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

IBM Data Product Hub

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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

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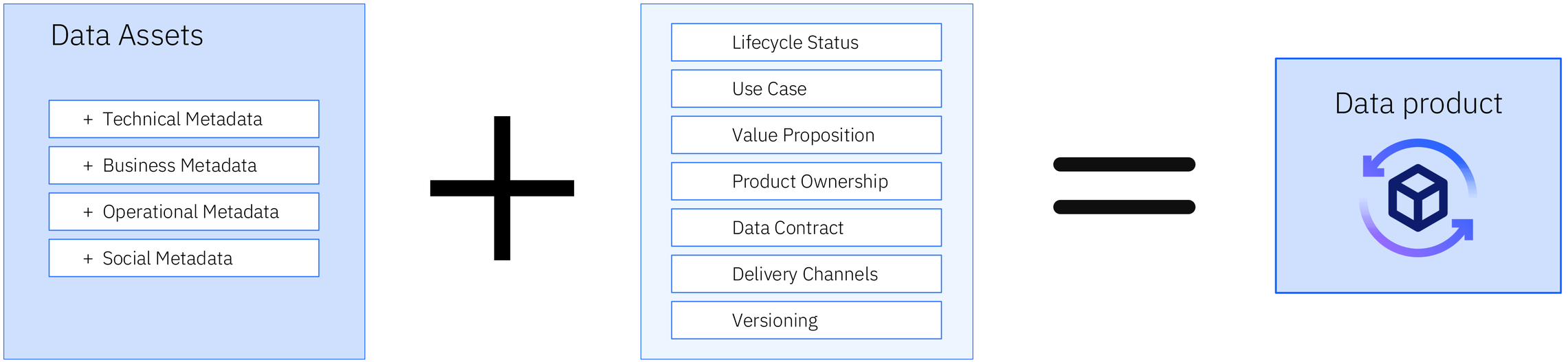
30%

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

Data products

offer speed and efficiency for greater returns from data and AI initiatives

Data assets and products



A collection of data and data-related assets tailored for high-scale sharing, offering clear business value, governance contracts, and efficient delivery

Immediate benefits

30%

lower total ownership costs [1]

90%

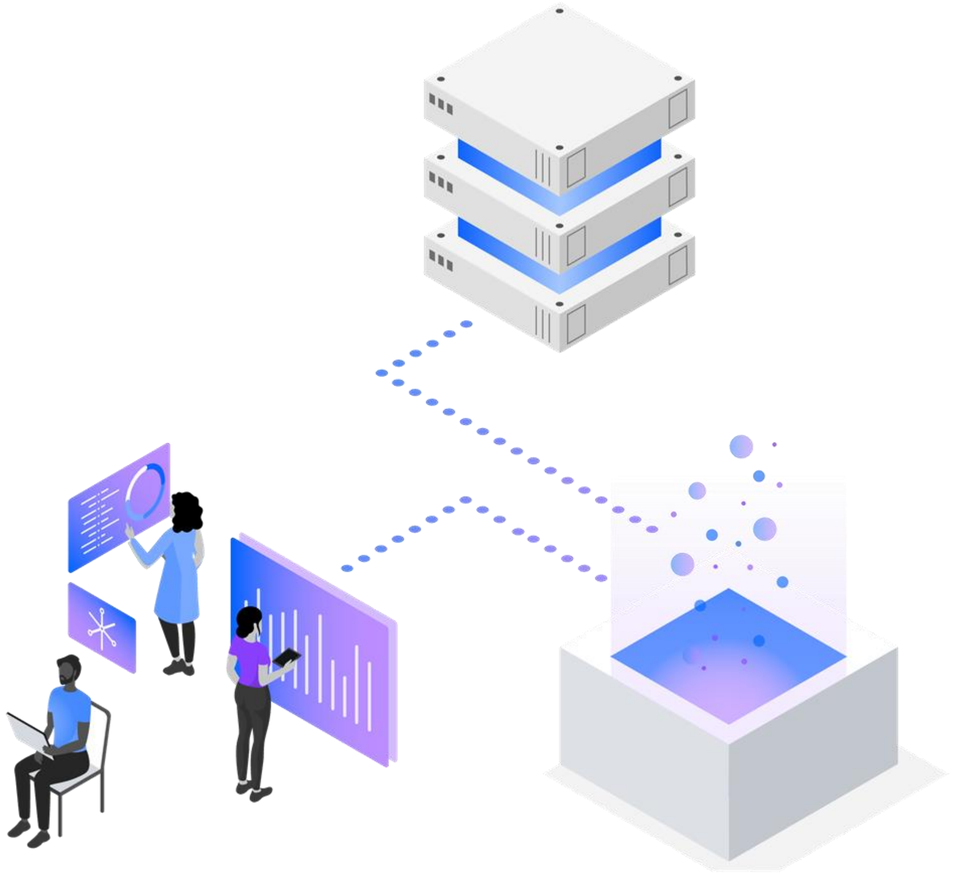
time savings for new use case implementations [1]

$1.2 bn

Reduced risk of data governance burden[2]

Introducing...

IBM Data Product Hub



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

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

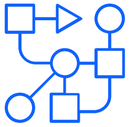
Key benefits

IBM Data Product Hub enables efficient creation and delivery of reusable, governed data products via a dependable marketplace

Simplified data sharing and consumption

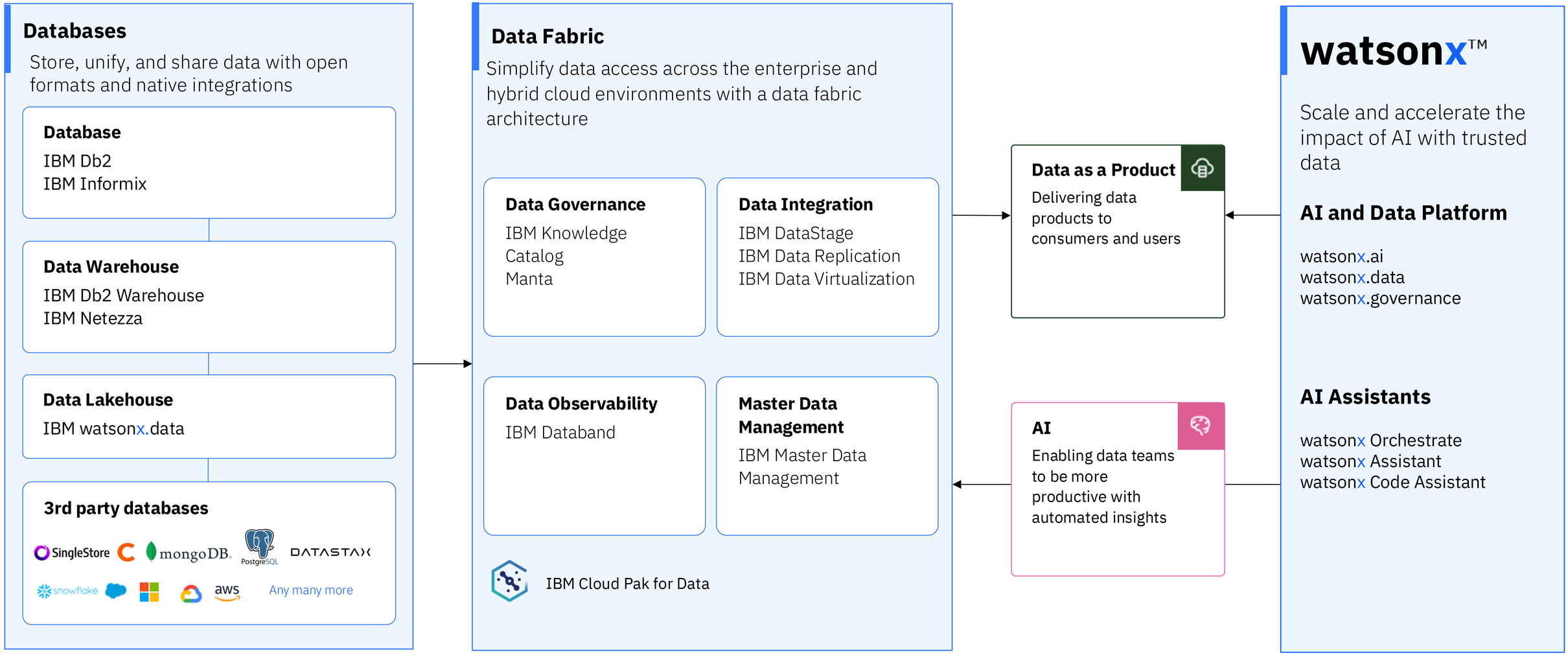
Establishes an open ecosystem strategy

Data product lifecycle management



Reusable data products across use cases

Investments in an open and trusted data foundation will accelerate and scale your AI initiatives



Automated data lineage

Gain deeper visibility into your data and its journey from source to end-use for regulatory compliance and AI use cases with Manta, an IBM company