



## The Outcome



### BUSINESS GROWTH

Identified and onboarded dozens of paying customers



### PROCESS EFFICIENCY OPTIMIZATION

Stood up repeatable operational processes for the newly formed sub-business



### ADDITIONAL REVENUE STREAM

Built an internal business unit that has a 75% profit margin

## AUTOMOTIVE

# Driving Business Growth Through Data Monetization

Companies using antiquated technology to share data (FTP, email, shared folders, spreadsheets, etc.) often are leaking data to unintended parties. This lack of control can cost companies in both data loss and the potential to capitalize on monetization opportunities.

A Global 100 company needed support in transitioning from its antiquated data sharing system to a modernized, scalable and secure technology infrastructure that enables robust data management, analytics and innovation capabilities. Through this transition, Two Roads helped the client build a highly profitable, multi-million dollar business using existing data assets.

By leveraging existing data assets, Two Roads helped the client identify customers, build a catalog of data offerings, price the offerings, develop contracts, and stand up operations for billing and support. This resulted in a business unit that has a 75% profit margin, and ROI in three years that continues to deliver millions of dollars a year in revenue.

## INDUSTRY

Automotive

## SERVICES

Strategy & Planning  
Technology Modernization  
Data Insights