Category

Digital Transformation

Data Products & Data-as-a-Service Digital Transformation Playbook

Treating internal data as a product with real users, not just an asset that exists somewhere in a warehouse

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for transforming toward data products and data-as-a-service — treating data as a product with defined users, quality standards, and ongoing ownership, rather than a passive asset sitting in a warehouse that teams struggle to discover, trust, or actually use.

How is a "data product" different from just having a well-organized

data warehouse? A data warehouse is infrastructure; a data product has a defined owner, known users, quality standards, and documentation treated with the same discipline as a software product — the product mindset, not just storage organization, is what actually makes data usable and trusted at scale.

Who should own a data product?

A specific accountable owner (not a diffuse "the data team"), ideally close to the domain the data represents, responsible for its quality, documentation, and evolution — similar to how a software product has a clear product owner.

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