Challenges in today's data marketplaces

Data Consumers	Data Providers
Focus on data only or simple applications: Accessing only datasets means organizations looking to take advantage of AI and machine learning need to look elsewhere or start from scratch, causing delays in driving business insights.	**Limited opportunities to monetize new types of assets:** A data-only approach means organizations are limited to monetizing anything beyond a dataset and will face more friction to create new revenue opportunities with noncompatible platforms.
Lengthy discovery and evaluation: The tools most marketplaces provide for data consumers to evaluate data are simply descriptions and example SQL statements. Minimal evaluation tools means it takes more time to figure out if a data product is right for you, which might include more time in back-and-forth messages with a provider or searching for a new provider altogether.	**Difficulty reaching more users:** Data providers must choose between forgoing potential business or incurring the expense of replicating data.
Delayed time to insights with vendor lock-in: Delivery through proprietary sharing technologies or FTP means either vendor lock-in or lengthy ETL processes to get the data where you need it to be to work with it.	**Lack of secure technology and unified governance:** Without open standards for sharing data securely across platforms and clouds, data providers must use multiple tools to secure access to scattered data, leading to inconsistent governance.

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What is Databricks Marketplace?

Databricks Marketplace is an open marketplace for all your data, analytics and AI, powered by Delta Sharing.

Since Databricks Marketplace is powered by Delta Sharing, you can benefit from open source flexibility and no vendor lock-in, enabling you to collaborate across all platforms, clouds and regions. This open approach allows you to put your data to work more quickly in every cloud with your tools of choice.

Databricks Marketplace brings together a vast ecosystem of data consumers and data providers to collaborate across a wide array of datasets without platform dependencies, complicated ETL, expensive replication and vendor lock-in.
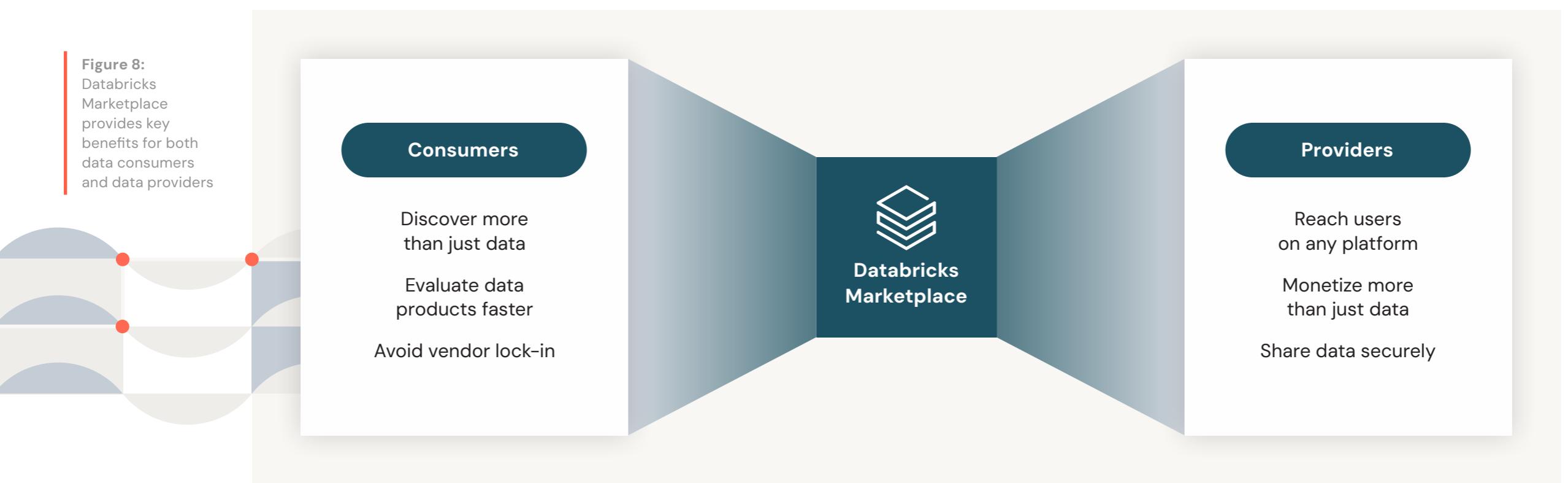
Databricks Marketplace also supports AI model sharing to provide users access to both OSS and proprietary AI (first- and third-party) models. This enables data consumers and providers to discover and monetize AI models and integrate AI into their data solutions.

Databricks Marketplace offers a wide variety of AI assets, including pretrained generative AI models, large language models (LLMs) and industry-specific models from external providers like AI21 Labs, John Snow Labs, OLA Krutrim, Bitext and more. These models can be used as is or fine-tuned with custom data for specific use cases.

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Key benefits of Databricks Marketplace

Since Databricks Marketplace is powered by Delta Sharing, you can benefit from open source flexibility and no vendor lock-in, enabling you to collaborate across all platforms, clouds and regions. This open marketplace brings together a vast ecosystem of data consumers and data providers to collaborate across a wide array of datasets without platform dependencies, complicated ETL, expensive replication and vendor lock-in.

Beyond data, providers can monetize AI models. Consumers can evaluate those AI models with rich previews, including visualizations and pre-built notebooks with sample data. With the click of a button, consumers can install the AI models. All of this works out of the box with the AI capabilities of the Databricks Data Intelligence Platform for both real-time and batch inference.

Figure 8: Databricks Marketplace provides key benefits for both data consumers and data providers

Consumers

Discover more than just data

Evaluate data products faster

Avoid vendor lock-in

Databricks Marketplace

Providers

Reach users on any platform

Monetize more than just data

Share data securely

Here's what data providers and data consumers are saying about Databricks Marketplace.

Dun & Bradstreet delivers real-time access to global datasets with Databricks Marketplace

"Reliable, trusted and up-to-date data is the backbone of informed decision-making. The power of Dun & Bradstreet's datasets and analytical insights and the openness, scalability and security of Databricks Marketplace provide a strong foundation for organizations to put the power of data to work for them when and where needed to accelerate their business objectives."

— **Ginny Gomez,** President, Dun & Bradstreet, North America

HealthVerity offers de-identified healthcare data on Databricks Marketplace

"We're excited to deepen our partnership with Databricks and expand our presence through Databricks Marketplace. This collaboration empowers our clients — including pharmaceutical companies, government agencies and healthcare organizations — with unparalleled ease of access to comprehensive, de-identified healthcare data from the nation's largest real-world healthcare data ecosystem. This enables them to accelerate scientific discoveries and achieve transformative health outcomes. Together we're setting a new standard for healthcare data privacy, governance and interoperability."

— **Andrew Kress**, CEO, HealthVerity

The Trade Desk offers customers the ability to leverage first-party data through Databricks Marketplace for the first time

"Our partnership with Databricks revolutionizes how our customers unlock their data in digital media buying, enhancing their ability to harness real-time insights for more effective advertising campaigns. By integrating with the open ecosystem of Databricks Delta Sharing and the powerful predictive analytics capabilities of the Databricks Data Intelligence Platform, coupled with The Trade Desk's industry-leading advertising technology, we're empowering marketers to optimize their campaigns and achieve unprecedented levels of precision and efficiency."

— **Jay Goebel**, VP of Data Partnerships, The Trade Desk

Shutterstock's image datasets are now available on Databricks Marketplace

"Shutterstock is bringing their vast collection of nearly a billion creative content assets to Databricks Marketplace, a platform renowned for fostering open data and AI collaboration. This integration provides unparalleled access to our extensive library of ethically sourced visual content, propelling responsible AI and ML initiatives forward across various industries. We're excited to add Delta Sharing as a method to deliver data. Customers utilizing our rich dataset on Databricks can tap into new opportunities, catalyze product innovations and secure a competitive advantage."

— **Aimee Egan**, Chief Enterprise Officer, Shutterstock

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Databricks Marketplace drives innovation and expands revenue opportunities.

Data Consumers

For data consumers, Databricks Marketplace dramatically expands the opportunity to deliver innovation and advance analytics and AI initiatives

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Discover more than just data: Access more than just datasets, including AI models, notebooks, applications and solutions

Evaluate data products faster: Pre-built notebooks and sample data help you quickly evaluate and have much greater confidence that a data product is right for your AI or analytics initiatives. Obtain the fastest and simplest time to insight.

Avoid vendor lock-in: Substantially reduce the time to deliver insights and avoid lock-in with open and seamless sharing and collaboration across clouds, regions or platforms. Directly integrate with your tools of choice right where you work.

Data Providers

For data providers, Databricks Marketplace gives them the ability to reach new users and unlock new revenue opportunities

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Reach users on any platform: Expand your reach across platforms and access a massive ecosystem beyond walled gardens. Streamline delivery of simple data sharing to any cloud or region, without replication.

Monetize more than just data: Monetize the broadest set of data assets, including datasets, notebooks and AI models, to reach more data consumers

Share data securely: Share all your datasets, notebooks, AI models, dashboards and more securely across clouds, regions and data platforms

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Enable collaboration and accelerate innovation

Powered by a fast, growing ecosystem

Datarbricks Marketplace is the fastest–growing data marketplace. Since its launch, we've continued to increase partners across industries, including Retail; Communications, Media & Entertainment; and Financial Services, with 2500+ listings you can explore in our open marketplace from 250+ providers and counting.

Use cases for an open marketplace

Organizations across all industries have many use cases for consuming and sharing third–party data, from the simple (dataset joins) to the more advanced (AI notebooks, applications and dashboards).

Advertising and Retail
Incorporate shopper behavior analysis | Ads uplift/ performance | Demand forecasting | "Next best SKU" prediction | Inventory analysis | Live weather data

Finance
Incorporate data from stock exchange to predict economic impact | Market research | Public census and housing data to predict insurance sales

Healthcare and Life Sciences
Genomic target identification | Patient risk scoring Accelerating drug discovery | Commercial effectiveness | Clinical research

For more on Databricks Marketplace, go to marketplace.databricks.com, or refer to the Resources section on page XX.

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