erwin by Quest:

Data as a Product

From Data-Model to Data-Marketplace

Dagmar Hillmeister-Müller, Quest Software

Quest®
Where Next Meets Now.

Data Product vs. Data as a 'Product'

Data Product - *"a product that facilitates an end goal through the use of data"*
(DJ Patil, former United States Chief Data Scientist, book *Data Jujitsu: The Art of Turning Data into Product,* 2012).

Data as a Product, the data itself is seen as the actual product
"Domain data teams must apply product thinking […] to the datasets that they provide; considering their data assets as their products and the rest of the organization's data scientists, ML and data engineers as their customers."
(Zhamak Dehghani How to Move Beyond a Monolithic Data Lake to a Distributed Data Mesh)

erwin
by Quest

Data Marketplace - supporting data as a product

The **"One Stop Shop"** for Your Data

Business Users:

Discover, Understand, Select

Data Stewards:

Curate, evaluate and manage

erwin
by Quest

Data Monetization

If you're not managing your data as an asset, you cannot fully monetize or generate value from it, either.

Data Monetization

- *a process of generating measurable value streams from available data assets.*

- *involves measuring what you're generating.*

- *a function of value streams that come in many different forms.*

- *value streams come from your organization's available data assets.*

Data Value Scoring

Data value scoring (or data valuation) is a way of establishing your data as an asset now and measuring the return on it later

In the context of the data marketplace, it helps potential consumers assess the value of data they want to acquire

erwin
by Quest

erwin® by Quest – from Model to Marketplace Process Flow

Business User creates data product

(1) Requests Data needed for products

erwin Data Marketplace

(5) Data Set delivered

erwin Data Marketplace

Data Steward
Tech Data Steward

(4) Data Governance Controls

Architect

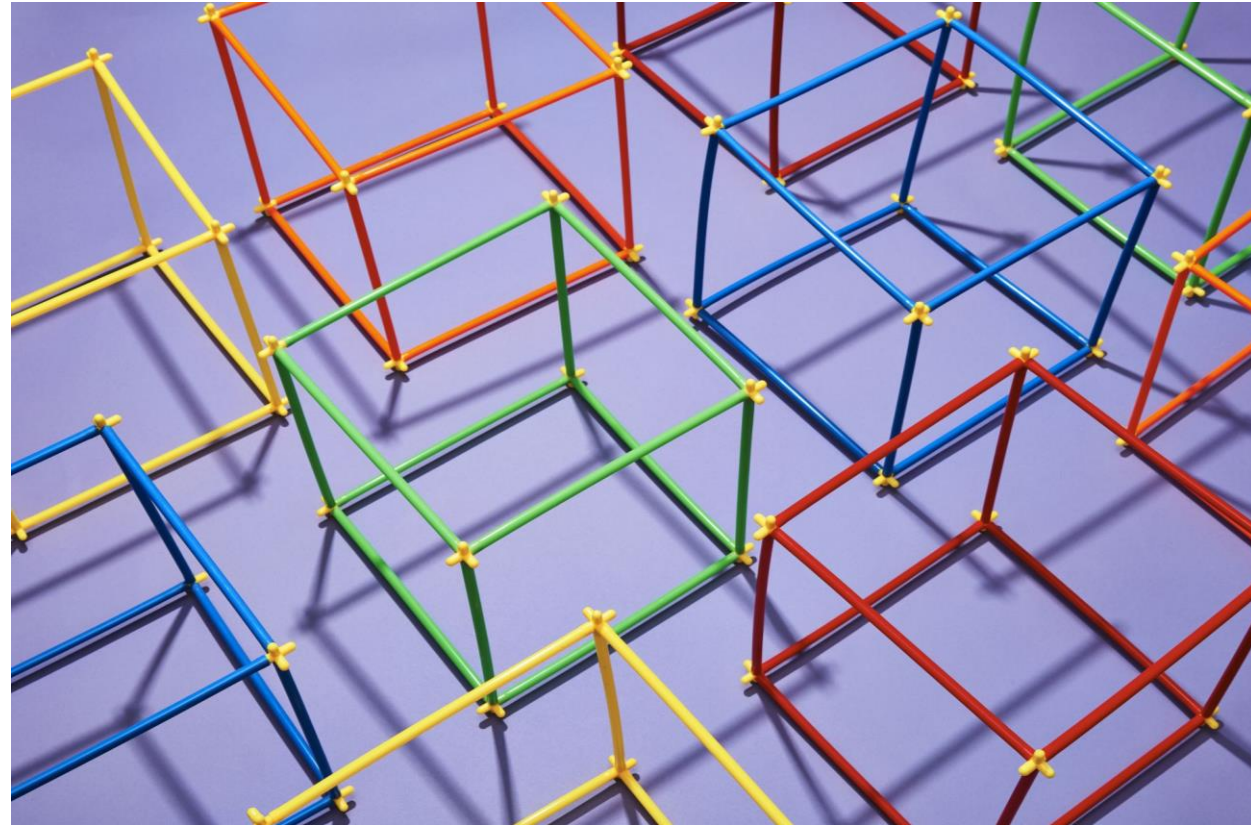(2) Create appropriate Data Model

erwin Data Modeler

DM/DI connector

(3) Import Model in Data Catalog
Create mappings
Execute scripts
Create data set

erwin Data Intelligence

erwin
by Quest

erwin Data Modelling – Leveraging data models

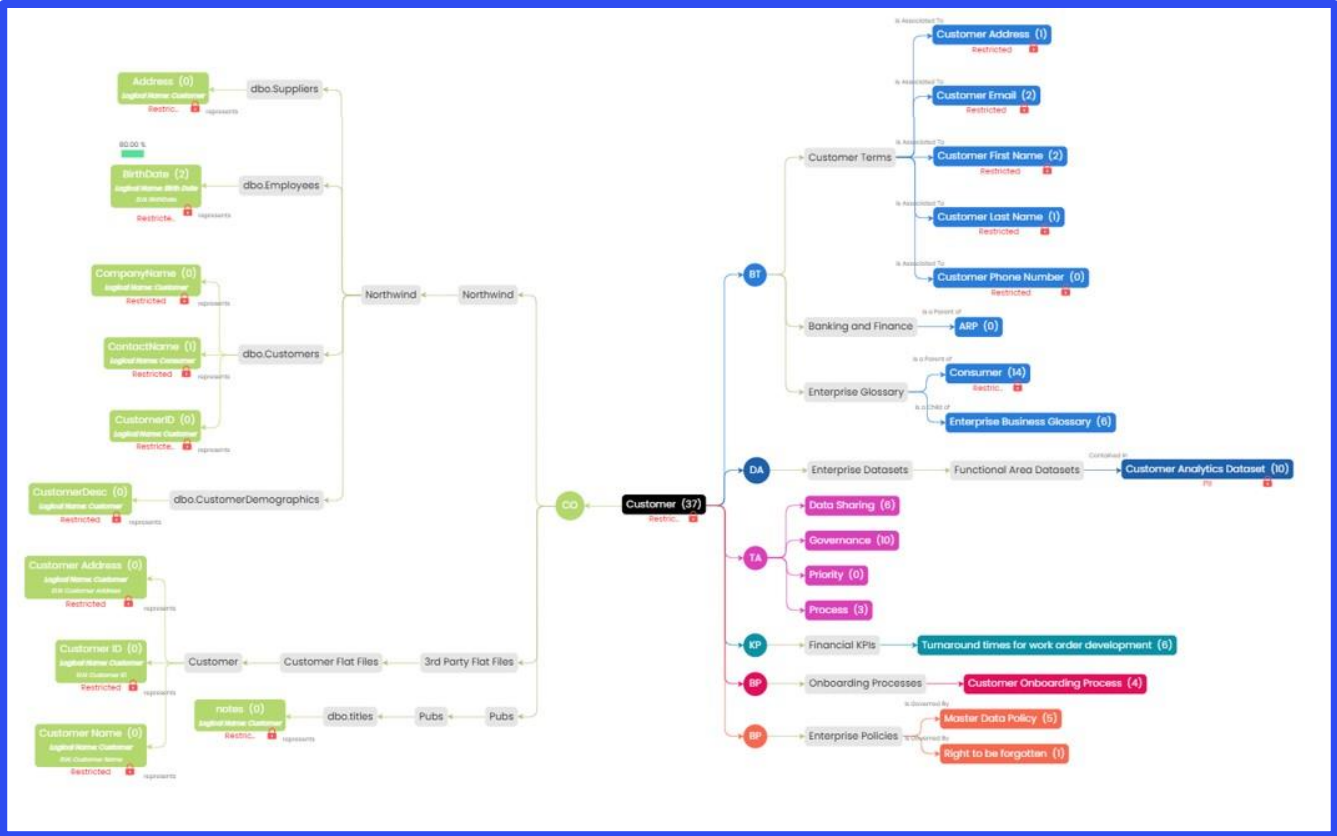
"Setting the Scene" for Your Data

Collecting business requirements for data

Conceptual, logical, physical modelling

Forward- and reverse-engineering

Data Catalog integration

erwin
by Quest

erwin Data Catalogue – Benefits of Automation

"Single Source of Truth" for Your Data

Data Lineage

Data Profiling

Business Context

Governance

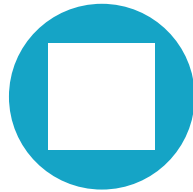# erwin Data Marketplace - supporting data as a product

The **"One Stop Shop"** for Your Data

Curated

Observable

Governed

Trusted

erwin
by Quest

From Modeling to Marketplace – Business Value

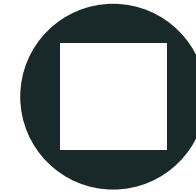Exchanging data with other organizations

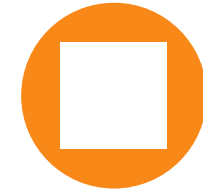Licensing data to consumers and third parties

Improving the stickiness of relationships

Improving decision making

Promoting own products better; Introducing new revenue streams

Exchanging data for favorable commercial terms (discounts or non-cash commercial benefits)

erwin
by Quest

erwin® by Quest portfolio

Seven Steps to maximize data value within an organization.

Model → Catalog → Curate → Govern → Observe → Score → Shop

erwin Data Modeling

erwin Data Modeler

erwin Data Intelligence by Quest

Data Marketplace

Discover Assets

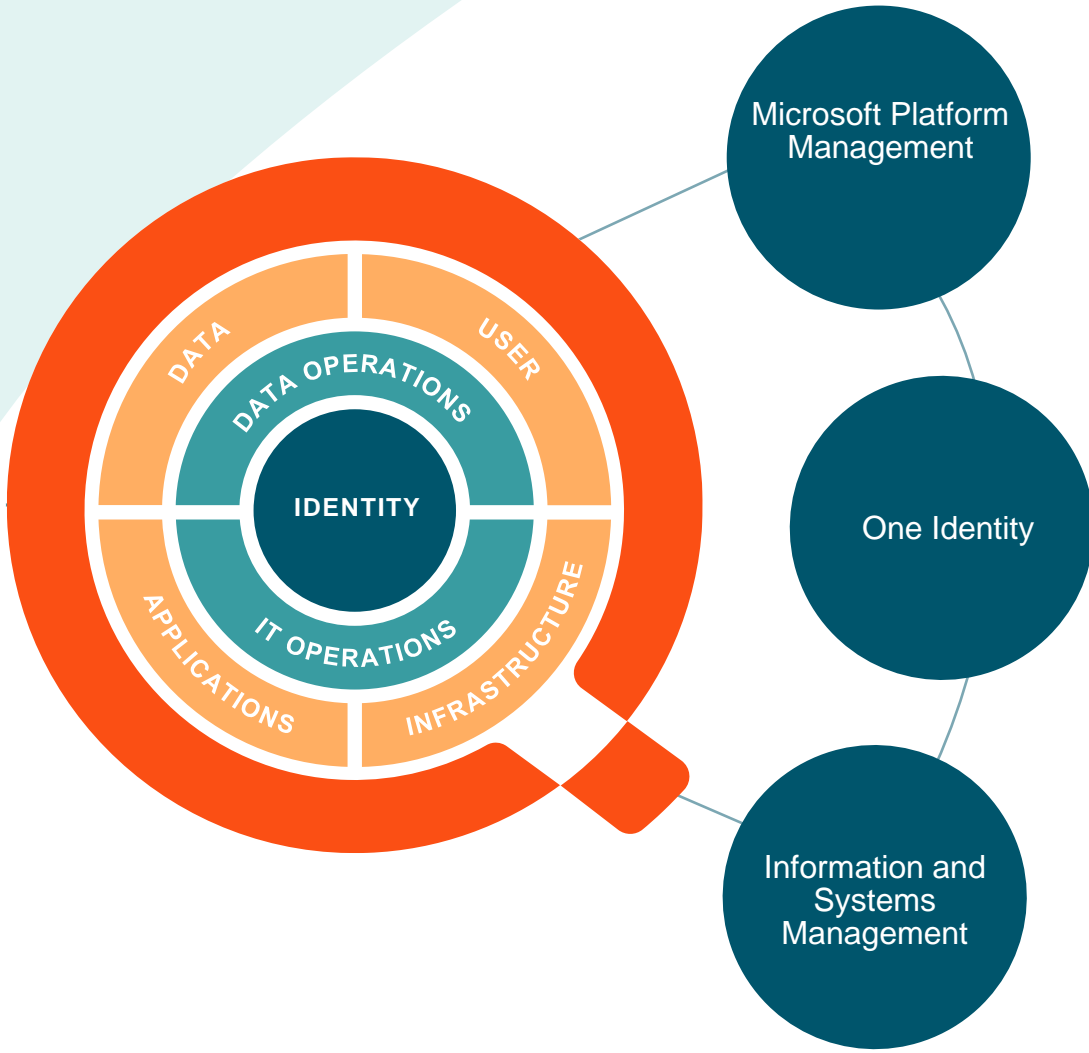**erwin Data Catalog**

erwin Data Quality

erwin Data Literacy

Data Lineage

Delivering IT resilience now

Microsoft Platform Management

One Identity

Information and Systems Management
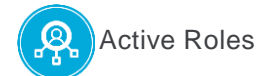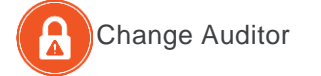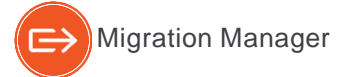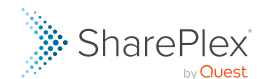
Scale & streamline IT operations

Migrate any workload faster, detect, defend and recover Active Directory, and stay in control to keep your business running.

Unify identity-centric cybersecurity

Achieve Zero Trust and close the cybersecurity exposure gap with our unified identity-centric cybersecurity platform to protect the people, apps and data essential to your business.

Data empowerment & governance

Empower your business with the visibility and context to better manage and develop data pipelines that deliver faster insights, while safeguarding your data and infrastructure.

BINARY TREE by Quest

Quadrotech by Quest

- Migration Manager
- Change Auditor
- Metalogix
- Recovery Manager

ONE IDENTITY by Quest

- Active Roles
- Safeguard
- Identity Manager

Toad by Quest

SharePlex by Quest

erwin by Quest

Foglight by Quest

- KACE by Quest
- NetVault
- QoreStor

Quest®

Where Next Meets Now.

Thank you!

Questions?

Dagmar Hillmeister

Dagmar.Hillmeister-Muller @quest.com

erwin®
by Quest