

**KEYNOTE DATA GOVERNANCE CONFERENCE APRIL 2021 VIENNA**

# **DATA AS A PRODUCT**

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# **THE NEED FOR DATA GOVERNANCE CONTINUES TO RISE**

**DATA GROWTH**

**AI PRODUCTS**

**DATA DRIVEN  
CULTURE**

**DIGITAL  
COMMERCE**

**INNOVATION  
PRESSURE**

**GDPR**

**REGULATIONS**



# HOWEVER, TOO RIGID AND STATIC DATA GOVERNANCE CAN KILL DIGITAL INNOVATION



TOO MUCH DATA

TOO MANY DATA BUILDERS

TOO COMPLEX SYSTEM LANDSCAPE

TOO FAST CHANGING SYSTEMS

TOO FAST CHANGING BUSINESS



**HOW CAN DATA GOVERNANCE WORK IN 2021?**

**DATA GOVERNANCE IS LIKE NETFLIX. YOU HAVE PRODUCERS  
AND CONSUMERS OF CONTENT ON ONE PLATFORM.**





# CONTENT IS KING

MOVIES AND TV SHOWS



# WHICH CONTENT IS PRODUCED?

## TRANSACTIONAL DATA PRODUCTS

**Facts and reality close to source**

“Which TV shows are watched?”

Examples: Product Data, Sales  
Data, User Behavior Data

## ANALYTICAL DATA PRODUCTS

**Analysis based on source data**

“Which users show similar  
watching behavior?”

Examples: KPIs, ML Based  
Product, Analytics Products

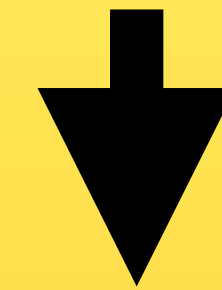


**QUESTION: HOW TO INVEST IN THE RIGHT MOVIES?**





# PUT THE FOCUS ON YOUR BLOCK BUSTERS



## LOW VALUE DATA

- \* Low business criticality and impact
- \* Used by some
- \* Low liability

## REGULAR VALUE DATA

- \* Business criticality and impact
- \* Used across the company
- \* Medium liability

## HIGH VALUE DATA

- \* High business criticality and impact
- \* Widely used across the company
- \* Potentially high liability or needed for regulatory activities



# WHO IS YOUR CONSUMER?

UNDERSTANDING YOUR TARGET AUDIENCES





# WHO ARE THE CONSUMERS IN FRONT OF YOUR TV?

## DATA ENGINEERS

“I want to build new products based on your data products”

## BUSINESS USERS

“I want to get relevant business insights easily”

## MACHINE LEARNING ENGINEERS

“I want to build my ML models”

# WHAT ARE YOUR CONSUMERS LOOKING FOR?

## GETTING DATA

Can we easily find,  
access and use data  
products in a  
compliant way?

## UNDERSTANDING DATA

Can we understand  
the meaning and  
context of data  
products?

## TRUSTING DATA

Can we trust the quality  
of the data products  
and are they the right  
ones to be used?





# MEET THE PRODUCERS

BEHIND THE SCENES



# WHO ARE THE PRODUCERS?

## TRANSACTIONAL DATA PRODUCT TEAMS

- \* **Responsibility:** Create trusted data products based on curated transactional data
- \* **Location:** Typically department for source system, sometimes centrally
- \* Can be split in business/product and technical/engineering owners

## ANALYTICAL DATA PRODUCT TEAMS

- \* **Responsibility:** Create trusted data products as a result of further data integrations and analytics
- \* **Location:** Typically centrally or in specialized data, ML or intelligence departments
- \* Can be split in business/product and technical/engineering owners

# WHAT DO DATA PRODUCERS DO?

## RESEARCH & DESIGN

- \* Understand user requirements
- \* Design data product
- \* Establish product roadmap

## CREATE

- \* Build data product
- \* Package it
- \* Ensure quality
- \* Describe content

## DELIVER

- \* Provide on platform
- \* Market to users
- \* Keep SLAs
- \* Support

# THE PLATFORM





# PLATFORM TECHNOLOGY

**DATA  
PROCESSING**

**EVENT  
STREAMING**

**DATA  
STORAGE**

**BI PLATFORM**

**DATA CATALOG**

**MLOPS**

**DATA  
SECURITY**

**DATA ACCESS  
LAYER**

**CONSENT  
MANAGEMENT**



# PLATFORM TEAM

**DATA GOVERNANCE  
COUNCIL**

**DATA  
GOVERNANCE  
TEAM**

**DATA PLATFORM  
TEAM**

**DATA QUALITY  
AND MDM TEAM**

**DATA  
COMPLIANCE  
TEAM**

**BI  
INFRASTRUCTURE  
TEAM**

**ML  
INFRASTRUCTURE  
TEAM**



# PLATFORM MECHANISMS

**CONTENT  
CONSISTENCY**

**CONTENT  
CATALOG**

**PRODUCT  
INVESTMENTS**

**DATA SHARING  
RULES**

**SECURITY**

**PRODUCT  
STANDARDS**

**SLA TRACKING**

**WHO SEES  
WHAT?**

**PRODUCT  
BLOCKBUSTER LISTS**

**BLOCKING OF  
INAPPROPRIATE  
CONTENT**

**USER  
EXPERIENCE**

**COMPLIANCE**

**PRODUCT  
STATISTICS**

**USAGE  
TRACKING**

**RATINGS**

**INCENTIVES  
FOR  
PRODUCERS**

**RAISE ISSUES**





# **RULES ON THE PLATFORM MOVE US FROM DATA SILOS TO INTERCONNECTED DATA PRODUCT LANDSCAPE**

For example, through tighter integrated data sets and Master Data Management



**IN A NUTSHELL:**

**THE PLATFORM ENSURES A GREAT EXPERIENCE FOR CONSUMERS,  
ENABLES PRODUCERS AND MAKES THEM ACCOUNTABLE**





## **DATA AS A PRODUCT SUMMARY**

**#1 DATA GOVERNANCE CONNECTS PRODUCERS WITH CONSUMERS**

**#2 WE INVEST INTO TWO TYPES OF HIGH VALUE DATA PRODUCTS**

**#3 WE UNDERSTAND DATA CONSUMERS AND THEIR NEEDS**

**#4 WE ESTABLISH DATA PRODUCT TEAMS AS PRODUCERS**

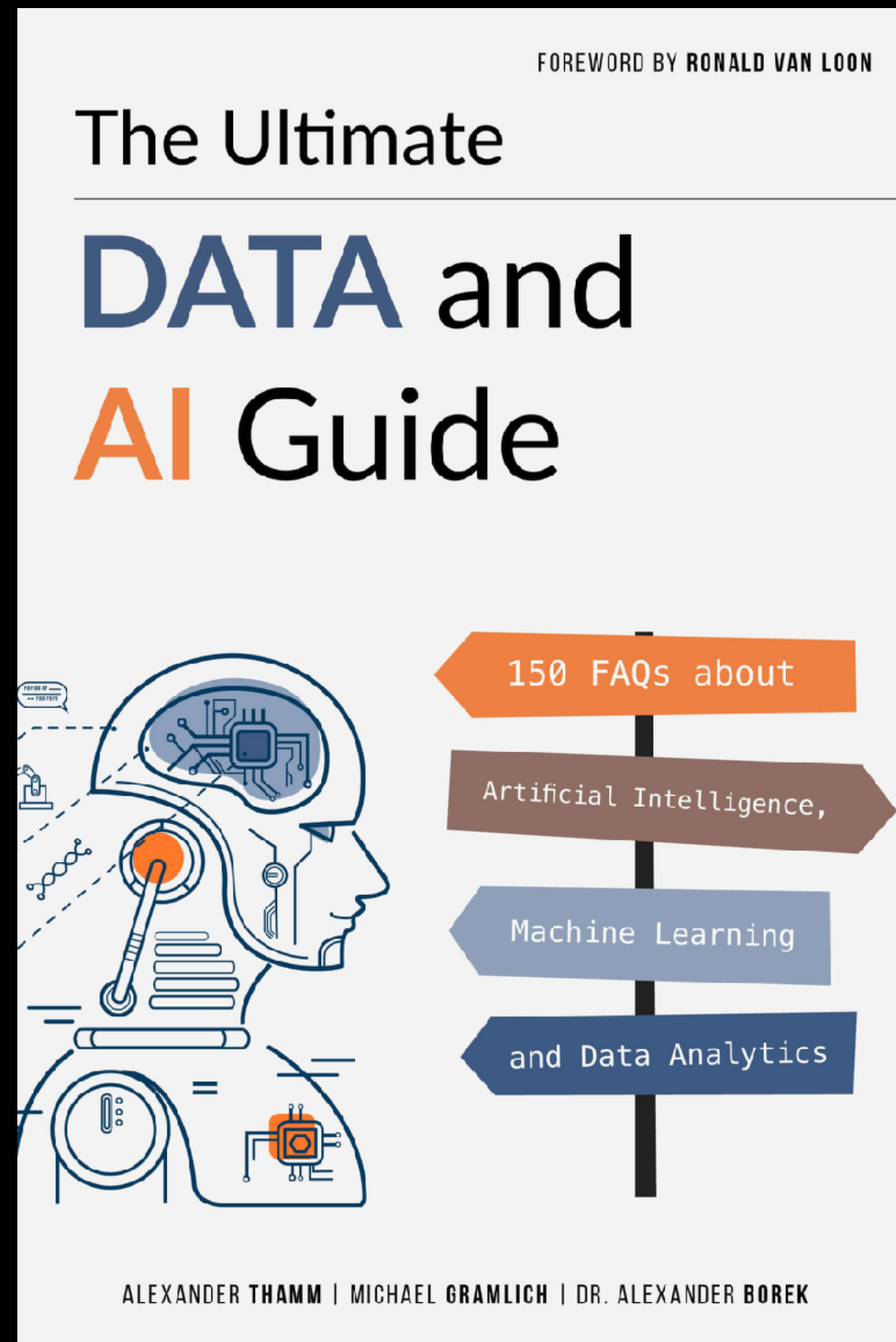
**#5 PLATFORM TEAMS TAKE CARE OF TECH, RULES & ENABLEMENT**



**THANK YOU**

# CHECK OUT MY LATEST BOOKS

[data-ai-guide.com](https://data-ai-guide.com)



Everything about AI products

