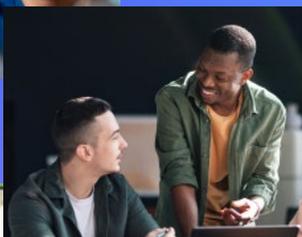


# Data product marketplaces

## [ demystified ]

A practical guide for data leaders to generate data value for business users



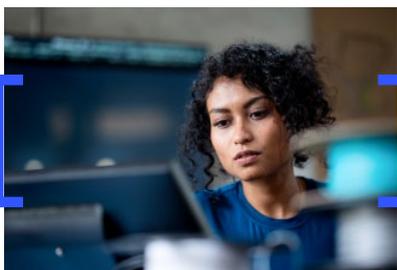
Huwise

# Why existing solutions fail to scale data consumption

Enabling seamless data consumption is essential to becoming a data centric organization, bringing benefits around greater efficiency, better decision-making, and increased productivity, while enabling innovation, the launch of new monetizable services, and providing a foundation for successful AI adoption.

Yet existing tools, such as data catalogs fail to scale data consumption or unlock value.

**Industrializing data consumption across companies and ecosystems is the key responsibility of all data leaders.** This guide has therefore been written to help you choose the optimal approach to deliver on this objective and maximize value from your data through data products and data product marketplaces.



The stark fact is that currently data consumption is not happening at scale. This is due to multiple factors - primarily that the enormous exponential growth in data volumes, velocity, and sources has created complex data stacks with data scattered across the organization, in various types (datasets, dashboards...) and multiple solutions. While it manages this data tsunami, the modern data stack involves a multitude of tools, bringing a real challenge around interoperability.

At the same time, there is a growing need to make this data available to a range of audiences/personas - non-technical as well as technical. However, currently data is not available in an easily understandable or consumable format. It is not packaged, contextualized or offered as a product that can be easily used by either human business users or AI agents.

## Data product marketplaces are a fast-emerging solution to the challenge, delivering self-service access to data for business users

While traditional solutions such as data catalogs are available, these simply provide a technical, often automated, inventory of all data. They focus on metadata and do not provide enough actionable insights about the business value of the data and its quality, condemning them to be solely used by technical users. They may help with data management, but they do not solve the pressing requirement to increase data consumption across the business.

How can organizations both manage their data and make it seamlessly available for consumption? Data product marketplaces are a fast-emerging solution to the challenge, delivering self-service access to data for business users, while enabling the publication, management and governance of a range of data assets, including data products.

They are essential to both data democratization and the accurate training of AI agents and models.

This practical guide therefore outlines how Chief Data Officers (CDOs) and other data leaders can get started with **data products and data product marketplaces**, sharing key best practices to follow to deliver success and generate ongoing value from their data.



**Jean-Marc Lazard**

President & Co-Founder,  
|luwise



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# 1

## Why data products and data product marketplaces are the [ key enabler ] of data value

### What is a data product?

Raw data has limited usability for the wider organization. To generate value for business users, data leaders therefore need to find solutions to transform it into data assets that do have business value, and are usable and reusable by employees within the business.

Data products turn data into value, but require data product marketplaces to share them seamlessly with all, providing direct access to data through self-service and an intuitive experience.

A data product is a specific, actionable and high-value data asset. It is different to other data assets for five reasons:

#### [ 1 ] Business need

It meets a specific, identified and significant/critical business need.

#### [ 2 ] Ready to consume

It is ready to consume, including everything needed for business users to consume the underlying data through specific output ports (such as tools, visualizations and interfaces). It hides the technical details of data and processes from the users, although this is available for access if required to ensure trust.

#### [ 3 ] Large user base

It has a large potential user base, delivering widespread value.

#### [ 4 ] Continuously monitored

It is continuously monitored, upgraded and improved - it is not a one-off report.

#### [ 5 ] Data contracts

It is governed by data contracts that provide SLAs for data quality, how it can be used, and who has access to it.

Not every asset has to be a data product. However, data products are the best way for business users to consume data at scale as they provide direct value. They are also a key part of the AI ecosystem, enabling data to be consumed by AI agents. Data products can be used to make data easily consumable, to create new uses and services, to drive business change or to monetize an organization's data.

Data products are a key part of [the data mesh approach](#)<sup>1</sup>. However, they can be created without a data mesh in place. They require multiple components to operate successfully, as shown in the diagram below.

*"A data product is a curated and self-contained combination of data, metadata, semantics and templates. It includes access and implementation logic certified for tackling specific business scenarios and reuse. A data product must be consumption-ready (trusted by consumers), kept up to date (by engineering teams) and approved for use (governed using data contracts/agreements). Data products enable various data and analytics use cases, such as data sharing, data monetization, domain analytics and application integration."*

**Gartner®, 2024**



1 Data mesh is a decentralized, federated approach to data management that enables data sharing and data democratization across the organization.

# Key Technical Components of Data Products

**Governance**  
for approved access  
and meeting SLAs

**Delivery and provisioning**  
through DataOps

**Design**  
for creation

## Data contract

- ✓ Terms and conditions
- ✓ Access controls
- ✓ Pricing and FinOps support
- ✓ Data quality
- ✓ SLAs

- ✓ Environment configurations
- ✓ Versioning
- ✓ Semantics and metadata
- ✓ Interfaces and templates

- ✓ Regression test packs
- ✓ Continuous integration
- ✓ Integrated databases
- ✓ Pipelines

The use of data products is growing rapidly. According to the Gartner Chief Data and Analytics Officer (CDAO) Agenda Survey for 2024, 50% of respondents have already deployed data products, and another 29% are committed to piloting or considering deployment within the next year.



[ 50% ]

of respondents have already deployed data products

# What is a data product marketplace?

A data product marketplace is a standardized, centralized collaborative platform designed to promote and enable the consumption of data products and all kind of data assets. It enables three key functions:

## Publish

Data producers can easily publish data assets, including data products

## Discover/Explore

Data consumers can seamlessly find, access and consume data assets through self-service

## Manage

Data governance teams can approve/audit access, usage and see any changes to those data assets



Orchestrated by administrators/platform operators, the data product marketplace works just like an e-commerce marketplace. It connects buyers and sellers, meeting both of their needs and enabling them to interact seamlessly. Consumers benefit from the ability to sort data products by popularity, ratings, and relevance, building trust and driving usage. Producers are able to promote specific, high-value data products and understand who is using their data, and for what.

Built on an intuitive user experience, customized to company look and feel, the data marketplace is independent of the underlying systems used to create and manage data or where it is located. Essentially, it adds a level of commercialization to a company's data catalog, moving from providing a technical data inventory to making data understandable, shareable, and consumable at scale.

*"Our marketplace has really helped us raise awareness about the importance of sharing data within the company. It has brought different teams together and facilitated interactions by giving them access to a single data marketplace."*

**Data Leader, energy sector**



A data marketplace can be **internal**, **shared externally with selected partners/customers** (an ecosystem data marketplace) or be a **public data marketplace** (with information available to all as open data). Data can be available freely to qualified users or monetized.

Data product marketplaces democratize data consumption through a collaborative, self-service solution, delivering a step-change in productivity, innovation, ROI and transparency.

A data product marketplace is built on three pillars:

## [ 1 ] Data governance

Including a catalog of all available data, wherever it is stored (business applications, data lakes and warehouses, BI & data visualization solutions, the cloud), a business glossary, data quality, metadata management and data lineage capabilities

## [ 2 ] Seamless management

The ability to securely manage data access, deliver a personalized experience, automate administration and monitor data use through analytics

## [ 3 ] Intuitive, self-service user experience

Including powerful semantic search to aid data discoverability, collaboration features and data sharing in multiple ways (including visualizations and APIs to downstream tools including LLMs for generative AI (GenAI) support)

# The benefits of data product marketplaces

## Internal B2B Data product marketplaces

### Productivity

- ✓ Ability for data teams to manage growing data volumes and user requests
- ✓ Increased productivity for business users

### Innovation

- ✓ Creation of new digital service offerings and the generation of new revenues

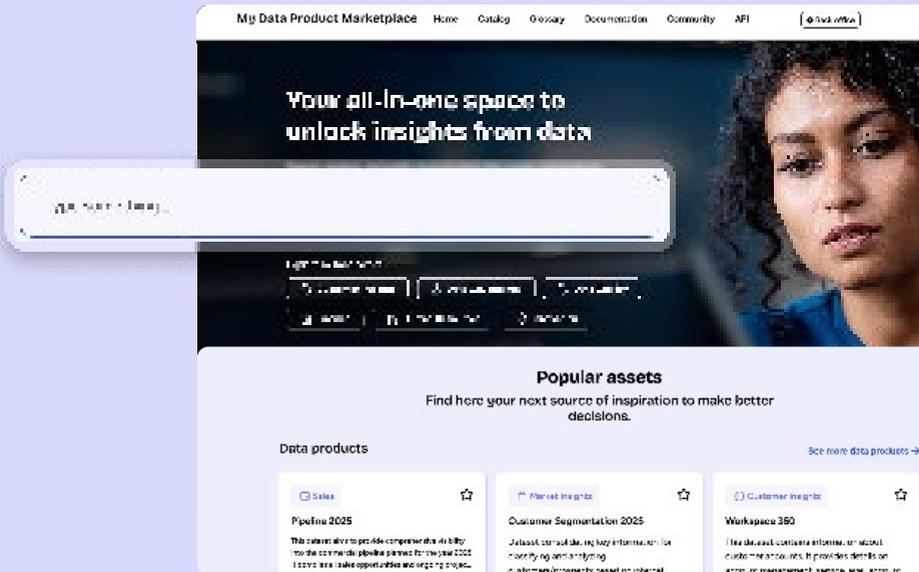
### Optimization

- ✓ Maximize budgets and investment in data tools and programs

## Open Data product marketplaces

### Transparency

- ✓ Risk management - meeting compliance and regulatory obligations, ensuring communication and engagement



# Why data product marketplaces are the best way to share data products

Effectively sharing data products is critical to their widespread adoption. Data products can be shared manually through email on an individual basis, via internal wikis/ corporate websites or through existing data management solutions.

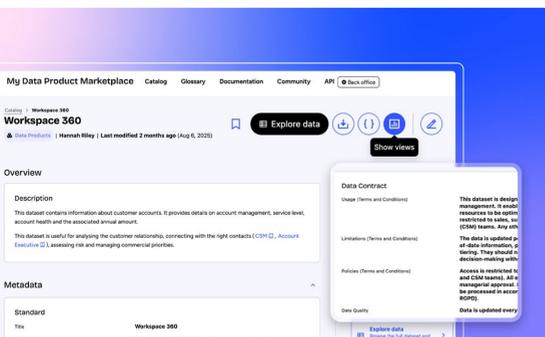
However, these methods fail to deliver an engaging experience to data consumers, especially non-technical audiences, while not providing governance and control for data teams.

*"The main lever for the successful democratization of data is its availability through agreed distribution points where any data management issues have been solved. This makes it possible to know who is producing the data, where to find it and how to consume it."*

## CDO, Financial Services



Data product marketplaces are the optimal collaboration platform for producers and consumers of data products. They are designed specifically to meet the needs of data producers, consumers, and governance teams and automate the delivery, availability and consumption of data assets, especially data products. **Data product marketplaces showcase, publicize and highlight data products, thus driving their consumption.**



## → For producers

They enable them to build data products within the marketplace or publish products that have been created upstream. They can easily share and monetize data products while ensuring compliance and governance.

## → For data consumers

They go beyond static data catalogs to make it simple for users to discover and access data products, providing direct access to the data product itself along with the ability to interact with producers and leave feedback. Data products can be consumed either within the platform itself (such as through visualizations) or through other output ports such as APIs.

## → For data teams

They enable effective governance and security, allowing them to track and measure the consumption of data products and other assets and therefore continually improve the experience, and the range of available data

### Ways of creating and sharing data products on a data product marketplace:



#### Shop

Products and assets are created and managed by a central data team

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#### Data mesh

The ability to securely manage data access, deliver a personalized experience, automate administration and monitor data use through analytics

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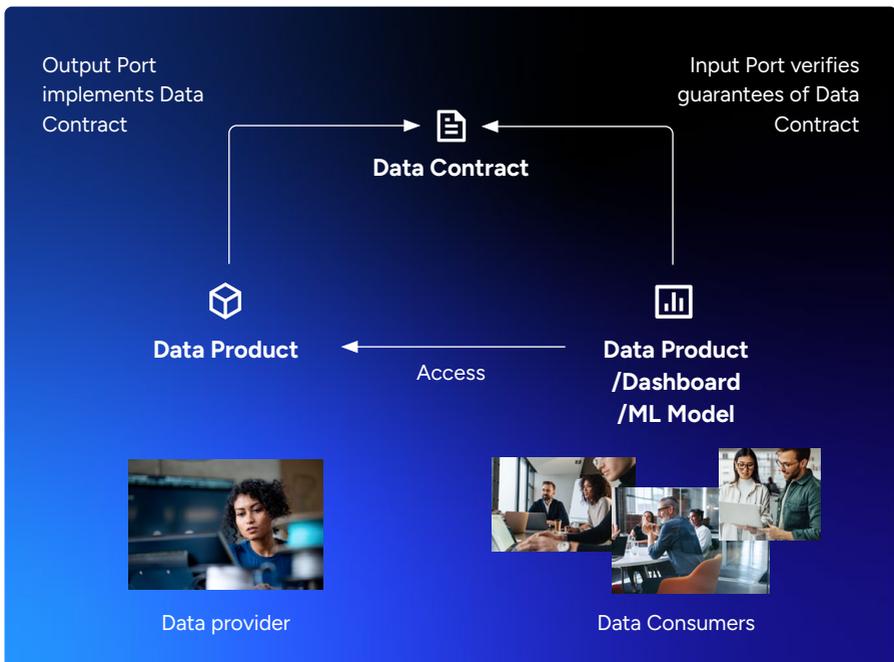
#### Peer-to-peer

Going beyond data mesh, this enables end users to publish/share their own data products, within specific governance rules/frameworks

# The importance of data contracts

A data contract is a formal agreement that defines how data is structured, formatted, and communicated between different components of a data system. Data contracts provide an SLA around a specific data product and its use, ensuring and enforcing data consistency, reliability and compliance. Effectively it acts in the same way as the contract between a buyer and a seller enforced on a consumer e-commerce marketplace.

Data contracts provide end users with a precise agreement regarding what the data product owner intends to deliver and how the data product should then be used, building trust between all parties. Data contracts are published along with the data product on the marketplace, so that it can be understood and used by the user, and must be both machine and human readable to underpin AI models.



# 4 reasons why a data product marketplace redefines value creation, and why traditional data catalogs are lagging behind

## [ 1 ] Data Catalog capabilities

Data product marketplaces include and integrate the essential features of data catalog solutions, such as a business glossary, connectivity to data assets, metadata management and data lineage

## [ 2 ] Direct access

They provide immediate, direct access to data products and other data assets to meet the demand for last mile access beyond metadata

## [ 3 ] Self-service

They deliver a seamless, self-service experience as they are designed specifically for non-technical users

## [ 4 ] Seamless UX

They promote data products in an appealing, engaging way that encourages their consumption, just as in an e-commerce marketplace



# Data catalog versus data product marketplace

CORE STRUCTURE	Data Catalog	Data product marketplace
	<p><b>Ingestion</b></p> <p><b>Entities</b></p> <p><b>Data Model</b></p> <p><b>Access Management</b></p> <p><b>Governance</b></p>	<p><b>Automatic Indexing</b> Connectors scan all available data sources</p> <hr/> <p><b>Assets</b> Millions of tables, views, files, topics, and reports from all data sources</p> <hr/> <p><b>Physical Schema</b> The data model is derived from the technical structure</p> <hr/> <p><b>Access Policies</b> Data stewards centrally define and approve access policies</p> <hr/> <p><b>Annotated Tags</b> Assets are annotated with tags by central teams after indexing</p>

KEY FEATURES

## Data catalog

 **Centralized Metadata Repository**  
Stores metadata and index

 **Metadata Enrichment**  
With confidential classification and other tags

 **Business Glossary/Data Dictionary**  
Data description and profiling information

 **Data Quality**  
Stores both business and technical data quality rules

 **Data Controls**  
Usage and security policies

 **Data Lineage**  
Traceability of the data from source to target

## Data product marketplace

 **User Portal**  
Enable seamless shopping experience through AI-powered natural language queries & semantic search

 **Shopping Cart**  
Request access, giving purpose of usage

 **Trust Scores & Reviews**  
Customers can review data products and provide trust scores

 **Access & Usage Management**  
Control usage and user access

 **Publishing**  
Allow users to publish data products

 **Business Lineage & Conversion Analytics**  
Usage & data consumption analytics

# 2

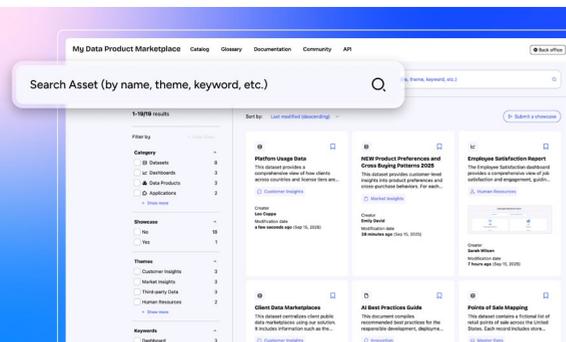
## How our customers are already delivering value with our [ data product marketplace ] solution

At Huwisa we've been working with leading private and public sector organizations for over 14 years, helping them boost data consumption and maximize the value of their information. We operate globally, serving **350 customers in 25 countries, powering more than 3,000 data marketplaces**. We partner with large companies such as Schneider Electric, TotalEnergies, UK Power Networks, Veolia, Endeavour Energy, and Swisscom, governments and state departments, and major cities such as Paris, Vancouver, Long Beach, Leicester, Namur, and Eindhoven.



### The Huwisa data product marketplace solution

Huwisa helps organizations share ready-to-consume data through self-service, empowering internal and external stakeholders and achieving data democratization. Our SaaS data marketplace solution allows seamless self-service access to all of an organization's data assets and products, empowering organizations to scale data sharing with all teams in record time.



The Huwise data product marketplace provides a complete solution to increase data consumption. A centralized, self-service solution with an intuitive user interface it enables organizations to:

→ **Present data in the form of data products:** delivering contextualized data assets, with high added value and guaranteed quality through data contracts for the business and for AI ecosystems

→ **Promote and share data products:** effectively promoting data products and assets, making them easily consumable through a marketplace with an intuitive and seamless experience.

To maximize choice, data products and other data assets can be physically stored directly in the Huwise data marketplace, or accessed virtually if stored elsewhere.

## The three pillars of the Huwise data product marketplace

Huwise data product marketplace is designed around three pillars that maximize usage and drive ROI:

 **Built-in data governance**  
through its integrated data catalog, business glossary, metadata management, data lineage and data quality tools

 **Simplified administration**  
through capabilities that allow personalization, integrated access rights management, in-built data visualization creation, automation, and analytics & monitoring tools

 **Seamless user experience**  
users are able to discover information through AI search, find clearly-promoted data products, and easily consume data products through APIs, and tools for collaboration

## One solution, three use cases

Our three data product marketplace offerings meet specific use cases:



### Internal data product marketplace

for data sharing with the business to drive greater productivity, ROI and innovation



### B2B data product marketplace

for data sharing and exchange between organizations, increasing collaboration, innovation, and productivity



### Open data product marketplace

for sharing and publishing data with public audiences, boosting transparency and regulatory compliance

Key features of the Huwise data product marketplace include:

→ **Designed to scale**, through multi-cloud and sovereign cloud hosting, adapting to peaks in traffic and providing unlimited connectivity

→ **AI-driven innovation**, with semantic AI search, automatic visualization generation, similar data recommendations and multi-model AI (OpenAI, Mistral AI)

→ **Full security**, robust and audited application security, secure data isolation, custom security settings, and Single Sign On (SSO)

→ **A user-centric experience**, with an intuitive e-commerce marketplace style-interface and features, seamless data discoverability, traceability and follow-up of reuses, direct access to data (physical or virtualized), and collaborative features that connect users and producers

→ **Integration with full IT stack**, connecting to data within all systems through over 100 native connectors, and a fully customizable API to connect to all data sources

## Successful data product marketplaces built on Huwisa include:



To remain competitive in a rapidly changing market, global industrial technology leader Schneider Electric needed to find solutions to make the organization's data understandable and shareable with its partners.

To achieve its goals, it launched the Exchange platform: **a marketplace of data services for collaboration and networking between players in the energy sector.**

Powered by Huwisa, the platform has become a collaboration space for Schneider Electric and its partners. Multiple data offerings and products are now available, allowing Schneider Electric to easily work with its ecosystem to create value and help improve energy efficiency.

*"Our project to open up our data was primarily intended to bring internal order to our information. However, it has quickly shifted outside the company. Positive feedback from our internal business unit leaders pushed us to embark on our ambitious Exchange project."*

### **Herveig Lecuyer**

Data Factory Program Lead,  
Schneider Electric



Elia Group is one of the top five energy transmission systems operators in Europe, producing 50 million data points every day across its operations. It is committed to driving decarbonization and meeting the European Union's digital ambitions by treating data as a corporate asset and providing it to its multiple stakeholders in a tailored way.

Using Huwise technology, its multilingual OpenDataElia marketplace is a key part of its data-centric approach, based on a robust and well-thought-out data governance architecture. Demonstrating its success, currently, **the marketplace has an average of 49,000 monthly users and over 26 million API calls.**

*"Elia Group's role is to facilitate information sharing between energy market players. So the important thing for us is to share data in a single point that can be consumed by everyone: small and large companies, experts, the academic world, etc."*

**Cédric Charlier**

Group Head of Data and Integration, Elia Group



In a sector where building strong relationships with customers drives competitive advantage, healthcare insurance provider Lamie Mutuelle has focused on improving its data to deliver insights to employees and partners.

Based on its data product marketplace, it now provides managers and employees with a **360 degree view of customers through a range of self-service channels**, including executive dashboards that provide an overview of the client portfolio and a single data hub that feeds its CRM and member area. This brings together data from multiple systems through real-time APIs to make data accessible to all, saving time and increasing efficiency.

*"Our challenge was to bring together our entire customer portfolio, which was spread across departments. Huwise has become the central building block of our IS, which allows us to share data, and manage its access and distribution both internally and externally."*

**Pierrick Butin**

Full Stack Engineer, IT Manager,  
Lamie Mutuelle



# 3

## [ Eight foundations ] of a successful data product marketplace strategy

Building your data product marketplace starts with putting the right foundations in place - focusing on these eight areas helps maximize your chances of success.



# 1 Define and measure business value

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Helping the business to increase data consumption at scale is a key objective for data leaders and CDOs. The data product marketplace is central to achieving this aim. Build a business case for its adoption, based on defining and measuring its value, agreed with senior management, and measure performance against agreed KPIs. Integrating monitoring and clear metrics for the data product marketplace will help justify continued investment and support the overall success of the program, team and role.

It is vital to understand how your data product marketplace is performing in order to justify investment and improve and fine-tune both individual data products and your overall data strategy.

Data products are not fixed - they should evolve and change in line with ongoing user needs. This means that data producers need to adopt a lifecycle monitoring approach, measuring performance through a range of metrics (such as uptime, consumption, and ratings), as well as qualitative feedback from users delivered through the marketplace. This two-way communication drives collaboration and constant improvements, while data lineage enables producers to see which data products are being used, and by whom. This helps spur innovation and encourages the development of new data products to meet related and new needs.



## 2 Strong, federated governance

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Data governance is central to managing data and making it securely available to users as data products through a data product marketplace. Failure to put in place robust governance risks compliance or security issues, meaning that data governance must be functioning, consistent, and reliable. Your program and data product marketplace platform should include policies and procedures on how data can be used, a data catalog and lineage to track data assets and where they are being shared, data quality, privacy and security safeguards, metadata management, and data collaboration processes, including granular access control policies to ensure data is both protected and shared.



Most organizations already have data governance processes in place. However, many programs began from a need to ensure reactive compliance. Look to move beyond this to make governance a proactive business function, encouraging the creation of data products through federated, not centralized, governance. Essentially, involve the business and data producers to support and encourage good governance.

### 3 A comprehensive catalog of all types of data assets

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Organizations need to create a complete catalog of all of their data assets, before they make them available via their data product marketplace. Consistent cataloging requires assets to be thoroughly documented, including definitions, through a business glossary, ensuring consistency across the organization.

However, a data catalog alone is not enough to support data consumption at scale - as a technical tool it simply inventories data rather than making it

easily available to non-technical users. This means it does not deliver consumption, just compliance. Data catalogs should therefore be combined with your data product marketplace. For those without an existing catalog, many data product marketplaces have catalog functions built-in that can be used to ensure compliance. Alternatively, if you are happy with your separate catalog system, you can integrate it with your data marketplace to provide a user-friendly, self-service layer to connect employees easily with data products.



## 4 Processes to make data product publication straightforward

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While creating data products needs to be a well-planned process, it should be straightforward for data owners to share and publish data assets, particularly simpler ones, on the data marketplace. In the same way that the user interface makes consumption straightforward, publishing should be designed around the needs of data producers. This is vital in order to maximize the number of available, relevant data products and assets on the data marketplace, driving usage by providing a steady stream of fresh data assets for users to consume.



Easy publication encourages your data producers to share, and will also ensure that data owners choose the data product marketplace to publish their data, rather than resorting to old-style solutions, such as emailing data as attachments, which is neither scalable or well-governed.

## 5 A seamless user experience through a data marketplace storefront

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We've all given up on websites where we fail to find what we are looking for quickly. The same principle applies to data product marketplaces. Fail to provide an intuitive interface and users will simply go elsewhere. The self-service experience therefore has to be straightforward and seamless - users need to understand what data/data products are being offered and be able to easily discover and access them.

Your marketplace has to be centralized and complete, and data products need to be available in the tools and formats (such as data visualizations and APIs) that users are most comfortable with, as well as being clearly described in terms of their update frequency and coverage to give context.

Trust is a key part of a successful user experience. To deepen this, enable collaboration between everyone involved. Allow users to provide feedback and to question producers about their data products and data assets, with built-in workflows to ensure they receive fast responses. Publish data contracts for every data product on the marketplace to provide a legal framework to strengthen confidence and thus drive greater consumption.

*"The first element to democratize data is to make it part of the daily life of employees, whether through using it to solve problems, changing culture or recognizing its importance to their jobs."*

**Chief Data Officer, Public Sector**



## 6 Comprehensive data management and data quality

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The best-designed data product, delivered through an intuitive data marketplace, will not deliver value if the data at its core is poor quality, incomplete or unreliable. Therefore, ensure that data producers start with strong technical foundations, and guarantee that they are using the right data to underpin data products in order to build trust.

Your data product marketplace therefore has to integrate with your complete data stack to connect to all data sources, whether on-premise or in the cloud to create seamless, end-to-end data flows.

Quality has to be constantly checked through pre-set business rules that automatically flag errors before they reach the consumer. Business rules should automate the enrichment of data, including by adding additional information (such as geographic location data), that make it more understandable and usable, as well as standardizing incoming data in line with your corporate formats, such as around dates or addresses. This helps transform data from raw information into useful, usable data products that can be consumed with confidence.

*"An organization does not become data-centric just by training its employees. The tools, platforms, integration of data fabric, data mesh, data product concepts are essential."*

**Chief Data Officer, Insurance**



## 7 A federated, company-wide team

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Central data teams face growing pressures - often under-resourced, they can struggle to meet the expanding needs of the business. Equally, they are technical, not business experts, meaning that they are unlikely to understand the context of individual data assets and data sources.

Both of these factors mean that companies need to adopt a federated structure if they are to successfully industrialize data product creation. You must appoint data product managers from within the business, upskilled to support the entire data and analytics product management life cycle. These data producers have a close and deep understanding of the data they are

responsible for, ensuring they are best placed to answer questions on its structure, format and frequency, helping reassure users and increase adoption.

At the same time, users have to be encouraged to consume data during their working lives. Data products must therefore be combined with full training programs that explain the importance of data, encourage data literacy and help to build a data culture. Your data product marketplace supports this by making it easy for users to discover and experiment with data and data products, removing barriers to widespread adoption.

*"We need to train people in tools, data definitions, compliance with regulations and ensure that proper management of the data lifecycle becomes automatic."*

**Chief Data Officer, Financial Services**



## 8 Simple marketplace administration

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Scaling data sharing to thousands or tens of thousands of employees, all with different needs, has the potential to dramatically increase administrative overheads.

Therefore your data product marketplace has to be easy to administer, with the ability to automate common tasks through processes and business rules. It should be personalizable for different user groups as standard, helping to segment audiences. Essentially, the user experience should be as seamless for administrators as it is for data consumers and producers.

To protect data and ensure compliance, the marketplace should be built on rigorous, granular access rights that govern who can view and consume specific data products, with integrated metadata models in place. As part of this users should be able to apply for access to products, with pre-built workflows in place to automate and document decisions, reducing management overhead.



While data marketplace administration will require some technical training, this should be minimized through a straightforward user interface, comprehensive documentation and ongoing support. In-built tools to create data visualizations through AI or via drag and drop interfaces further streamline marketplace management and maximize your productivity.

# 4

## Getting started: the [ Checklist ] to successfully implementing a data product marketplace in your organization



### ✓ Clarify your aims of creating value from data

Top level buy-in is essential to success so ensure you agree aims around data value first. That requires agreement on objectives with senior management before you begin. Do they simply want data to be governed for reactive compliance reasons or do they want to drive greater data consumption? Creating a small demonstration marketplace helps here, enabling them to experience the benefits upfront before making any decisions.

*"Today, the notion of data strategy is fundamental for the Chief Data Officer. It is through the mastery of data and the identification of use cases that we build a strategy to improve operational efficiency and create new products."*

**Chief Data Officer, Insurance**



## ✓ Focus on scope and measurement

Next, clearly define the scope of the data product marketplace and what it will cover. Put in place agreed KPIs to show how business value will be measured. When it comes to building your marketplace partner with an expert. This will make deployment far faster and support much easier as you can tap into their experience, knowledge and technical capabilities.

## ✓ Think big and small

As with any project there is a need to demonstrate immediate value, but this shouldn't undermine the long-term objectives of your data product marketplace. To maximize deployment speed and generate fast impact, begin with minimum viable products (MVPs) that serve a specific business or domain purpose. However, keep momentum by positioning this as part of a long-term strategy that builds over time.

## ✓ Involve users and understand use cases

Talk to a wide range of users and understand their pain points to create the right data products. Ensure your products fit into their workflows and the tools they already use to drive consumption. Collect user feedback and use it to optimize your approach, improving data products and ensuring that the right data is available.

## ✓ Understand that data products are not the only data asset

Data products are exceptional, high-value data assets. However, many use cases can be met without creating fully-fledged data products. Some may simply require one-off reports or dashboards available via your data product marketplace, or the integration of data into business systems, with no need for scalability and reusability.

## ✓ Formalize and document processes

Data products need to be consistent, secure and well-governed. Therefore put in place formal teams and training to create data products, built on the same underpinnings, such as templates and processes, agile methodologies and Product Design Principles. This will help scale data product creation and ensure that future management is seamless, even if the original producers move on.

## ✓ Focus on the user experience

If employees fail to use your data product marketplace all your investment will be wasted. That's why it is vital that you adopt a user-centric approach when creating your marketplace. Embrace design thinking, drawing inspiration from e-commerce marketplace interfaces and run regular usability testing to deliver improvements.

## ✓ Don't neglect governance

Put governance at the center of your program, but position it as an enabler, not an overhead. Federate governance so that it involves all data product owners and ensure they understand its importance. Mandate that every data product is governed by consistent data contracts to enable flexible governance and to build trust and greater data usage.

## ✓ Drive adoption

For many users, the data marketplace, and using data itself, is a new departure. That means you need to effectively market your solution, highlighting the benefits and making it easy for people to try it and gain value. Ensure you have an ongoing plan in place to drive usage and adoption, promoting your data marketplace/data products to your users.

## ✓ Monitor performance

Put in place robust and agreed methods of tracking data product usage, and monitor how and when data is being used. This not only enables you to justify investment, but also provides key feedback on the sort of reuses being deployed, where employees require more support and training, and areas where there is a need to add further, similar data products.



# 5

## [ Conclusion ] - unlocking value from your data

It is now a business imperative to turn data into value to power organizational success, improve agility, increase productivity and launch new services and innovations. However, in many organizations data consumption today is ad hoc, with usage restricted to technical experts, such as data analysts creating reports for managers, and with data leaders having only a basic understanding of their organization's data and how it can be used effectively.

There is a pressing need to scale and industrialize data consumption by providing self-service, secure access to consistent, high quality data products built around the needs of business users. This requires a shift to adopt a product mindset and approach, coupled with an effective, intuitive delivery mechanism - the data product marketplace. This acts as the "last mile" tool to democratize data across the organization, bring value to your data initiatives, and make data consumption easy for all employees.



As this guide explains, **the combination of a data product marketplace and data products maximizes the potential of your data and wider investment in technology.**

It goes beyond data catalogs by providing a seamless, intuitive presentation layer to all your data products and assets, irrespective of where they reside. Now is the time to free your data, deliver on your wider objectives and make data consumption central to your business with an engaging, comprehensive data product marketplace.

# 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 concrete use cases of our clients.

Data made yours.

[www.huwise.com](http://www.huwise.com)