

474% ROI

The real benefits & ROI of data product marketplaces

FORRESTER

Results of Total Economic Impact™ (TEI) study conducted by Forrester Consulting on behalf of Huwise, September 2026. Based on a composite organization of 10,000 employees, built from interviews with four Huwise customers from the banking & finance, insurance, technology and energy & utilities sectors.

In an increasingly AI-driven world what does failing to give your people and AI agents access to your data, and confidence to use it, really cost you?

How does a data product marketplace provide the centralized, intuitive and trusted data that employees and AI agents demand, and what value does this generate?

To answer these questions, Huwise commissioned Forrester Consulting to conduct a Total Economic Impact™ study and analyze the ROI enterprises can gain with its data product marketplace solution*. The results speak for themselves: **a 474% ROI over three years, payback in less than six months and \$6.5 million in net present value over three years for a 10,000 employee company.**

How Huwise drives data adoption and confidence for your business teams and AI agents

Built on over 15 years of experience, and based on an intuitive, e-commerce marketplace-style experience, Huwise's data product marketplace solution is designed to increase data consumption and value. It enables organizations and their employees to provide secure, compliant self-service access to data in the right formats to deliver usage by both humans and AI.

You don't need training to buy a product on Amazon, thanks to its simple, fast user experience, and this is exactly what Huwise provides for accessing data.

Franck Carassus, Co-Founder & CSO of Huwise

Forrester's study identified how the data product marketplace drove ROI by benefiting a 10,000 employee organization:

474%
Return on investment

For a 10,000-employee organization, for every dollar invested in the solution companies received \$4.74 in return

<6 months
Investment payback period

The solution pays for itself in less than six months; every subsequent benefit generated contributes directly to net gains

\$7.8M
Total benefits

For every \$1.3 million invested, organizations realize \$7.8 million in total benefits over three years

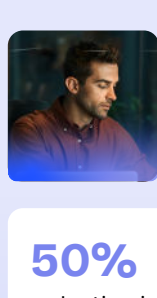
\$6.5M
Net present value

After accounting for investment, organizations see \$6.5 million in net benefits over three years

The Forrester TEI methodology

To create the TEI, Forrester interviewed decision-makers from four specific sectors with experience using Huwise, aggregating their responses into a single composite organization with 10,000 global employees. The composite deploys Huwise to 5% of employees in Year 1, gradually scaling to 10% and 12.5% over Years 2 and 3. Data teams represent a constant 2% of the total headcount.

Benefits by role

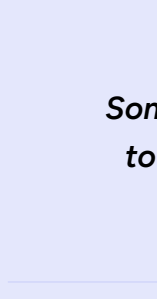
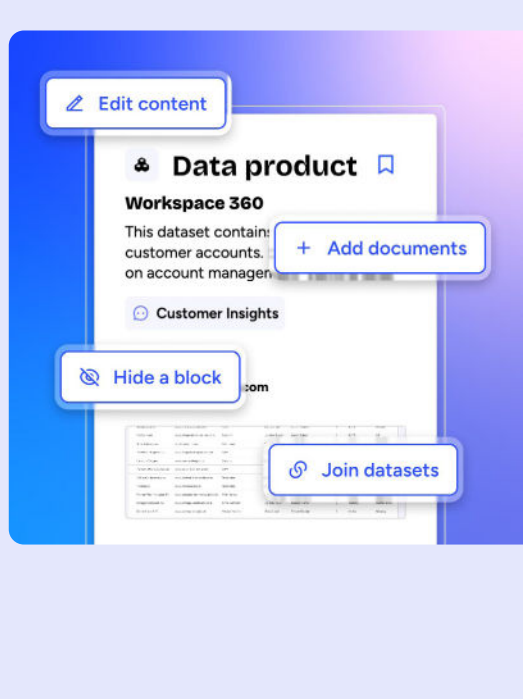


Business users
(such as in sales, marketing and operations)

50%
reduction in time spent searching for data

Value over 3 years: \$4.5M

Self-service access to understandable information from a single, secure and reliable source of truth builds a data culture and increases confidence in data-driven decision making, while reducing friction between departments through consistency.



Data teams

50%
reduction in data preparation time

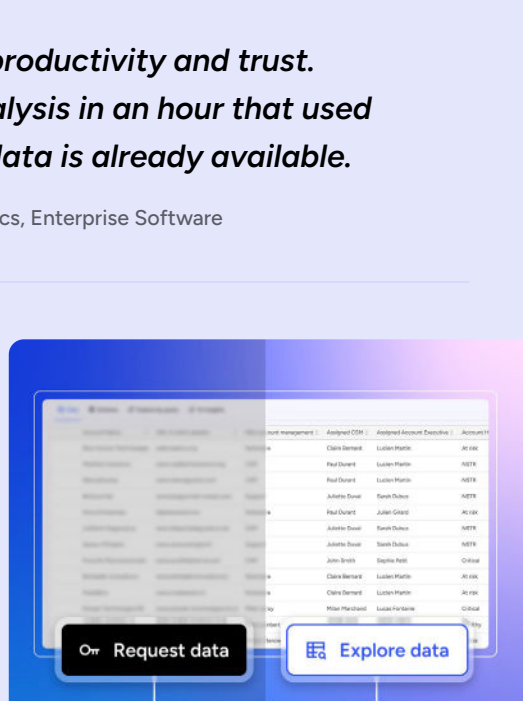
4x
reduction in duplicated work

3 days
saved per month, per data expert

10 days
saved per year, per person

Value over 3 years: \$3.0M

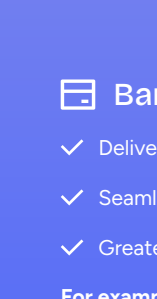
Value over 3 years: \$223K



Data products become simpler and faster to create, share, and maintain, freeing up data team time for higher-value work, including AI implementations.

Huwise helps us focus on productivity and trust. Someone can assemble an analysis in an hour that used to take a week because the data is already available.

VP of Enterprise Data & Analytics, Enterprise Software



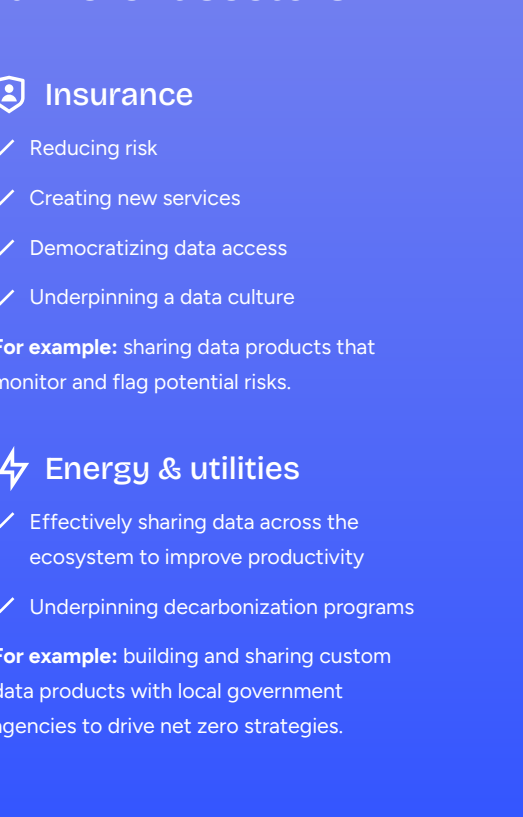
IT departments

720 hours
saved per year

50%
lower license costs through tool consolidation

Value over 3 years: \$111,000

Self-service access greatly reduces requests to IT for data reports and access, increasing the value of existing data investments and laying the foundation for agentic AI enablement, while a SaaS model reduces deployment and operational costs compared to in-house built solutions.



We managed to reduce our dependence on IT systems and saved time and money by using some features directly on the Huwise platform.

IoT & Smart Sensors Data Director, Energy & Utilities

Example benefits for different sectors

Banking & finance

- ✓ Delivering better decision-making
- ✓ Seamless compliance
- ✓ Greater agility

For example: creating and sharing data products around Know Your Customer (KYC) compliance.

Insurance

- ✓ Reducing risk
- ✓ Creating new services
- ✓ Democratizing data access
- ✓ Underpinning a data culture

For example: sharing data products that monitor and flag potential risks.

Technology

- ✓ Increasing productivity
- ✓ Supporting business decision-making
- ✓ Unifying global teams around data

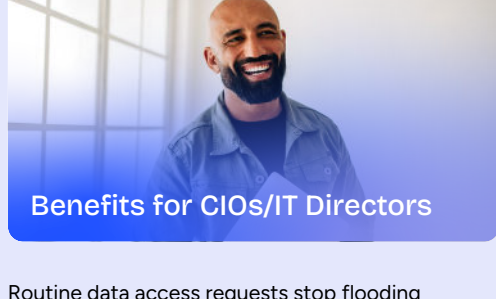
For example: building communities in sales and marketing based on access to consistent data.

Energy & utilities

- ✓ Effectively sharing data across the ecosystem to improve productivity
- ✓ Underpinning decarbonization programs

For example: building and sharing custom data products with local government agencies to drive net zero strategies.

Delivering strategic value across the C-suite



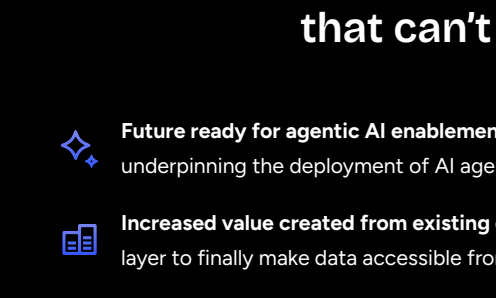
Benefits for Business Leaders

Everyone can find the data they need in just two clicks - without submitting data requests or waiting for access. They make better-informed, confident decisions based on certified data from a single source of truth, enabling seamless collaboration across the organization.



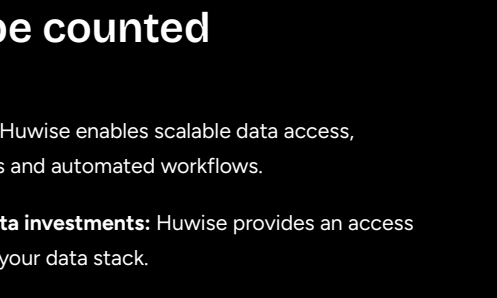
Benefits for Chief Data Officers/ Chief Data & AI Officers

Data adoption is real - business teams actively use data to make decisions and collaborate. Self-service strengthens the organization's data culture without adding to your team's workload, refocusing their time onto higher-value activities such as improving data products, developing AI use cases, and delivering high-value analytics. Governance is strengthened and existing technology investments deliver their full value.



Benefits for CIOs/IT Directors

Routine data access requests stop flooding your ticket queues. With lower data preparation workloads, fewer data assets to maintain and lower technical debt your teams can now invest their time where it matters most, such as architecture initiatives and AI projects.



Benefits for CFOs/Finance Directors

Greater productivity from existing workforce, time savings for data, IT and business teams, cost reductions by removing duplication and eliminating redundant software licenses.

The unquantified benefits that can't be counted



Future ready for agentic AI enablement: Huwise enables scalable data access, underpinning the deployment of AI agents and automated workflows.



Increased value created from existing data investments: Huwise provides an access layer to finally make data accessible from your data stack.



Improved data literacy and data-driven culture: Self-service adoption through Huwise strengthens user engagement, and drives greater confidence in using data.



Increased organizational agility: Huwise delivers a single, trusted entry point to consistent information, increasing collaboration and reducing friction between teams.



Simplified deployment and reduced long-term operational costs: The SaaS-native Huwise platform deploys in weeks without infrastructure changes, requiring significantly less implementation or maintenance effort than a custom-built solution.

The challenges Huwise overcomes to unlock data value



Fragmented data landscapes

Data is scattered across multiple tools and sources, making it hard to find, and increasing complexity and duplication



Low trust in data

Business users and AI agents fail to understand or trust data due to inconsistent definitions, duplicate KPIs, and a lack of documentation



Limited visibility and data reuse

Data analysts spend too much of their time preparing data rather than delivering insights, lowering their productivity



Cumbersome, IT-driven data access

All employee requests for data are funnelled through IT, causing bottlenecks and a lack of agility

Overcoming these challenges is central to accelerating data adoption by business teams and AI agents and transforming data into real value.

The ROI of a Huwise data product marketplace

\$4.5M +
50% reduction in business time searching for data

\$3M +
50% reduction in data preparation time for data analysts

\$223,000 +
4x reduction in duplicated work, saving 10 days per year, per person

\$111,000
720 IT hours saved, 50% reduction in tool licensing costs

= \$7.8M
Total benefits

Huwise

Huwise gives your teams and AI agents the confidence to adopt your data products quickly and easily. Our mission is to help 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, AI agents, partners with a secure, self-service access to trusted 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 15 years of expertise in data management, we deliver tailored support to address the concrete use cases of our clients.

Find out more

Download the full study