



The governance platform for secure data sharing

Today's presentation...



Ed Harris

Data Republic

- Introduction to Data Republic
- Our partnership with SAS
- What's possible with SAS on Data Republic

A person is standing in front of a whiteboard, looking at it. The whiteboard is covered with various terms related to data sharing, including PI, Safety, Trust, Visibility, Permitted Use, Security, Governance, Privacy, Permission, and Encryption. The person is wearing a dark shirt and is seen from the back. The background is a solid blue color.

PI

Safety

Trust

Visibility

Permitted Use

Security

Governance

Privacy

Permission

Encryption

What comes to mind when you think of data sharing?

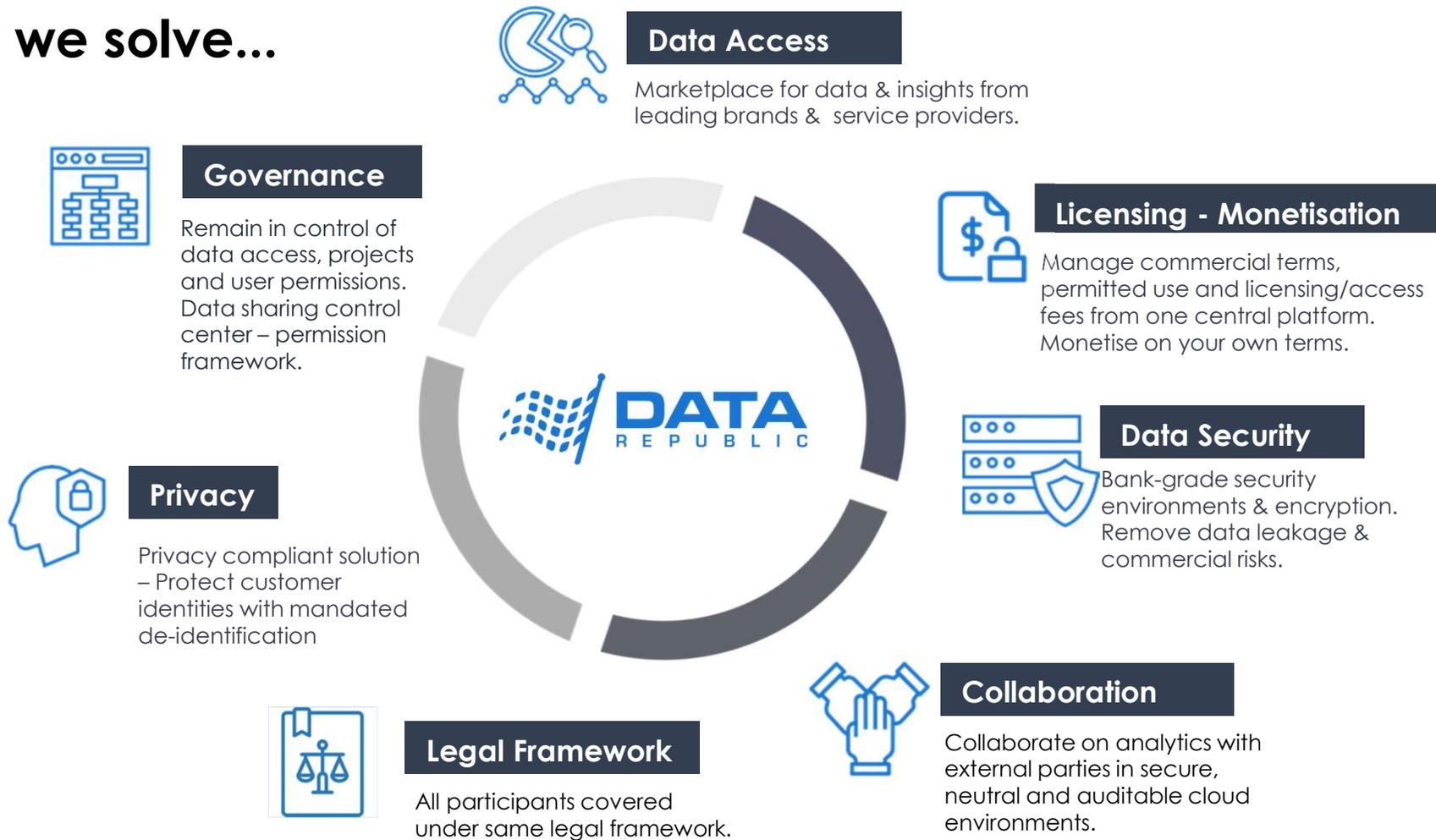


Data Republic is Australia's fastest growing data exchange ecosystem.



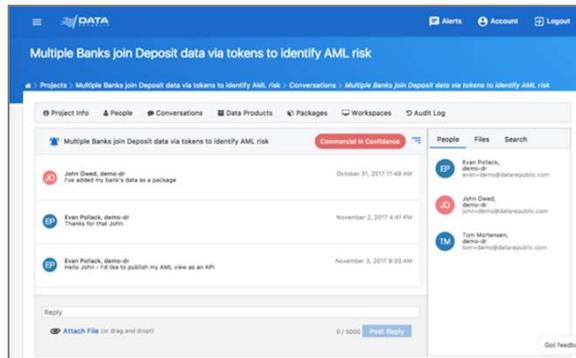
Data Republic is a Data Exchange Platform (DXP) and marketplace where organizations can safely share and license data.

What we solve...

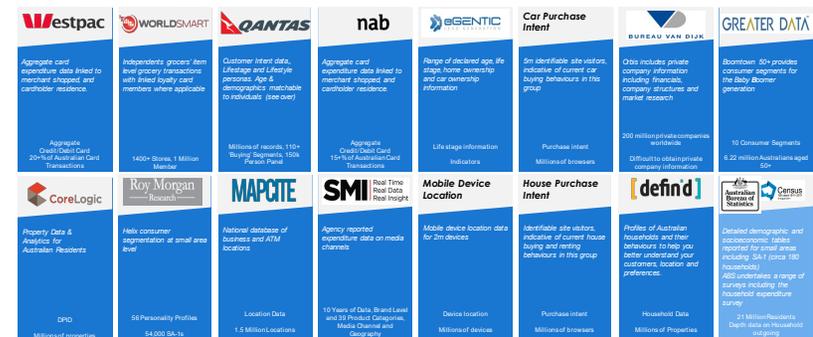




Senate Platform - licenced data governance technology



Data Marketplace – access to insight rich second party datasets



Comprehensive legal framework and privacy protections



Ecosystem and Industry-leading cloud analytics tools. Collaborate securely



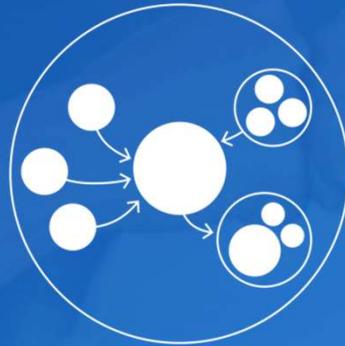


+



World-first

Pay-as-you-go pricing for SAS
tools in Data Republic
Governed spaces!



*Over 100 active participating
companies in ecosystem.*



**Access exclusive
datasets to
unlock insight**

**Collaborate on
shared-data projects
across teams
(or with new partners)**

**Enjoy flexible
PAYG pricing for
powerful SAS tools**

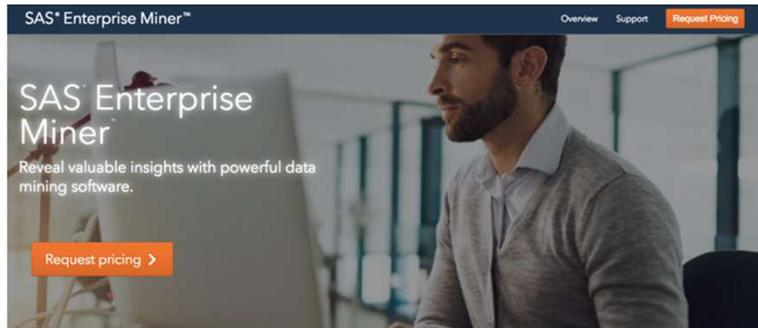


Leverage your SAS skills in a project on Data Republic's Senate Platform



SAS® Data Quality

Up to 40% of all strategic processes fail because of poor data quality. Join the 60%.



SAS® Enterprise Miner™

Reveal valuable insights with powerful data mining software.



SAS® Office Analytics

Guided, self-service BI that makes your data work for you.



Coming soon.....



SAS® Viya®

**What's possible with SAS &
Data Republic?**

Data Enrichment

Unlock
business &
market
insights

Build detailed market share, market size and geospatial insights on spending behaviours

Data Republic's marketplace offers powerful transactional datasets, covering every industry and demographic across Australia.

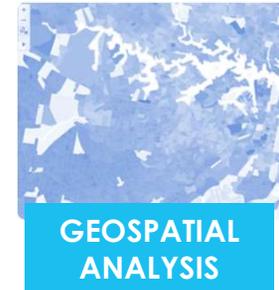
Launch a project to complete key 'data gaps' with high-fidelity data from major banking institutions.



Understand your market share compared to industry norms and track change over time.



Evaluate your total market opportunity by relevant product, demography, or geography.



Identify local and regional growth opportunities for your business.



Derive marketing attribution reports from real data to close the loop and measure real ROI.

“This partnership gives us a deeper level of consumer insight than we have ever had while still protecting the identities of the consumers. By being able to marry up users’ offline habits with our existing database we allow advertisers to better target their campaigns and achieve better results. ”

Alex Parsons,
Chief Digital Officer,



“This partnership allows us to get more out of the data we already have, but in a safe and secure environment that provides the highest levels of governance.

“Through the cloud-based platform we will now be able to access trusted experts and other partners to develop useful insights for our customers in hours rather than months.”

Emma Gray
Chief Data Officer



Internal Hackathons & Datathon enablement

Securely combine anonymized datasets from across your business (and even from partners/subsidiaries) and launch a team 'Datathon'

WHY DATA REPUBLIC?

- Maintain data security & trackability
- Cloud collaboration workspaces
- Analytics at scale - no internal IT setup
- Enrich Datathon potential with external datasets
- Leverage Data Republic ecosystem, Partner Network, Data Contributors and reach for Datathon participants

COLLABORATE ON NEW MODELS & INSIGHTS

PRODUCT INNOVATION – TEST CONCEPTS

TRUE 360 CUSTOMER VIEW

'HACK' YOUR OWN DATA – PRODUCTIVITY OUTCOMES

DATA FOR GOOD – MARKETING OUTCOMES

INTERNAL, INVITATION ONLY EVENTS

CSR, PUBLIC EVENTS EMPLOYER BRAND



MELBOURNE
BUSINESS
ANALYTICS
DATATHON



MELBOURNE
BUSINESS
SCHOOL



“

The Datathon epitomises our vision to 'Transform decision making through business analytics'. By partnering with the Victorian Government and world-class brands such as SAS, AWS and Data Republic, we were able to attract Australia's top analytics talent to develop innovative solutions very real problems by applying analytics to never-before-combined disparate data sets.”

Mark Alexander,
Melbourne Business School
Centre for Business Analytics
Executive Director

250 Contestants

60 Teams



Innovation & Product incubation

Leverage Data Republic's secure environments tools to underpin secure 'innovation sandboxes'

Test and evaluate new technology against your data in days, not months



- ✓ Secure cloud collaboration environment – no leakage risk
- ✓ Develop new models, products, services using enriched data from the Data Republic marketplace
- ✓ Test new data partnerships with existing or new partners (or even suppliers)

Getting started is simple.

www.datarepublic.com

How to get started...

Sign up to Data Republic & get your Senate Platform credentials

Join Data Republic

01

02

Scope Project

Talk with the friendly Data Republic team about what you'd like to achieve with your first Senate Project

Explore available datasets and request data from Data Contributors

Browse Catalog

03

04

Governed space

Select your SAS tools -
Launch your secure governed space

Jump into analytics!

Enjoy PAYG SAS terms for tools

Get to work!

05

FAQS

- How is the pricing structured?
- How much does data access cost?
- What is a 'governed space'?
- How do you protect privacy?



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