

Data Products as a Service (DPaaS)

- A Unified Consulting Model for Scalable Data Solutions

The Problem

- Siloed consulting services lead to misaligned priorities and duplicated work
- Clients attempt data democratization without foundational products
- Inconsistent KPIs across departments undermine trust in data
- Tool sprawl and poor adoption of insights

Our Solution: Data Products as a Service

- Product-led consulting model combining engineering, analytics, and governance
- Delivers reusable, governed, business-aligned data products
- Reduces rework and increases time to value
- Enables self-service through trustworthy data assets

What is a Data Product?

- Discoverable – searchable, documented, and known across teams
- Trustworthy – tested, governed, and reliable
- Usable – consumable by business and technical users
- Reusable – modular, scalable, and extendable
- Measurable – defined outcomes and usage metrics

DPaaS Team Structure

- Client SME / Product Owner – owns product vision
- Data Architect – designs scalable solution
- Data Engineer – builds pipelines and models
- BI Developer – creates usable insights
- Governance Lead – embeds quality and access controls
- Data Scientist (optional) – develops ML models and advanced analytics when needed

Delivery Framework

- Discover: understand the business problem and data opportunity
- Design: create architecture and KPI alignment
- Build: develop MVP using modern tools
- Iterate: incorporate feedback and usage data
- Enable: self-service analytics and documentation
- Evolve: manage, scale, and improve products over time

Real Example: What Could've Been Better

- Three separate teams engaged on data engineering, BI, and governance
- Lack of shared vision caused misalignment and rework
- CRM migration presented opportunity for end-to-end data product
- DPaaS could have streamlined delivery and embedded governance from the start

Engagement Models

- Fixed-Term MVP – 6-12 week engagements
- Monthly Retainer – ongoing product development
- Hybrid Pod – combined client and consulting teams
- Managed Product Portfolio – full outsourcing of product lifecycle

Why We Win

- We deliver outcomes, not just services
- Unify engineering, analytics, and governance from day one
- Built with reuse, trust, and scale in mind
- Enable client self-service with measurable business impact

Optional Add-On Services

- KPI templates and governance starter kits
- Integration blueprints (Salesforce, SAP, etc.)
- Advanced Analytics & ML Add-Ons:
 - – Pre-built ML model templates (churn, forecast, etc.)
 - – Feature store integration for ML-enabled products
 - – MLOps pipelines (MLflow, Databricks, Vertex AI)
 - – Model governance and monitoring toolkits

Next Steps

- Identify pilot clients and candidate use cases
- Finalize internal toolkit and accelerators
- Train consulting teams on DPaaS model
- Launch 1-2 pilot engagements and refine based on feedback