Unleash data's untapped potential with high-scale sharing of lifecycle managed data products
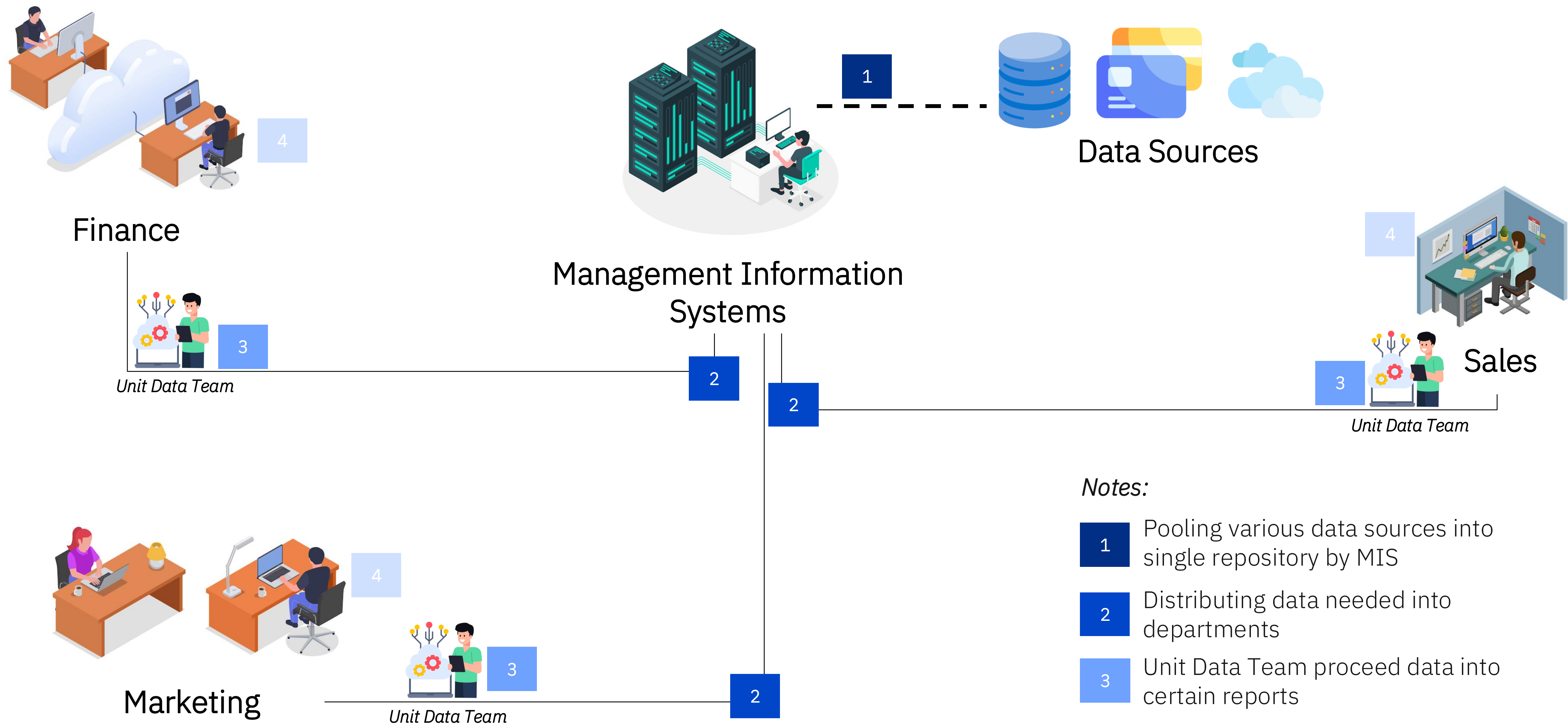
IBM Data Product Hub
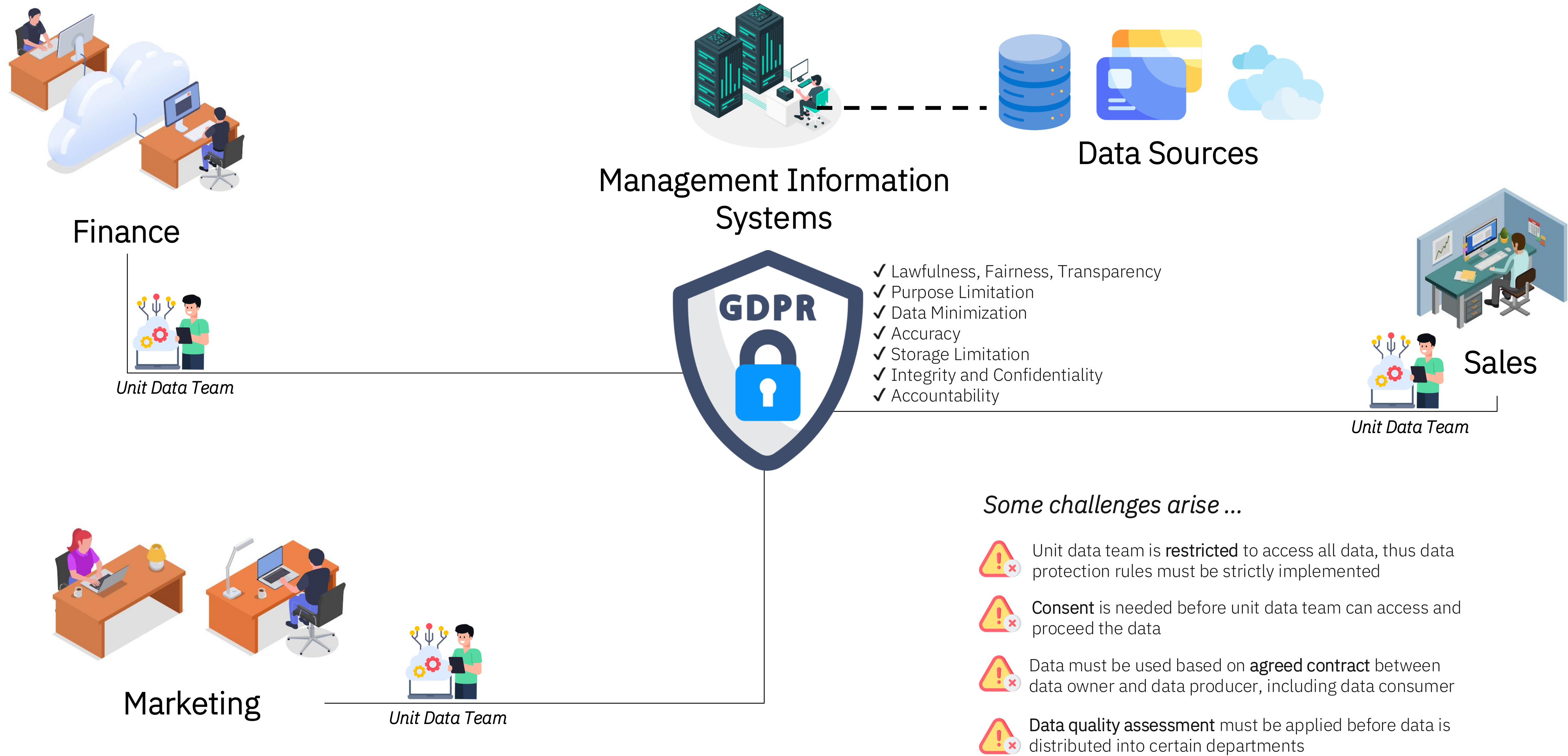
Lourensius Bisma
Client Engineering: Data, AI & Security
lourensius.bisma@ibm.com

Banking Data Process Flow: Existing

Data Sources

Management Information Systems

Finance

Unit Data Team

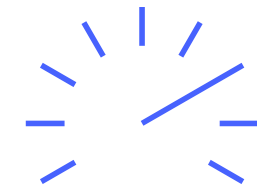**Sales**

Unit Data Team

Marketing

Unit Data Team

Notes:

1. Pooling various data sources into single repository by MIS
2. Distributing data needed into departments
3. Unit Data Team proceed data into certain reports
4. Unit Manager will consume the reports for business or compliance purposes
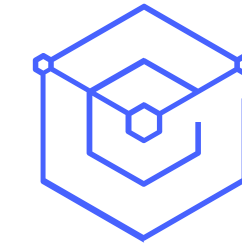
Banking Data Process Flow: New

Finance

Unit Data Team

Marketing

Unit Data Team

Management Information Systems

Data Sources

GDPR

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

Sales

Unit Data Team

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?

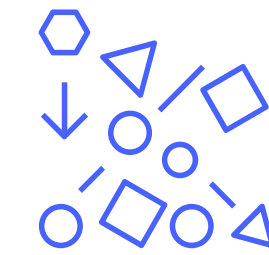## Each year enterprise data is growing by [1]

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.
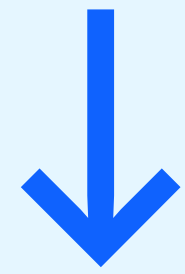- Inadequate enforcement of data protection policy.

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.

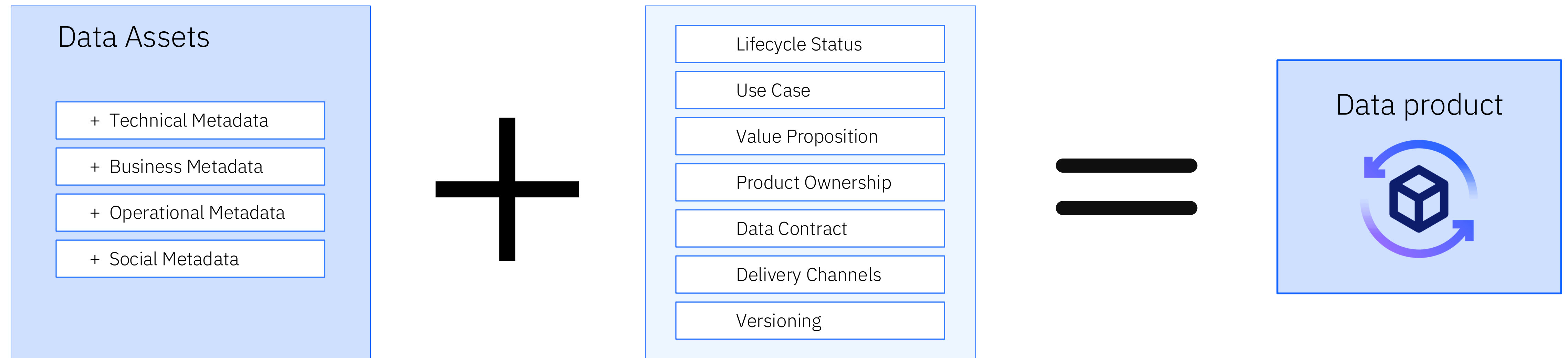# Current ad hoc approaches to acquire and deliver data diminish returns

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
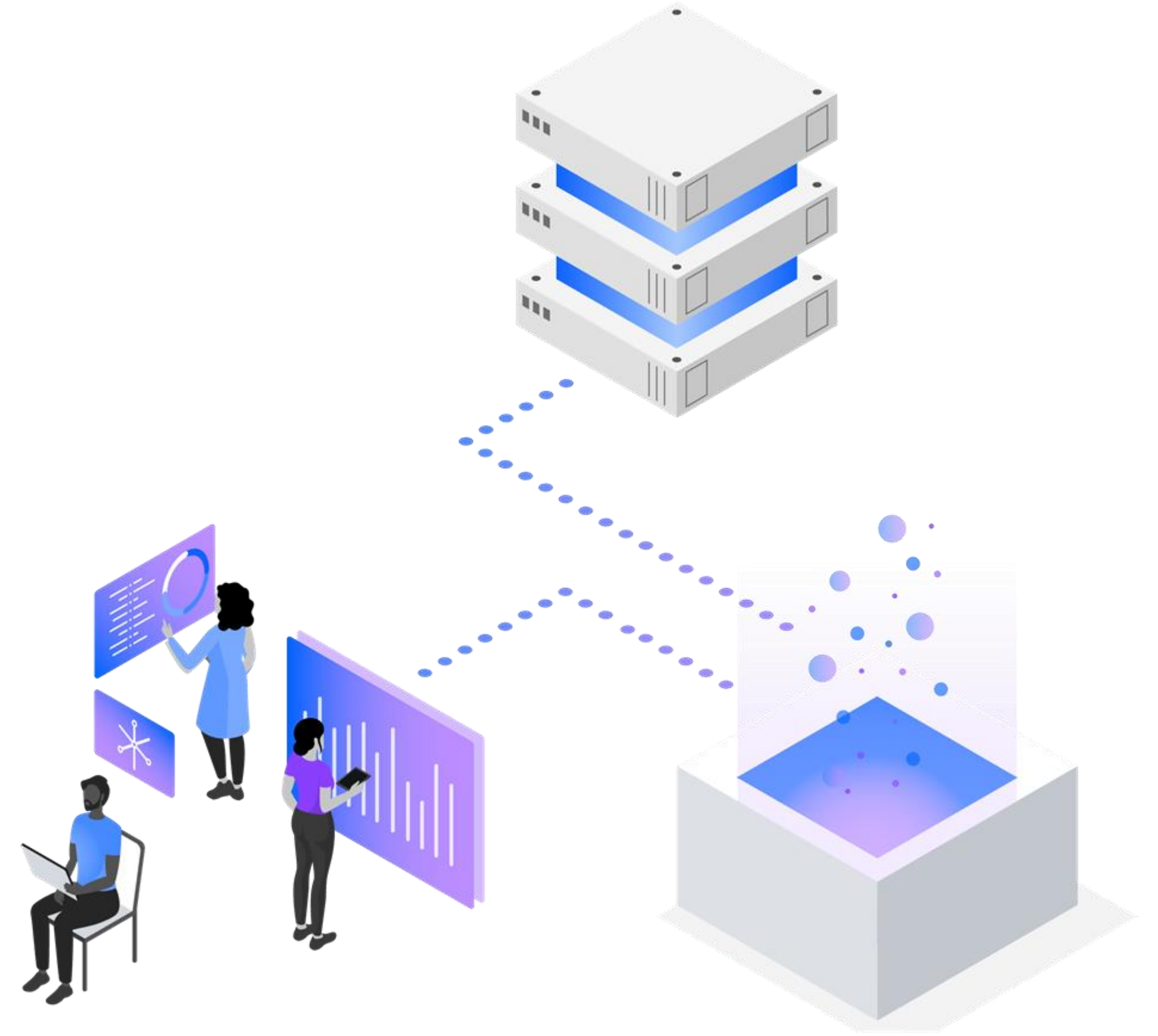
Data assets and products

Data Assets

+ Technical Metadata

+ Business Metadata

+ Operational Metadata

+ Social Metadata

+

Lifecycle Status

Use Case

Value Proposition

Product Ownership

Data Contract

Delivery Channels

Versioning

=

Data product

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

Introducing…

IBM Data Product Hub

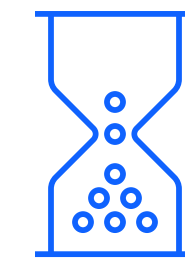Onboard, search, access and deliver data products across your organization...

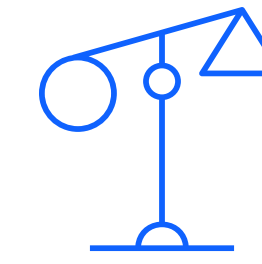...Enabling teams to work faster and more efficiently.

Immediate benefits

30%

lower total ownership costs [1]

90%

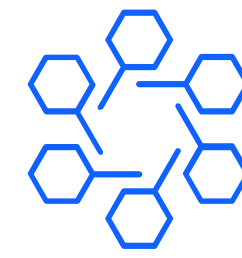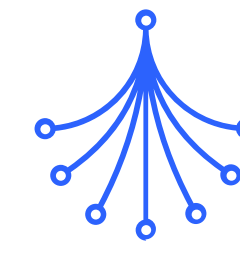time savings for new use case implementations [1]

$1.2 bn

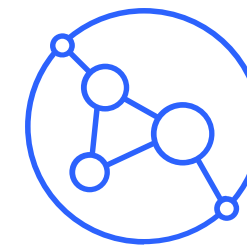Reduced risk of data governance burden[2]

Key benefits

IBM Data Product Hub
enables efficient creation and delivery of reusable, governed data products via a dependable marketplace
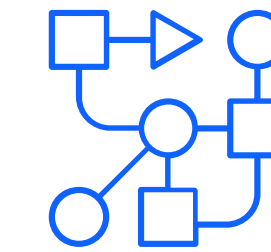
Simplified data sharing and consumption
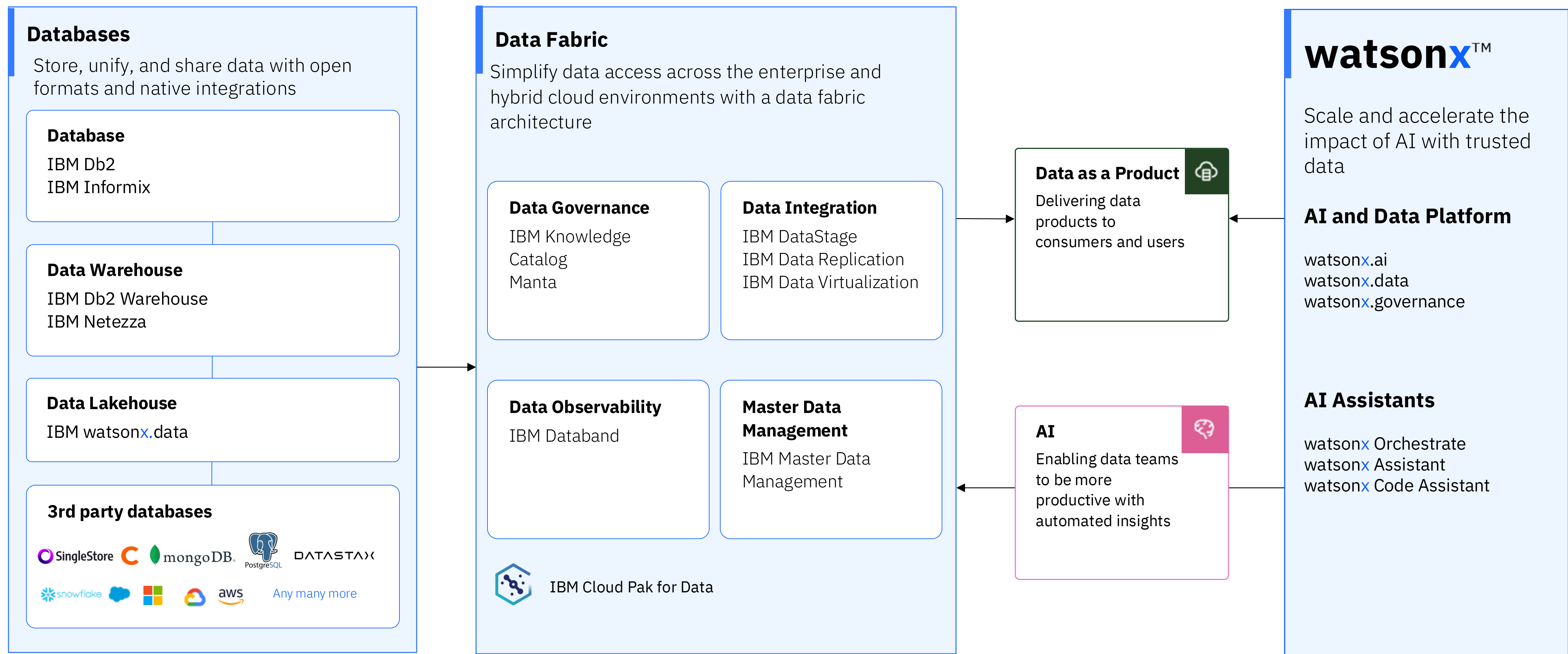
Establishes an open ecosystem strategy

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

Databases
Store, unify, and share data with open formats and native integrations

Database
IBM Db2
IBM Informix

Data Warehouse
IBM Db2 Warehouse
IBM Netezza

Data Lakehouse
IBM watsonx.data

3rd party databases
SingleStore   mongoDB   PostgreSQL   DATASTAX
snowflake   Microsoft   Google   aws   Any many more

Data Fabric
Simplify data access across the enterprise and hybrid cloud environments with a data fabric architecture

Data Governance
IBM Knowledge Catalog
Manta

Data Integration
IBM DataStage
IBM Data Replication
IBM Data Virtualization

Data Observability
IBM Databand

Master Data Management
IBM Master Data Management

IBM Cloud Pak for Data

Data as a Product
Delivering data products to consumers and users

AI
Enabling data teams to be more productive with automated insights

watsonx™
Scale and accelerate the impact of AI with trusted data

AI and Data Platform
watsonx.ai
watsonx.data
watsonx.governance

AI Assistants
watsonx Orchestrate
watsonx Assistant
watsonx Code Assistant

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