

# Expectation versus reality for payments data monetisation

Identifying the data-led services corporates want.

Research conducted by Celent on behalf of Icon Solutions and MongoDB surveyed 217 corporate treasurers and CFOs and 168 senior bank executives globally, providing unique insight into the business challenges facing corporates and their expectations for data-driven services, along with banks' plans to address emerging customer requirements through payments data monetisation initiatives.

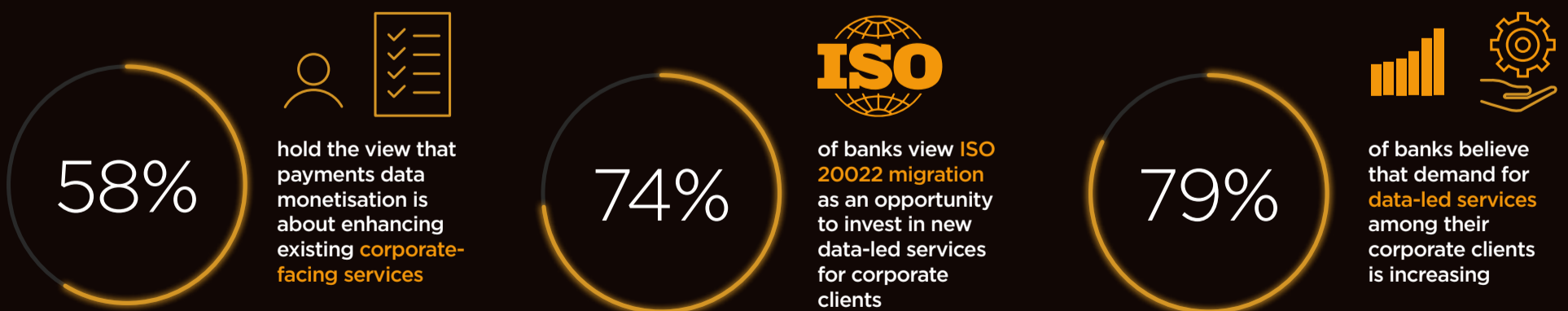
## Why payments data monetisation is a key strategic priority for banks ▼



## The bank data services that corporates will pay for ▼



## Why data monetisation is a product strategy, not a product ▼



[Download your copy of the research here](#)

