

ORACLE®

The Rise Of Data Capital

Avoiding Data Bankruptcy

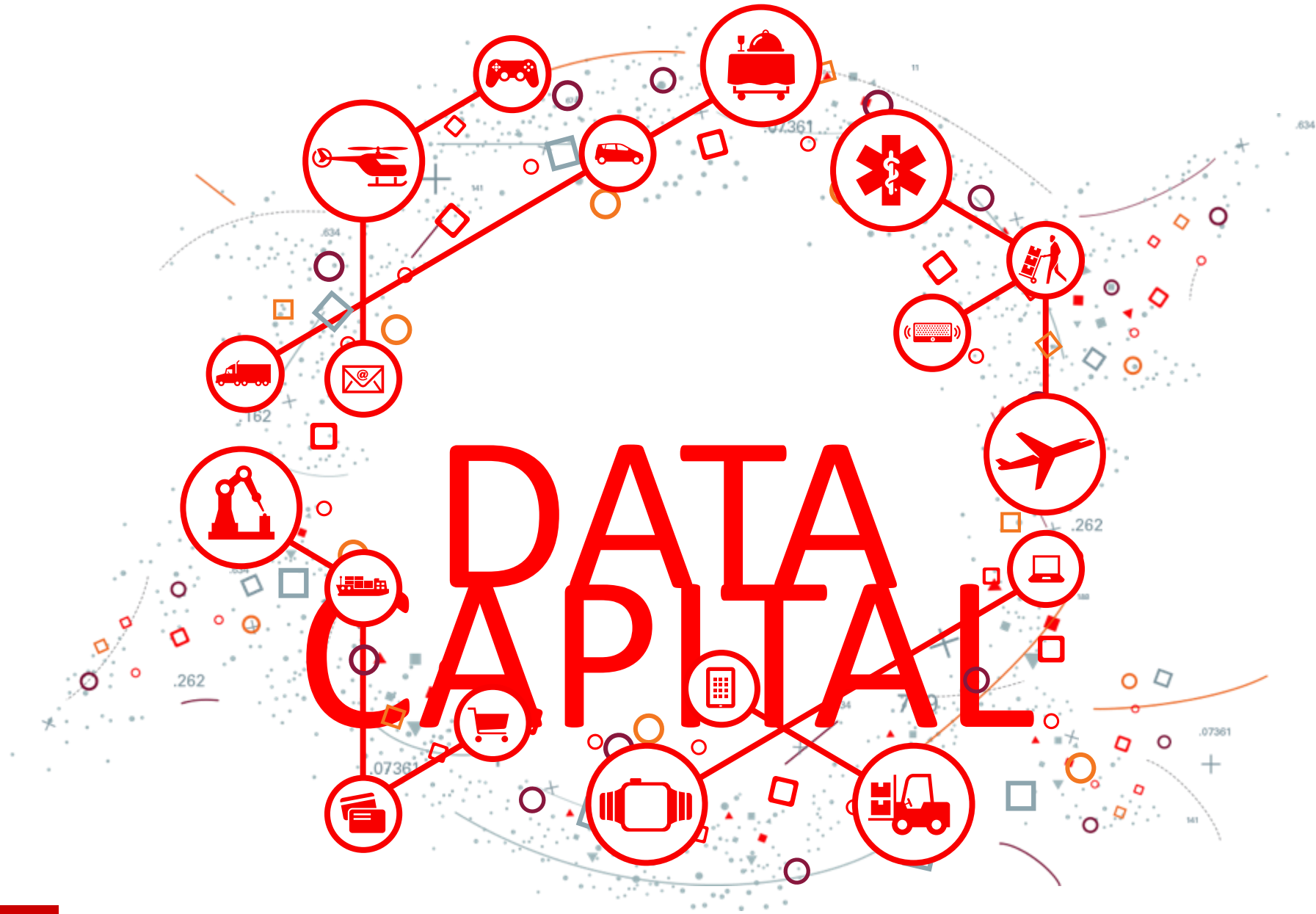
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DATA CAPITAL

Recorded information
necessary to produce
a good or service



1

DATA COMES
FROM
ACTIVITY

2

DATA TENDS
TO MAKE
MORE DATA

3

PLATFORMS
TEND TO
WIN

THE THREE DATA CAPITAL PRINCIPLES

1

DATA COMES FROM ACTIVITY

This data is defined as Observations

Definition: Observations are all unique key-value tuples capturing activity

Importance: Companies are in competition for data

2

DATA TENDS
TO MAKE
MORE DATA

Making more data is defined as Usage

Definition: Usage is the process of using observations to derive value

Importance: Data for algorithms is often more valuable than data for people

3

PLATFORMS TEND TO WIN

Platforms serve a two-sided market

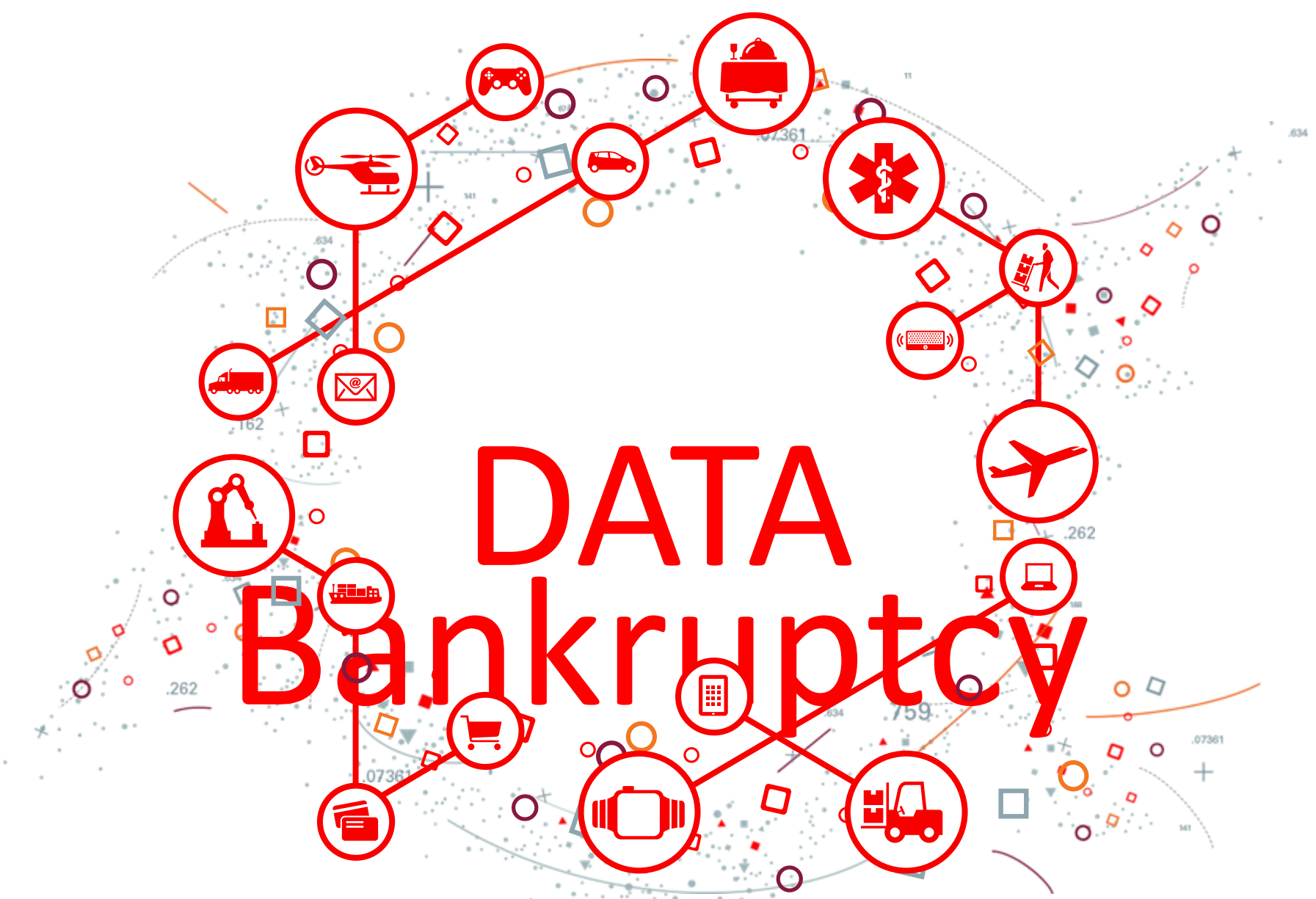
Definition: Growth on one side of the market encourages growth on the other side, generating a powerful network effect

Importance: Platform competition is appearing in markets that haven't seen it before



\$8 trillion
45% of S&P 500 market cap

Source: <https://www.wsj.com/articles/accountings-21st-century-challenge-how-to-value-intangible-assets-1458605126>



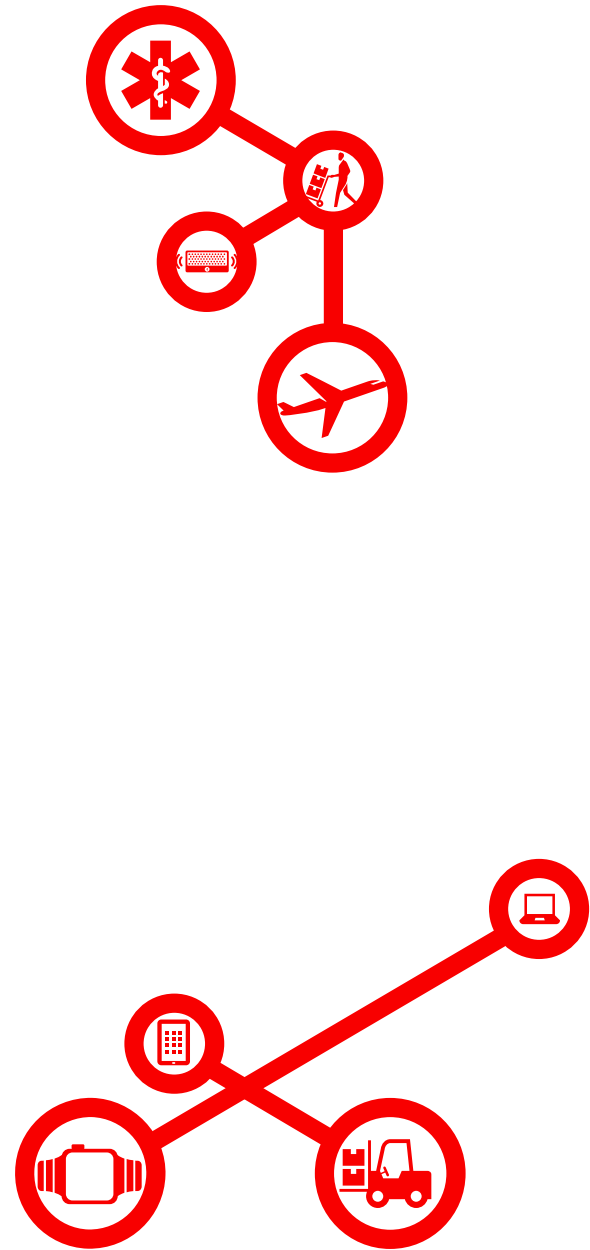
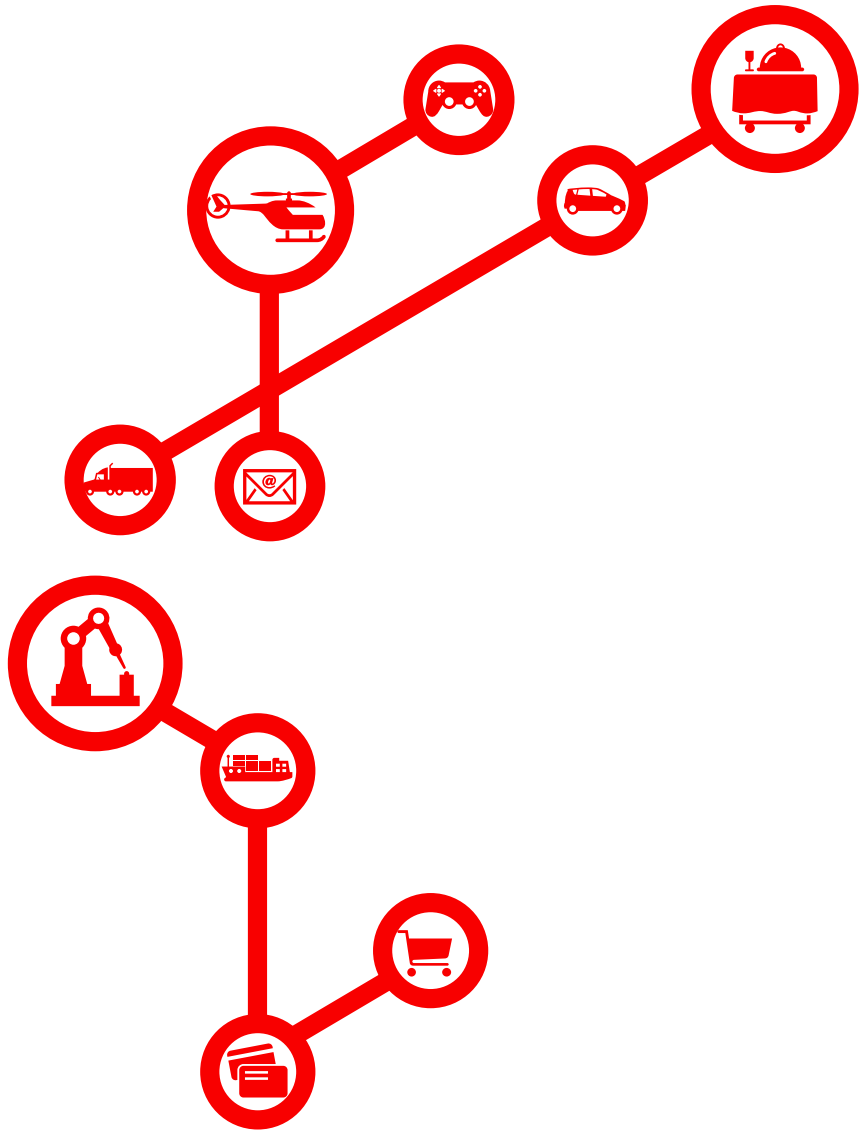
DATA Bankruptcy



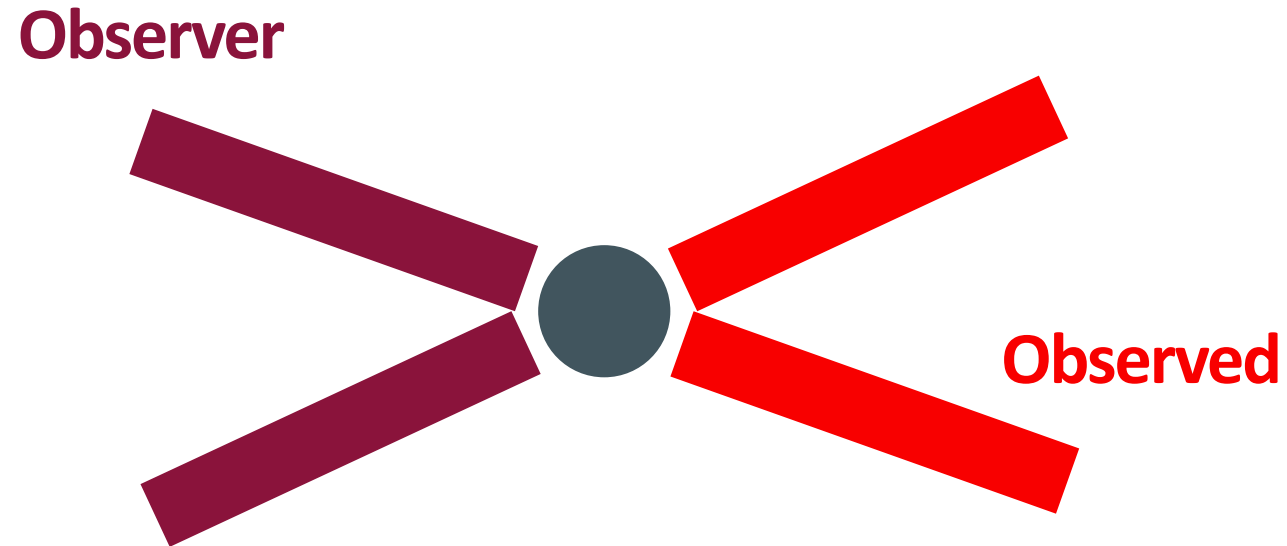
DATA Bankruptcy

Insufficient data
to meet your
digital obligations





GDPR Changes The Balance of Power



GDPR's change of Control over Observations changes the Balance of Power between Stakeholders

Observations = Data Capital

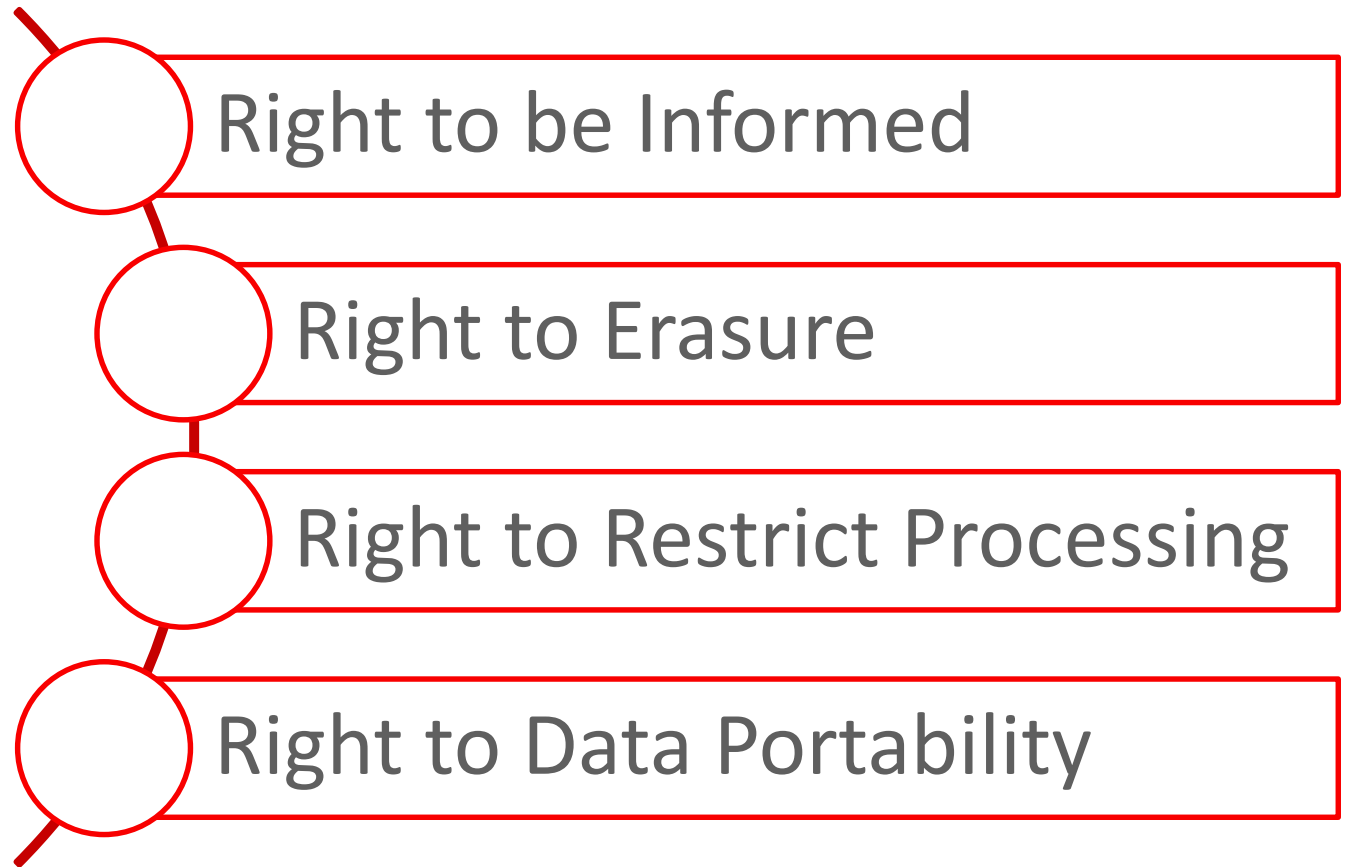
&

GDPR Shifts Control of Observations to the Observed



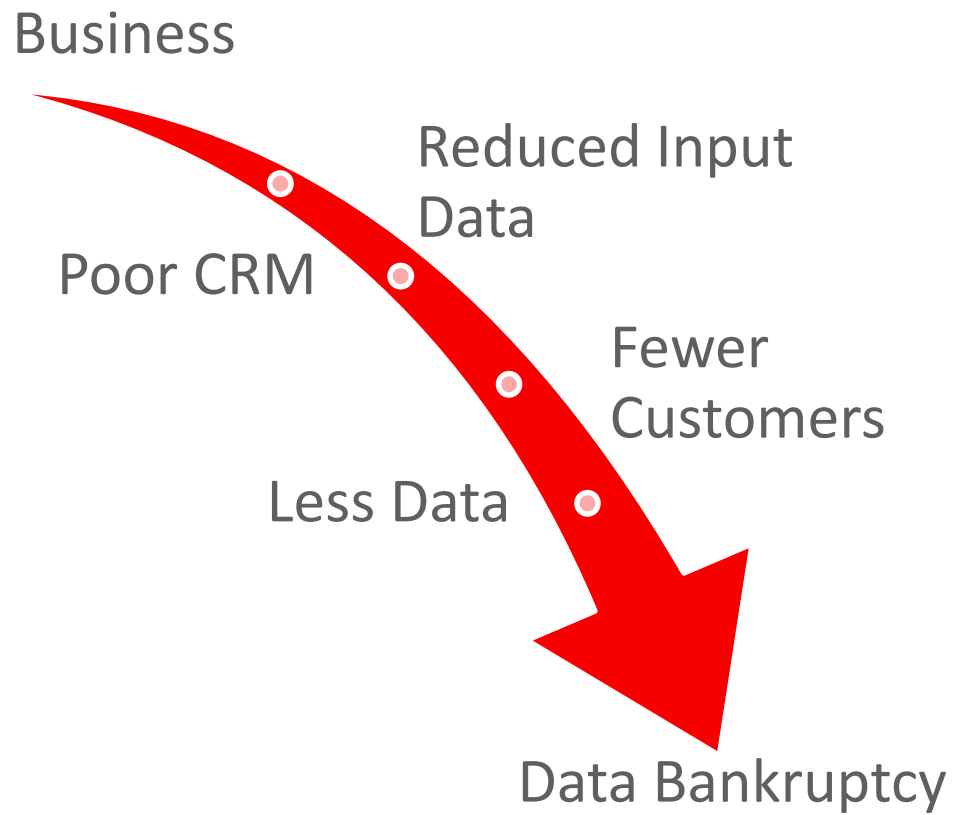
GDPR Increases the Ways in Which You
can Fall into Data Bankruptcy

GDPR's New Rights

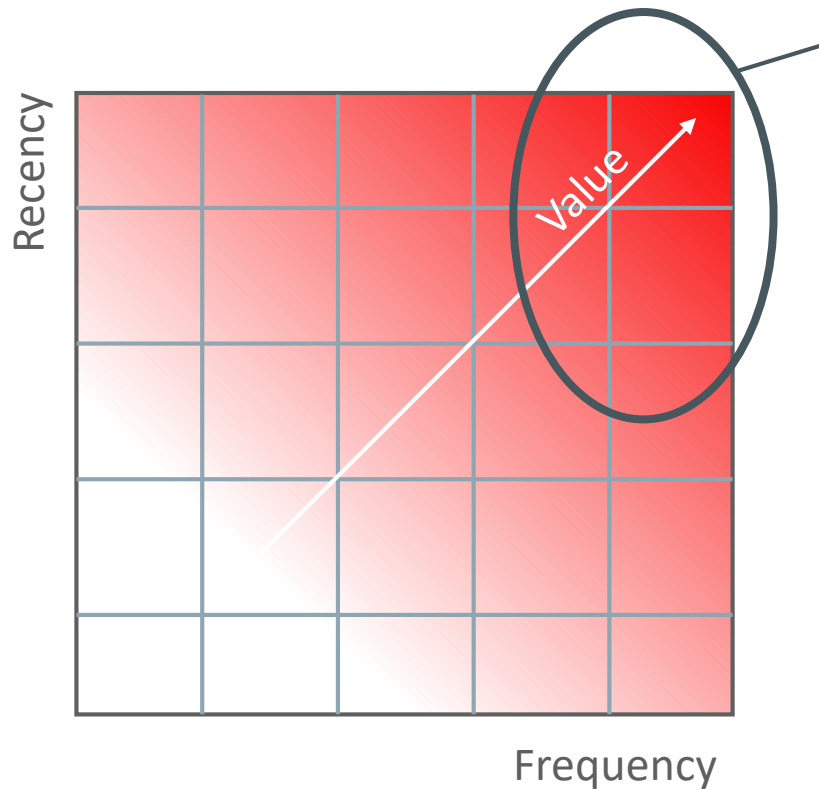


<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

Right to Erasure



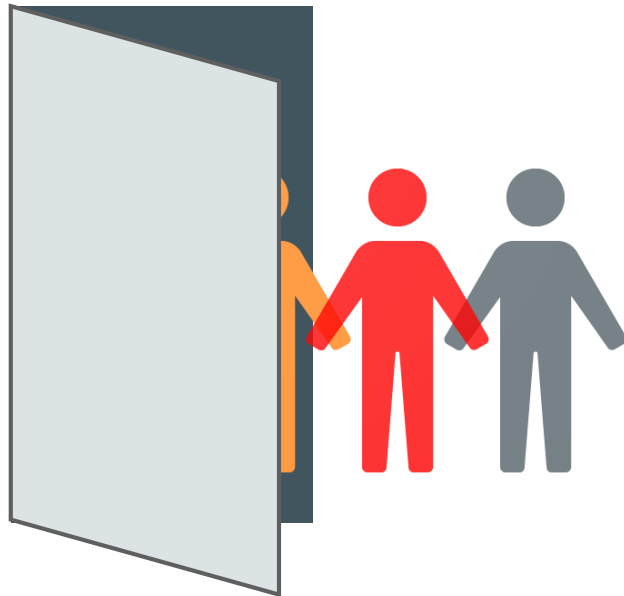
Right to Restrict Processing



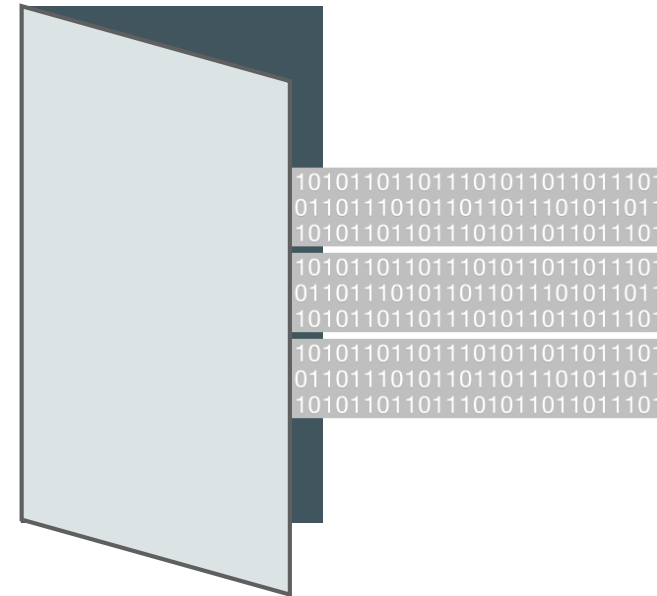
Request to restrict processing on their data

Right to Data Portability

Exit



Exit



ENTERTAINMENT

How the 'John Oliver Effect' Is Having a Real-Life Impact



HBO

By **VICTOR LUCKERSON** Updated: July 10, 2015 12:48 PM ET | Originally published: January 20, 2015

<http://time.com/3674807/john-oliver-net-neutrality-civil-forfeiture-miss-america/>

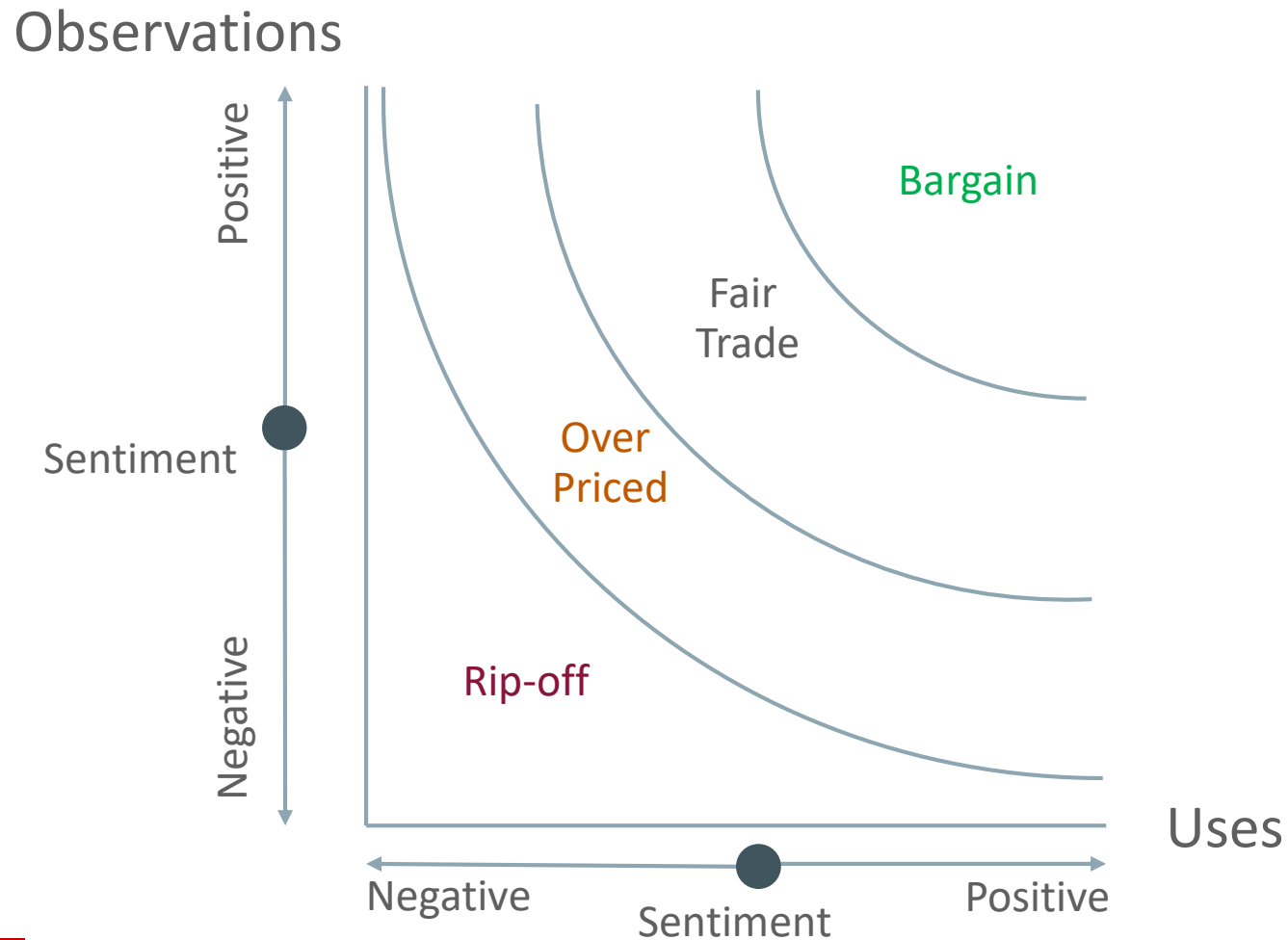
Compliance



Success

The Data Trust Frontier

How Your Customers Feel About Their Data Bargain With You



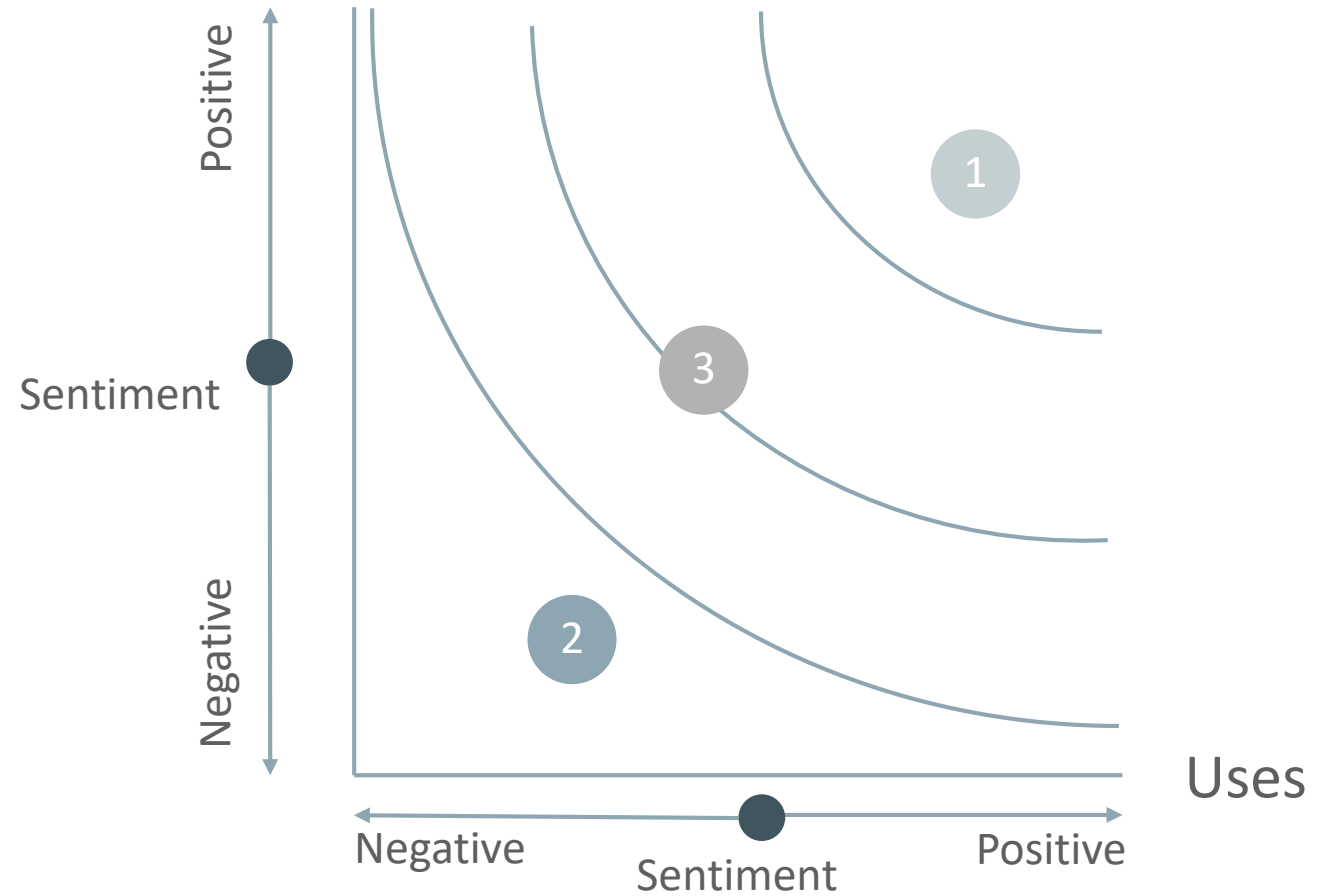
- 1 Ridesharing App, give location when needed for pick-up and drop-off
- 2 Ridesharing App changes settings to share location: always | never
- 3 Ridesharing App is *forced* to change settings to share location: always | when using | never
- 4 Company which forced the change

Observations



- 1 Asia - Ridesharing App with location sharing: always | never
- 2 NW Europe - Ridesharing App with location sharing: always | never
- 3 US: Ridesharing App with location sharing: always | never

Observations





Avoid Data Bankr

Assess your Data Usage

Stress Test your Algorithms

Build a Contingency Plan

Quantify Your Liability

st

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Avoid Data Bankruptcy

Innovate Inherently Secure

Make this your Culture

Communicate and Educate

Quantify Your Liability

st

antage

Avoid Data Bankruptcy

Change the Game

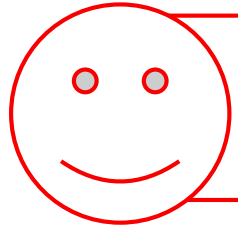
Create Value

Retain Talent

Understand Your Liability

t

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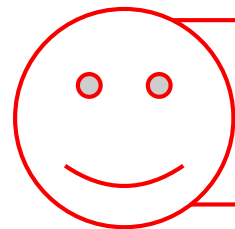


Ideas



Solutions

How Oracle helps You



Technology

Avoid Data Bankruptcy

WITH ORACLE



Understand Your Liability



Foster Trust



Create Advantage

Integrated Cloud

Applications & Platform Services

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