In today's data-rich landscape, organizations must shift from viewing data as a raw resource to treating it as a finished product - a reusable, self-contained asset that delivers measurable business value. Trissential's Data as a Product model empowers enterprises to unlock insights, drive innovation, and accelerate decision-making.

What makes a Data Product Valuable?

A Data Product is a curated, reusable data asset designed to solve a specific business need. It combines data with context, code, and governance to be independently usable - shifting the mindset from raw data to strategic, outcome-driven products.

Core Attributes:

- Discoverable, understandable, and trustworthy
- Secure, interoperable, and modular
- Designed for reuse across teams and platforms

Together, these products empower organizations to move beyond reactive reporting - enabling real-time insights, intelligent operations, and enterprise-wide innovation at scale.

Types of Data Products span the analytics maturity curve:

- **Descriptive:** Dashboards and reports showing KPIs and trends
- **Diagnostic:** Self-service tools for root cause analysis
- **Predictive:** Forecasting models using historical data and ML
- **Prescriptive:** AI-driven engines for automated decision-making

Medallion Architecture
Enabling Scalable, Trusted Data Products

A layered framework that transforms raw data into refined, business-ready products through a structured and governed pipeline.

1 | Bronze Zone: Raw Data

- Ingested directly from source systems
- Preserved for traceability and compliance
- Secured and encrypted where needed

2 | Silver Zone: Refined Data

- Cleaned and standardized
- Enriched with reference data
- Organized by business domain

3 | Gold Zone: Business-Ready Data

- Modeled for analytics and reporting
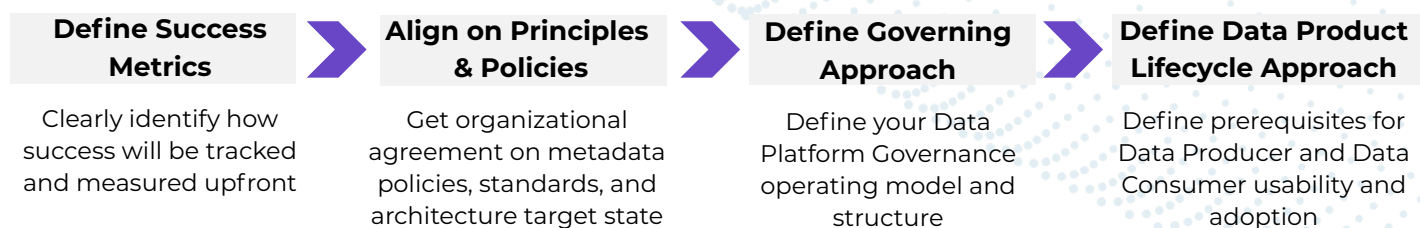- Aligned with business semantics
- Ready for self-service consumption

4 | Platinum Zone: Data Products

- Curated for specific business use cases
- Governed, documented, and reusable
- Optimized for performance and decision-making
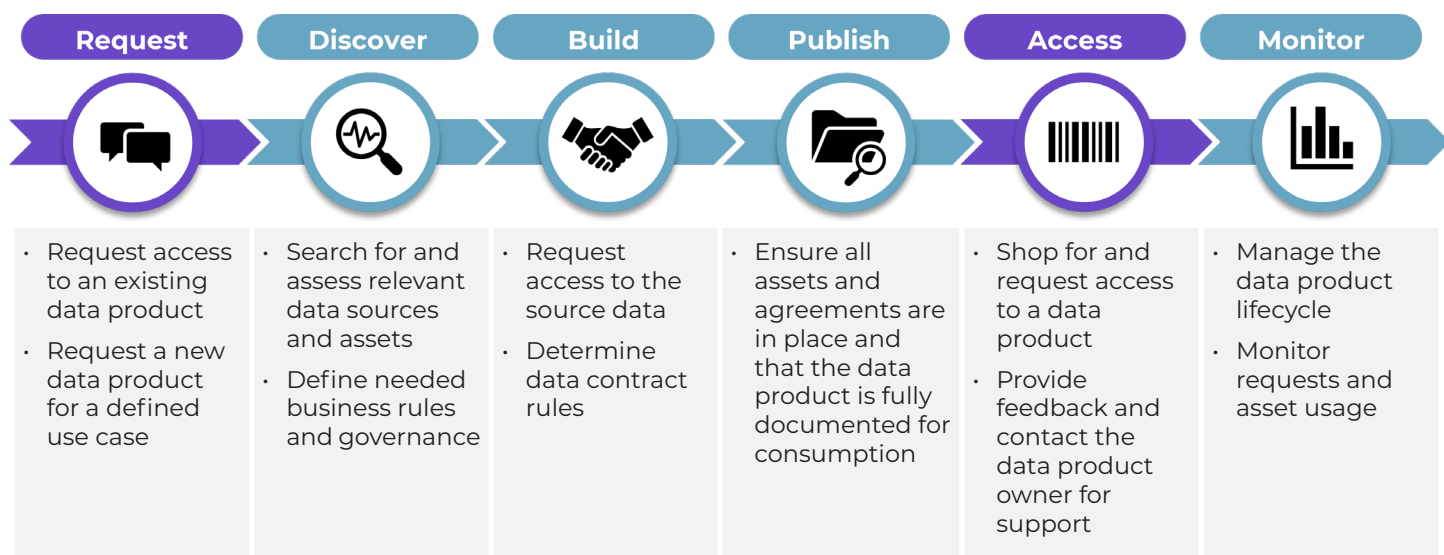
Data Product Success Prerequisites

Our approach to data products focuses on ensuring that there is strong leadership alignment

Define Success Metrics	Align on Principles & Policies	Define Governing Approach	Define Data Product Lifecycle Approach
Clearly identify how success will be tracked and measured upfront	Get organizational agreement on metadata policies, standards, and architecture target state	Define your Data Platform Governance operating model and structure	Define prerequisites for Data Producer and Data Consumer usability and adoption

Data Product Lifecycle Approach

Turning data into a product isn't a one-time event - it's a structured, repeatable process that ensures quality, usability, and governance at every stage

🟣 Data Consumers
🔵 Data Product Owners

Request	Discover	Build	Publish	Access	Monitor
• Request access to an existing data product • Request a new data product for a defined use case	• Search for and assess relevant data sources and assets • Define needed business rules and governance	• Request access to the source data • Determine data contract rules	• Ensure all assets and agreements are in place and that the data product is fully documented for consumption	• Shop for and request access to a data product • Provide feedback and contact the data product owner for support	• Manage the data product lifecycle • Monitor requests and asset usage

Trissential, an Expleo Company, helps organizations turn data into a strategic advantage. Our Data as a Product model enables digital leaders to build trusted, scalable data foundations that power AI, analytics, and innovation. With proven frameworks, automation, and governance, we accelerate insight delivery, strengthen compliance, and drive smarter, faster decisions across the enterprise.

Is your data AI ready?

Don't let poor data quality and governance hold back your transformation. Trissential's **Data Readiness for AI Scorecard** gives you clarity, confidence, and a roadmap to scale AI with speed and trust - **all in under two weeks and less than 90 minutes of your time.**

GET STARTED WITH OUR SCORECARD