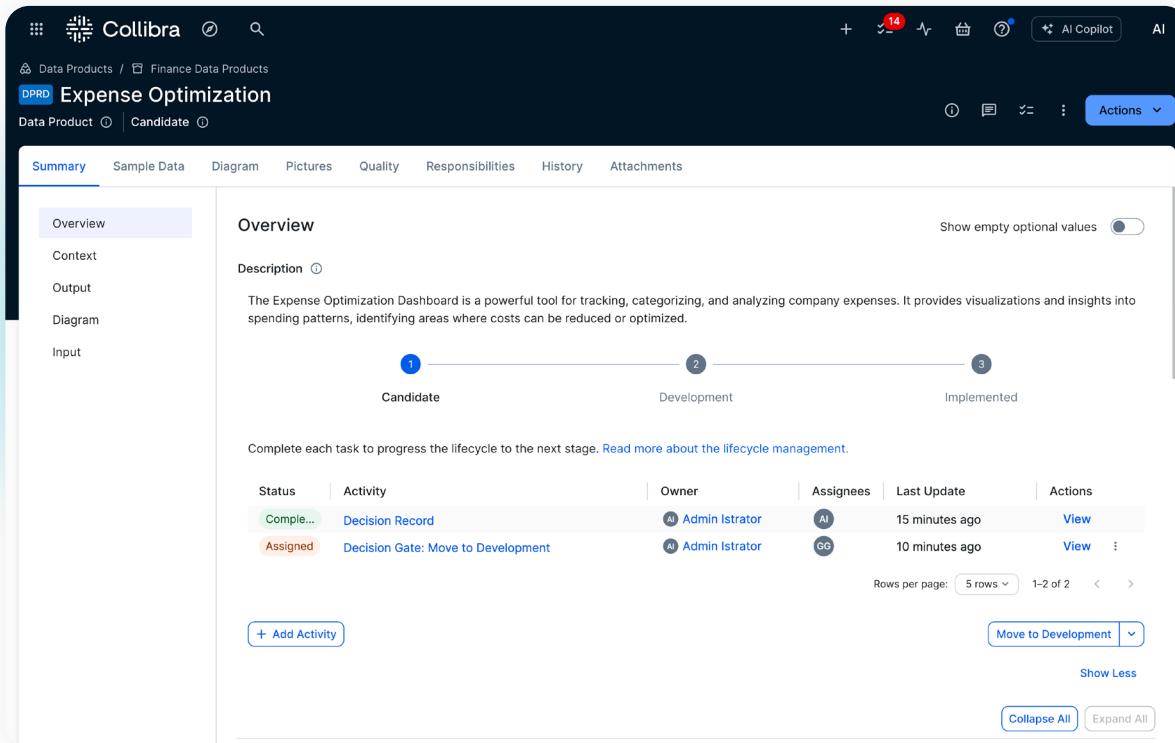


Deliver ROI with data products

Drive measurable business outcomes from your data



Accelerate building, managing and publishing trusted data products through a guided, collaborative experience.

The challenges of scaling trusted data

As a data leader, you see data being used far beyond analytics teams – in reports, dashboards and increasingly through AI assistants and automated decision-making systems. In this environment, the expectation is instant, trusted answers.

But fragmented governance, a lack of context and questionable quality often stand in the way, forcing teams to spend more time searching for and verifying data than actually using it to drive the business forward.

Your challenge isn't just making more data available; it's ensuring everyone can efficiently find the right data, trust it and use it securely at scale to drive ROI.

Key features and capabilities

- Integrated internal data marketplace
- Flexible, guided data product build experience
- AI-powered mapping of technical data to business context
- Automated data quality checks and policy compliance monitoring
- Data contracts with embedded service-level objectives
- Unified control layer for automated data access and masking

Data products as the foundation for trusted data at scale

Data products—ready-to-use assets combining data with context, controls and access—are essential for success, with 92% of organizations in [a recent KPMG survey](#) agreeing.

A data product framework operationalizes governance, enabling organizations to deliver trusted, discoverable data at scale to power analytics and AI for business outcomes. Data shifts from an application byproduct to a standalone product with a purpose, owner and quality standards, providing complete information packages for data consumers (human or AI).

This framework bridges the gap between data producers and business consumers by standardizing requests and delivery, eliminating “tribal knowledge” and ensuring secure, effective use across departments.

Ultimately, a product-centric mindset creates a scalable data economy. It allows domain teams to own specialized data while providing certified, high-quality assets to the wider organization, transforming data from a cost center into a transparent driver of business value and ROI.

Operationalizing data products with Collibra

Collibra provides the structure to quickly get started and scale with data products through a proven adoption journey across three critical phases:

Discover

Collibra brings data self-service to life via a centralized internal data marketplace where data products are organized, searchable and personalized to specific roles. Behind the scenes, Collibra automatically links technical information to business meaning, policies and controls across sources, creating a unified semantic graph. By bridging the gap between technical assets and business meaning through

this AI-powered automation, Collibra creates a shared understanding across the organization at scale without manual effort. This drives faster discovery and higher reuse, so teams spend less time searching and more time creating value.

Trust

Discoverability alone isn't enough; data also has to be trusted to avoid the hesitation and rework that stalls analytics and AI initiatives. Collibra helps ensure data product reliability through automated quality checks and continuous monitoring to verify data is fit for purpose. Trust is solidified through formalized data contracts that establish clear rules and expectations, promoting alignment among data producers and consumers. And end-to-end traceability through technical lineage enhances transparency and accountability.

Scale

As analytics and AI expand, Collibra supports scaling by providing a guided, repeatable approach for domain teams to build and manage their own data products. Context and guardrails are embedded throughout, helping both people and agentic AI systems interpret data correctly and follow policies. Platform owners gain a unified control layer that applies governance consistently across cloud, analytics and AI platforms, allowing teams to reduce operational complexity. This approach helps organizations scale without losing control – supporting analytics and AI at speed, maximizing the value of your data.

Delivering ROI through Data Confidence™

By making data products the foundation of your data strategy, you deliver Data Confidence™ across the entire organization. Analysts move faster, AI becomes more reliable because it is grounded in context, and platforms scale securely and cost-effectively. Ultimately, Collibra provides the visibility needed to see how governance with data products drives measurable business outcomes and a clear ROI.



Want to see Collibra in action?
Take our product tours collibra.com/us/en/tour