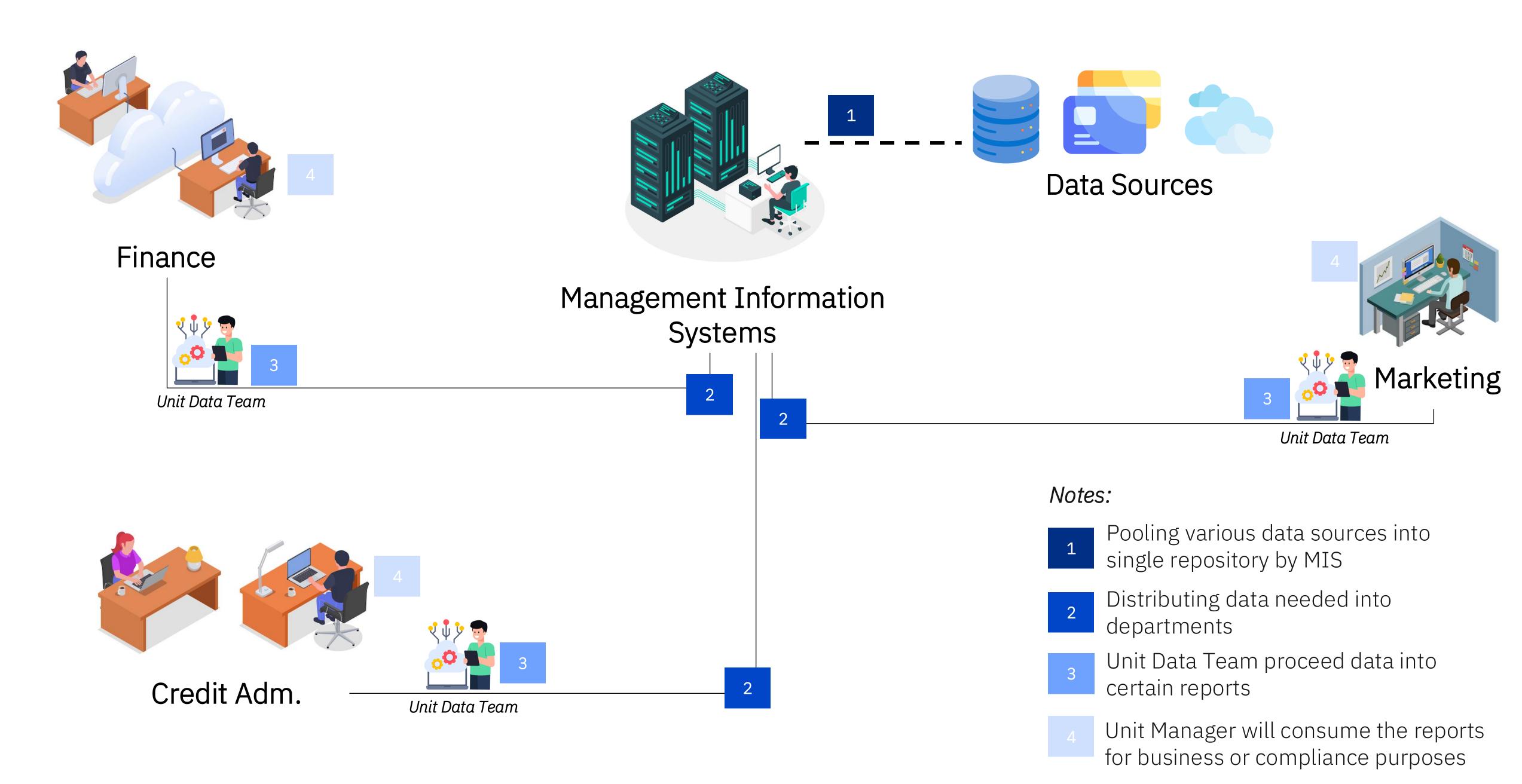
Unleash data's untapped potential with high-scale sharing of lifecycle managed data products

IBM Data Product Hub

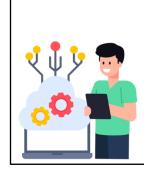
Banking Data Process Flow: Existing



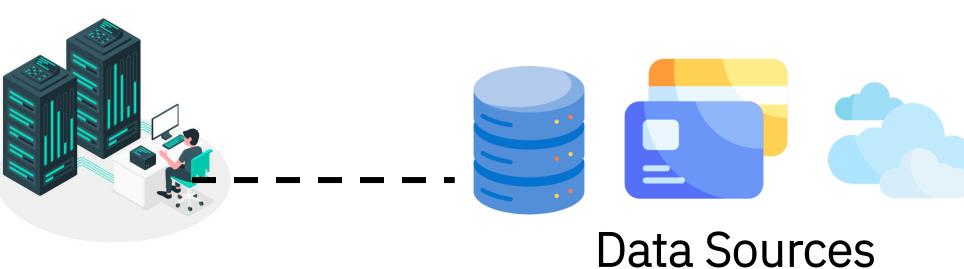
Banking Data Process Flow: New



Finance



Unit Data Team



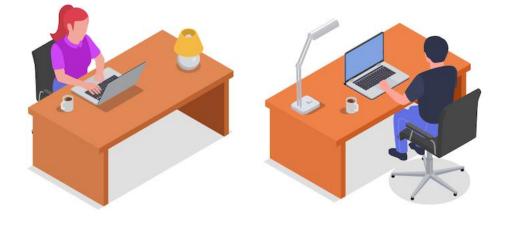
Management Information Systems



- ✓ Lawfulness, Fairness, Transparency
- ✓ Purpose Limitation
- ✓ Data Minimization
- ✓ Accuracy
- ✓ Storage Limitation
- ✓ Integrity and Confidentiality
- ✓ Accountability



Unit Data Team



Credit Adm.



Some challenges arise ...



Unit data team is **restricted** to access all data, thus data protection rules must be strictly implemented



Consent is needed before unit data team can access and proceed the data

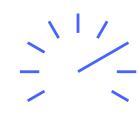


Data must be used based on **agreed contract** between data owner and data producer, including data consumer

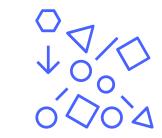


Data quality assessment must be applied before data is distributed into certain departments

More data, more problems?







Each year enterprise data is growing by ¹

42.2%

Speed

- Inefficient data sourcing obstructs analytics.
- Data delivery delays due to IT dependency.
- Continuous data upkeep due to format changes and staleness.

Trust

- Unauthorized access to sensitive data.
- Poor levels of data quality and reliability.
- Inadequate enforcement of data protection policy.

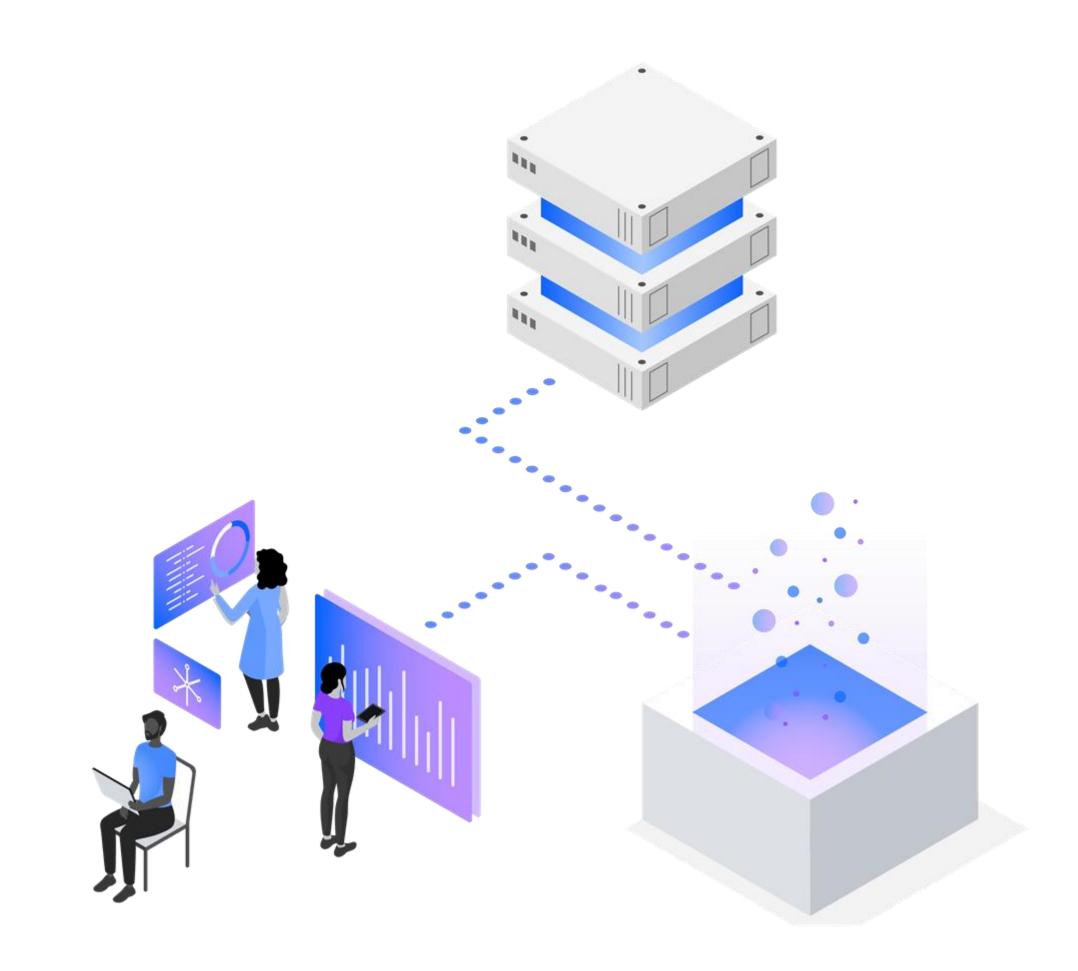
Silos

- Absence of a unified view across systems and tools.
- Multiple data environments: cloud, on premise, hybrid.
- Diverse source systems and analytic tools using data.

Current ad hoc approaches to acquire and deliver data diminish returns

of total enterprise time was spent on non-value-added tasks because of poor data quality and availability.¹ Introducing...

IBM Data Product Hub



Onboard, search, access and deliver data products across your organization...

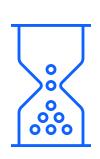
...Enabling teams to work faster and more efficiently.

Immediate benefits



30%

lower total ownership costs ¹



90%

time savings for new use case implementations ¹



\$1.2 bn

Reduced risk of data governance burden²

Data Product Hub Demo



Data Consumer

- Perform data shopping
- Request new data product
- Subscribe data product
- Access data product



2025/tree/main/Data%20Product%20Hub



Data Producer

- Claim task
- Create data product
- Approve subscription request

AI-Enhanced Data Delivery Demo

watsonx **Assistant** IBM Data Product Hub IBM Data Virtualization IBM Knowledge Catalog

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