

ASSESSING THE VALUE OF DATA FOR SHARING



To benefit from the power of data analytics and big data, organisations can share data to maximise the value of their data assets and gain access to new insights.

Here's how you can assess what your organisation's data is worth.

OVERVIEW OF 3 VALUATION APPROACHES



MARKET APPROACH

What is the value of a similar data asset on the market?

If market value for identical or similar data is available

ACTIVELY TRADED MARKET

Value based on traded prices in an active market

MARKET TRANSACTIONS

Value based on transactions involving comparable data



COST APPROACH

What is the minimum value to cover costs and generate margin?

If the data can be reproduced or replaced

REPRODUCTION COST

Value based on the estimated cost of reproducing replica of data

REPLACEMENT COST

Value based on the estimated cost of replicating the utility of data



INCOME APPROACH

What incremental value can the data consumer generate with the data asset?

If the net cash flow benefits of the data can be reasonably quantified

INCREMENTAL REVENUE

Value based on the estimated incremental revenue from the data, after additional costs

REDUCED COST

Value based on the cost savings from using the data

Organisations may wish to use more than one approach to yield a range of potential values. The final value will be influenced by organisational and market-related factors.

For more information, visit www2.imda.gov.sg/ai-and-data