



# Digital Catapult

## The Data Catalyser: Collaborative Proprietary Data Innovation

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# Digital Catapult: Who are we?

A national centre to rapidly advance the UK's best digital ideas – both Creative and ICT

Completely neutral  
...but “can do”

Not for profit, private  
limited company

# Our mission

To unlock proprietary data in  
faster, better and more trusted ways



**We are NOT a funder, incubator  
or accelerator**

**Our aim is to work with these  
organisations, not duplicate**

# Why Proprietary Data?



90%

of data is closed  
or personal

**If data is the new oil, then personal and closed data is the new rocket fuel**

**Building platform enablers – for new ideas**

**Our focus is on the Data Value Chain**

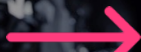




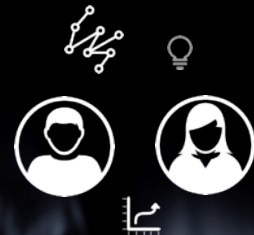
# Closed Organisational Data



Creating secure environments



UK organisations can safely mix closed data



Open data up to data innovators

## What is the Catapult Doing?

**DIGITAL  
CATAPULT**  
DATA CATALYSER



Greater Manchester  
Data Synchronisation  
Programme

**DIGITAL  
CATAPULT**  
ENVIRONMENTAL  
DATA EXCHANGE

# The challenge

- Organisations create large volumes of data
- Primary value is sometimes well understood: secondary or tertiary value usually not known or realised
- Privacy & other commercial concerns mean data is rarely shared
- Huge amount of potential value untapped
  - A lack of trust in platforms to securely mix data
  - Limited neutral parties to facilitate engagement
  - Trouble finding the right talent in the industry to generate innovative insight

# The opportunity is horizontal

Vertical = Limited use cases eg fraud



Horizontal = Many use cases

Examples:

- Mobile phone data to alert social care if patient is unexpectedly idle
- Shopping data may be used to inform healthcare advice
- Bank data to inform targeting of retail offers



# Our Solution: The Data Catalyser

The Data Catalyser is a suite of services enabling organisations to **create value from mixing closed datasets**

## Secure platform

- Certificate based security
- Fully audited and monitored
- Business Impact Level 3 equivalent

## Legal framework & best practices

- Complete contract set
- Industry wide best practices
- Intellectual Property sharing templates

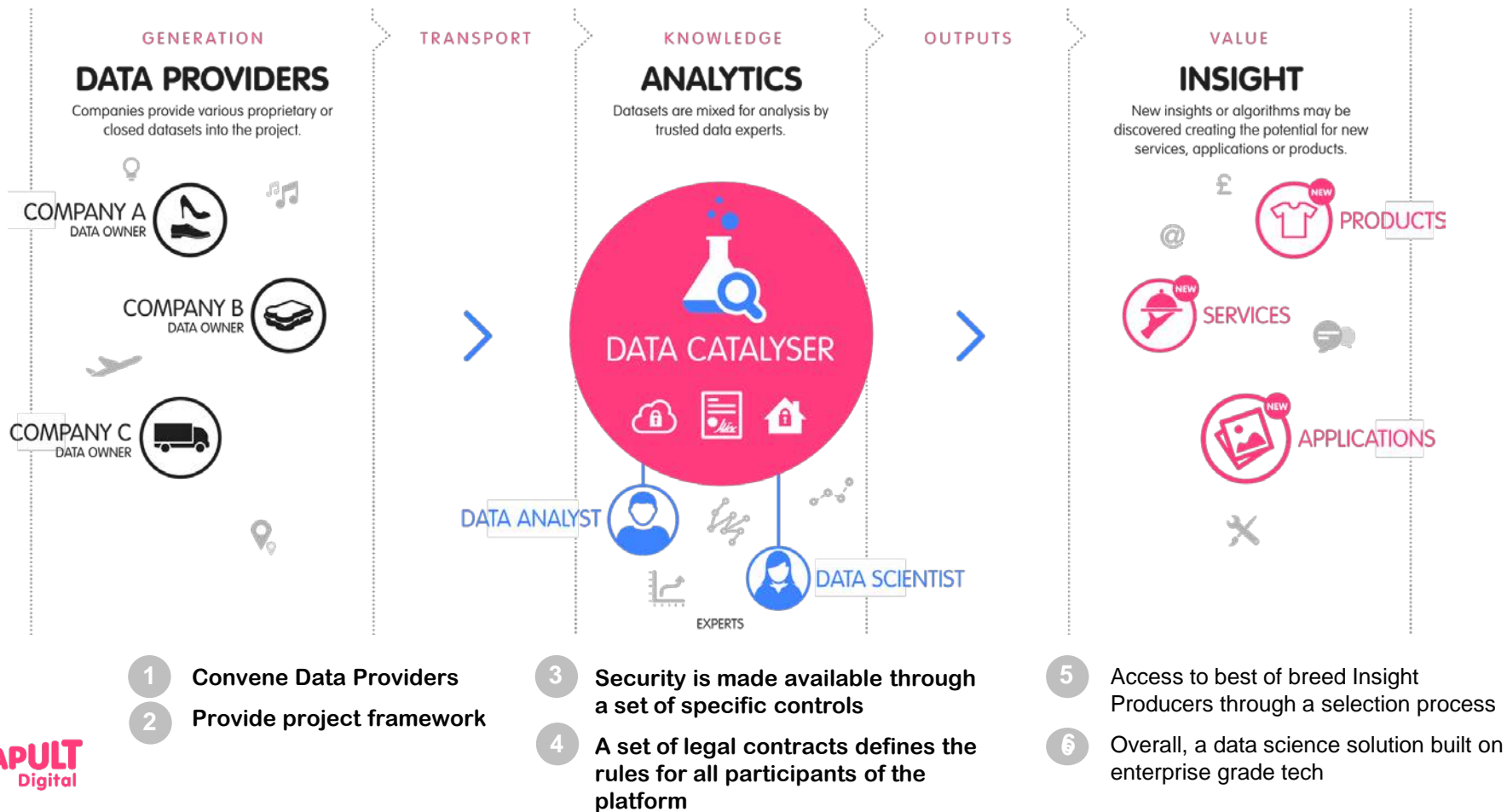
## State-of-the-art analytics

- Secure cloud-based system, R
- Analysis by trusted innovators

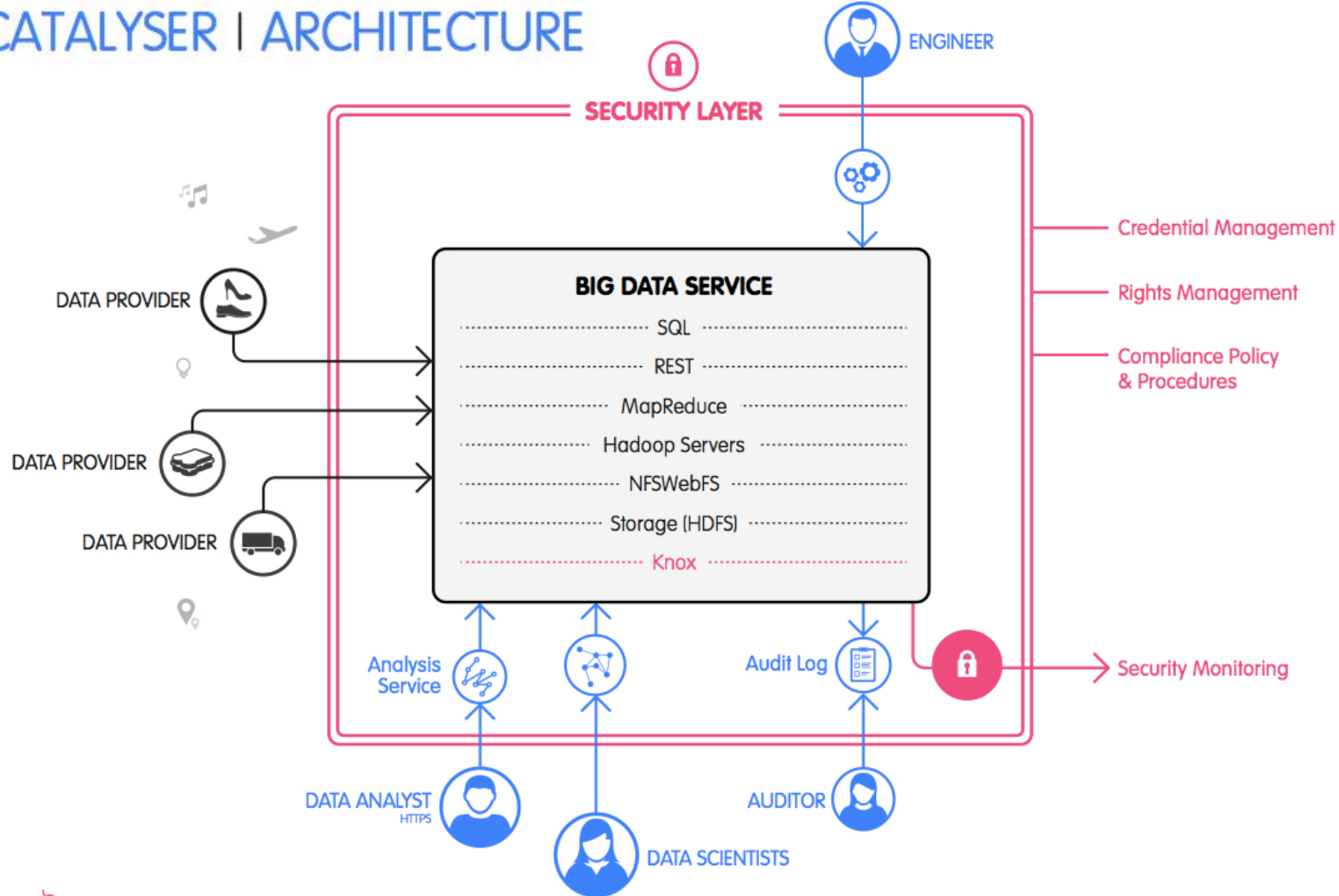
## Proven delivery capability

- Active Project Management
- Access to world class data scientists

# Offering Structure



# DATA CATALYSER | ARCHITECTURE



# Use Cases – mixing proprietary data

## Transport provider

- Customer journeys volume decline
- Mix travel data with retail/health/etc
- Insight into customer behaviour and future planning

## Non for profit organisation

- Aggregate insights across departments
- Challenge mostly technical

## Energy market

- Wind-farm companies wish to have more data on mechanical performance
- Catalyser allows sharing conclusions without sharing raw data

## Internet provider

- Goal is to develop new products based on terabytes of usage data
- Mix with social data and open data to predict future behaviour

# Thank you

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