



Data Monetisation and Data Products

Course: Data Valuation, DaaS Pricing and Partnerships

12 – 16 April 2027

Dubai - Five-star CBD venue



Data Monetisation and Data Products Course: Data Valuation, DaaS Pricing and Partnerships

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Introduction:

Data monetisation and data products, with data valuation, DaaS pricing and partnerships, form the subject of this 1-week course for data product, data commercialisation and data office managers, who produce a Data Monetisation Plan for a case organisation. Many organisations hold customer, transaction and operational data that never earns revenue or savings because nobody owns it as a product, prices it or knows what it is worth. Nominees already manage data assets or analytics services and practise valuation, packaging and pricing on case material. CoreConcept Training Center delivers this data monetisation and data products course.

Course Objectives:

- Distinguish internal and external data monetisation routes and select the value lever each data asset can support
- Estimate the worth of a data asset with the cost, market and income approaches and adjust it for quality and relevance
- Design a data product with a named owner, target buyer, service terms and a packaging choice across feeds, APIs and insight reports
- Set prices for data offers using pay-per-call, subscription tier and revenue share models tested against buyer willingness to pay
- Structure data marketplace listings and data partnerships within licence, consent and purpose limits on commercial use
- Build a Data Monetisation Plan with a business case, payback estimate and adoption indicators for a case organisation

Target Audience:

- Managers responsible for data products, their roadmaps and the buyers they serve
 - Data office managers responsible for data asset inventories and the value those assets return
 - Commercial and business development managers responsible for selling or licensing data-derived services
 - Analytics service managers responsible for insight reports and dashboards offered to internal or external clients
 - Finance and investment managers responsible for valuing data assets and approving monetisation spend
 - Partnership and legal managers responsible for data licence terms and partner agreements
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Course Outline:

Day 1: Data Monetisation Foundations and Value Opportunity Scan

- Internal Versus External Data Monetisation Route Comparison
- Direct Revenue, Cost Saving and Risk Avoidance Value Levers
- Data Value Chain From Source Capture to Decision
- Data Asset Inventory and Monetisation Potential Heatmap
- Monetisation Readiness Baseline Across Data, Skills and Contracts

Day 2: Data Business Models and Data Valuation Methods

- Selvanathan and Zuk Typology of Data Business Models
- Ehrenberg Contributory, Processing and Creation Platform Types
- Infonomics Principles for Realised and Potential Data Value
- Cost, Market and Income Approaches to Data Valuation
- Data Quality and Relevance Scores as Value Modifiers

Day 3: Data Product Design, Packaging and Pricing

- Data Product Canvas for Buyer, Job and Outcome
- Data Product Owner Accountabilities and Service Level Terms
- Packaging Options Across Raw Feeds, APIs and Insight Reports
- Pay-Per-Call, Subscription Tier and Revenue Share Pricing Models
- Willingness-to-Pay Interviews and Price Test Design

Day 4: Data Marketplaces, Partnerships and Commercial Limits

- Data Marketplace Listing, Buyer Vetting and Settlement Choices
- Data Partnership Structures From Swaps to Joint Ventures
- Data Licence Terms Covering Permitted Use and Onward Sharing
- Consent Scope and Purpose Limits on Commercial Data Use
- Data Clean Rooms and Leakage Controls for Partner Analysis

Day 5: Case Study Work and the Data Monetisation Plan

- Telecom Operator Case Location Insight Product Assessment
 - Retail Group Case Internal Monetisation Savings Estimate
 - Monetisation Business Case With Revenue, Cost and Payback Lines
 - Monetisation Scorecard With Adoption, Margin and Renewal Indicators
 - Data Monetisation Plan Completion and Investment Panel Defence
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Skills You Will Gain:

- Data Asset Valuation
- Data Product Design
- Data Offer Pricing
- Data Packaging Selection
- Data Licence Structuring
- Data Partnership Negotiation
- Monetisation Business Case Modelling
- Commercial Data Risk Screening

Why Attend This Course:

- Deliver a Data Monetisation Plan to the chief data officer and the investment committee, with a ranked set of data offers and a payback estimate
- Decide whether a data asset should be used internally, licensed to partners or sold as a priced data product
- Avoid underpriced data deals, unlicensed onward sharing and consent breaches that expose the unit to disputes and lost revenue
- Coach product, sales and legal colleagues on valuation worksheets, pricing tiers and data licence checklists

Conclusion:

Back at work, the participant presents the Data Monetisation Plan to the chief data officer, the finance lead and the investment committee. They use its valuation worksheets, pricing tiers and business case to approve which data products move to launch, which assets stay internal and which partnerships to sign. After the first data product has run for a full billing cycle, the unit should compare realised revenue, savings and buyer renewals with the plan's estimates and revise prices, packaging or licence terms where results fall short.

Frequently Asked Questions FAQ:

What should participants know before a data monetisation and data products course?

Participants should already manage data assets, analytics services or data partnerships at work and read basic financial figures. Bringing an anonymised list of data assets or an existing data offer from their unit lets the capstone plan reflect a real case.

How does a data monetisation and data products course differ from a general data strategy course?

A data strategy course sets data ambition, architecture and organisation for the whole enterprise. This course focuses on turning specific data assets into priced products, valuing them, packaging them as APIs or insight reports and structuring the licences and partnerships that sell them.

How is the value of data assets estimated in data monetisation work?

Data value is usually estimated with three approaches: the cost to collect or replace the data, the price similar data fetches in a market and the income or savings the data generates. Quality and relevance scores then adjust each estimate.

What do participants take back from the data monetisation and data products course?

Participants take back a Data Monetisation Plan with a data asset inventory, valuation worksheets, a data product canvas, pricing tiers, licence and consent checks and a business case with payback and adoption indicators.