Huwise

Opendatasoft becomes Huwise and sets goal of becoming global leader in data product marketplaces

Boston, Mass and Paris, France, September 30, 2025. Building on its 14 years of experience, SaaS provider Opendatasoft today announced a major strategic shift, with the general availability of its data product marketplace solution, and a rebranding to become Huwise (a combination of Human + Wise).

This pivotal step reaffirms and extends the company's mission - enabling everyone within organizations, whether business users, technical experts or AI, to seamlessly access, consume and create value from data.

With over 3,000 projects already successfully deployed in 25 countries, Huwise has set the goal of becoming the global leader in data product marketplaces, centralized, self-service spaces where both humans and AI can intuitively find and consume data products and other data assets.

Jean-Marc Lazard, Chairman and co-founder of Huwise, commented *"Over the last decade effectively governing and using data has become central to competitiveness and innovation. This need has been accelerated by the rise of AI, which requires accessible, reliable data to deliver on its potential. For 14 years, Huwise has been at the forefront of data sharing solutions that create value for the entire business, not just technical teams. By developing our capabilities in line with user needs, we are now aiming to become the global leader in data product marketplaces, providing the essential foundation to fully democratize data sharing across the organization, scale data use and create even greater value."*

Huwise transforms to revolutionize access to information and data within organizations

A pioneer in data democratization, Huwise is focused on helping all organizations transform their data into a source of knowledge, innovation and performance through the evolution of its solution into a data product marketplace.

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Based on an intuitive, e-commerce marketplace-style experience, Huwise's solution enables organizations and their employees to provide secure, compliant access to data in the right formats to deliver usage and value.

Through the data product marketplace, organizations can now manage and share a wide selection of data assets through self-service: data products, datasets, visualizations, assets from data catalogs, BI reports, documents, and more.

The user experience is central to the Huwise data product marketplace, with features that include:

- Native connectors and APIs to connect to all data sources and data management solutions
- AI & MCP servers
- Intuitive data catalog for rapid adoption
- AI-based semantic search to discover & reuse
- Over 50 processors to enrich data and 50,000 public datasets to access
- Configurable and measurable conversion funnel
- Data lineage = measurable ROI
- No-code data visualization tools
- Multi-format sharing (pages, APIs, apps, exports)
- Secure and controlled access workflows
- Flexible, sovereign and compliant cloud

Franck Carassus, Chief Commercial Officer and co-founder of Huwise, added: "*Our rebranding reflects a profound evolution of our product, in response to the needs of data leaders to serve the entire business. As Gartner acknowledges in its [2025 Hype Cycle for Data Management](#), data product marketplaces are emerging as organizations seek to scale their data product programs. Our solution makes it possible to deploy internal or external data product marketplaces in record time, helping organizations increase ROI on their existing data investments and provide independent, self-service access to data for all, improving business performance and information.*"

Enabling organizations to connect AI agents to real-world operational data

Organizations increasingly want to deploy AI agents in-house, requiring links to operational data. Building on its expertise in making data available via APIs, Huwise has created a turnkey Model Context Protocol (MCP) server to feed its customers' AI agents with data from their data product marketplace.

David Thoumas, Chief Technology Officer and co-founder of Huwise, said, *"Organizations are looking to adopt AI to strengthen human capabilities and drive innovation. Thanks to our new MCP server, operational data will feed directly into AI agents and enterprise applications, allowing business users to interact more easily with data and transform their processes. This paves the way for complete synergy between intelligent agents and operational data, finally unlocking the full potential of data and AI."*

Strategic roadmap focuses on international expansion

A pioneer in the democratization and sharing of data, Huwise already has a strong presence in the energy, public sector, mobility and transport sectors and currently generates 40% of revenues outside the French market, particularly in Europe, North America, the Middle East and Australia. With its new strategy it aims to accelerate international sales and to target new sectors such as technology, banking and finance, and retail.

Integration through major technology partnerships

Interoperability across the data management stack is essential to driving data sharing and ROI. To enable this Huwise has forged strategic partnerships with technology leaders including Precisely, Informatica, Collibra, Snowflake and Databricks.

About Huwise

Huwise helps data leaders transform their data into a source of knowledge, innovation, and performance.

We design a SaaS data product marketplace solution tailored to business teams and non-expert users, making data accessible, actionable, and value-generating. With Huwise, organizations provide employees and partners with secure, self-service access to their data products through a single platform.

In just a few weeks, we can deploy any type of data product marketplace, whether internal or external.

Today, more than 350 clients across 25 countries rely on Huwise to accelerate their data initiatives, with over 3,000 platforms already deployed worldwide. Backed by 14 years of expertise in data management, we deliver tailored support to address the business use cases of our clients.

Huwise

Press Kit

[New Huwise logo](#)

[Huwise Announcement Video](#)

[Product Video](#)

[Co-Founders Rebranding Announcement Video](#)

[Photo of the co-founders](#)

[Video illustrations of the capabilities of the data product marketplace](#)

For more information

Chris Measures
PR for Huwise
chris@measuresconsulting.com
+44 7976 535147