Data as a Product (DaaP)

Organisations have invested in data platforms to support domain-specific insights. While these investments serve local needs, scaling enterprise-wide use cases remains a challenge. Cross-domain initiatives often require complex integrations, manual processes, and knowledge concentrated in a few experts, limiting agility and increasing cost.

CHALLENGE

• Lack of unified data governance, impacting data quality, trust, and regulatory compliance
• Limited scalability caused by legacy architecture, increasing costs and reducing AI readiness
• Slow time to insights due to complex approval processes and unclear data ownership
• Poor documentation, weak lineage, and limited visibility for data consumers

SOLUTION

Celfocus helps clients turn legacy data into **AI-ready Data Products**. By applying a product-thinking approach, domains such as Customer Value or Network can own and share data products across the organisation.

Our strategy is built on four pillars: **Data Product Delivery, Governance, Consumer Experience, and Automation**

– with Automation acting as the key accelerator. Using Generative AI, we streamline onboarding, managing metadata, classification, and quality rules in **minutes instead of weeks.**

Additionally, we enhance analytics with conversational AI agents, enabling users to explore data and uncover insights simply by asking.

Data Product Delivery
Build

Provides unified capabilities that standardised how data is ingested, modelled and processed
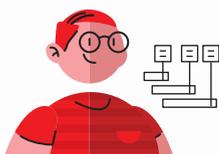
Data Product Governance
Manage

Makes data products reliable and compliant.

Consumers Experience
Consume

Knowing who the consumers are, how they use data, and what they need is essential to ensure effective adoption of data products.

Automation
Celfocus Accelerators

Automation keeps the system scalable and reduces manual overhead.

BENEFITS

Implementing a Data Product Strategy delivers value across multiple dimensions:

Faster, high-quality insights, accelerating business impact through cross-domain use cases.

Operational efficiency and cost optimisation by reducing team effort with well-defined, shareable products.

Maximised ROI on data by enabling internal and external data products, unlocking new business opportunities.

Celfocus Automation Tools
Reducing the manual effort required to define data products – from weeks to minutes – through a YAML-based framework that also provides recommendations for:
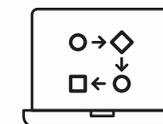
Smart Q+: Quality Rules recommendation and configuration

PII Data Classification: Detects and classifies sensitive data automatically

Additional Frameworks: Sampling & Masking, Data FinOps, Data Quality