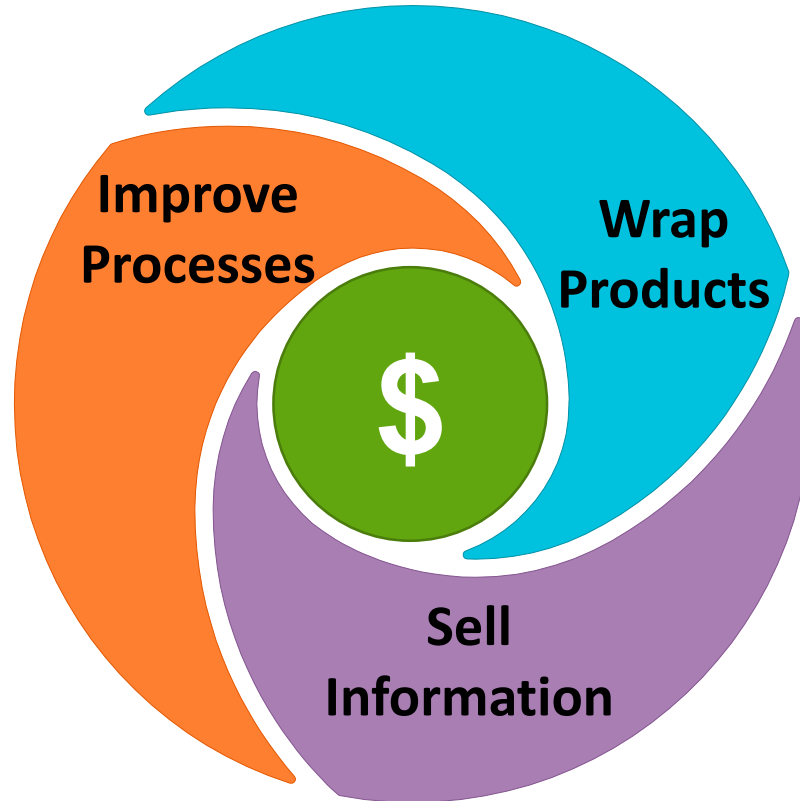
Wrapping



Selling



Let's go make money with data!



MIT CISR gratefully acknowledges the support and contributions of its Research Patrons & Sponsors



Patrons

AlixPartners LLP
Huawei Technologies Co., Ltd.
ISACA
L&T Infotech Limited
Microsoft Corporation
PricewaterhouseCoopers
Advisory Services LLC

Sponsors

Aetna, Inc.
Akamai Technologies
Allstate Insurance Company
ANZ Banking Group Ltd.
APM Terminals
Australia Post
Australian Securities & Investments
Commission (ASIC)
Australian Taxation Office
AustralianSuper
B2W Companhia Digital
Banco do Brasil S.A.
Bank of Queensland
Barclays
BBVA
Bemis Company, Inc.
Biogen, Inc.

BMW Group
BNP Paribas
BNY Mellon
The Boston Consulting Group, Inc.
BP
BT Group plc
Canadian Imperial Bank of Commerce
Cardinal Health, Inc.
Caterpillar, Inc.
CEMEX
Charles Schwab & Co., Inc.
Chevron Corporation
CHRISTUS Health
Cochlear Limited
Commonwealth Bank of Australia
CPPIB
CSBS
DBS Bank Ltd.
DentaQuest
El Corte Inglés
Equifax
ExxonMobil Global Services Company
Fairfax Media
Ferrovial Corporacion, S.A.
Fidelity Investments
FrieslandCampina
General Electric

Genworth Financial
GlaxoSmithKline
Hitachi, Ltd.
Howden Joinery Group plc
Insurance Australia Group
Johnson & Johnson (J&J)
LKK Health Products Group Ltd.
LPL Financial
McGraw-Hill Education
National Australia Bank Ltd.
National Disability Insurance Scheme
New Zealand Government—
GCIO Office
Nielsen
Nomura Holdings, Inc.
Nomura Research Institute, Ltd.
Nordea Bank
Northwestern Mutual
OCP S.A.
Orange S.A.
Org. for Economic Co-operation
and Development (OECD)
Origin Energy
Owens Corning
PepsiCo Inc.
Pioneer Natural Resources USA Inc.
Principal Financial Group

Procter & Gamble
QBE
Raytheon Company
Reserve Bank of Australia
Royal Bank of Canada
Royal Philips
Sabadell Bank
Scentre Group
Schindler Digital Business AG
Schneider Electric Industries SAS
Standard Bank Group
State Street Corp.
Suncorp Group
Swinburne University of Technology
Sydney Water
TD Bank, N.A.
Teck Resources Limited
Tenet Health
Tetra Pak
Trinity Health
USAA
Westpac Banking Corporation
WestRock
World Bank

