



IBM Consulting

G-Cloud 15 IBM - Data Products

Service Definition Document

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Activating Data Products

Many organisations recognise the value of data products—but the question remains: **Where do you start?**

AI has become central to business strategy, but realising its potential depends on having the right data. Many organisations now recognise that **data products** are key to scaling AI—making data more usable, governed, and aligned to business use cases.

Yet getting started requires shifting focus away from pressing legacy data challenges and moving toward a modern, product-oriented approach to data:

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|---|---|---|--|
| 1 | Fragmented and ungoverned data assets | ▶ | Design trusted, governed data products with clear ownership |
| 2 | slow delivery and unaligned to business expectations | ▶ | Accelerate time-to-value with measurable business impact for data |
| 3 | redundant and costly data and data pipelines | ▶ | Enable reuse and sharing of data products across domains |
| 4 | Data solutions ignore maintenance or interoperability | ▶ | Establish lifecycle-managed products that integrate seamlessly into the org. |

“How do we ensure data products are reliable, governed, and compliant”

“How quickly can we deliver data products that support AI use cases”

“Are we designing data products for reuse across use cases and domains”

“Can data products integrate easily across our tools and data standards”



Chief Data &
AI Officer

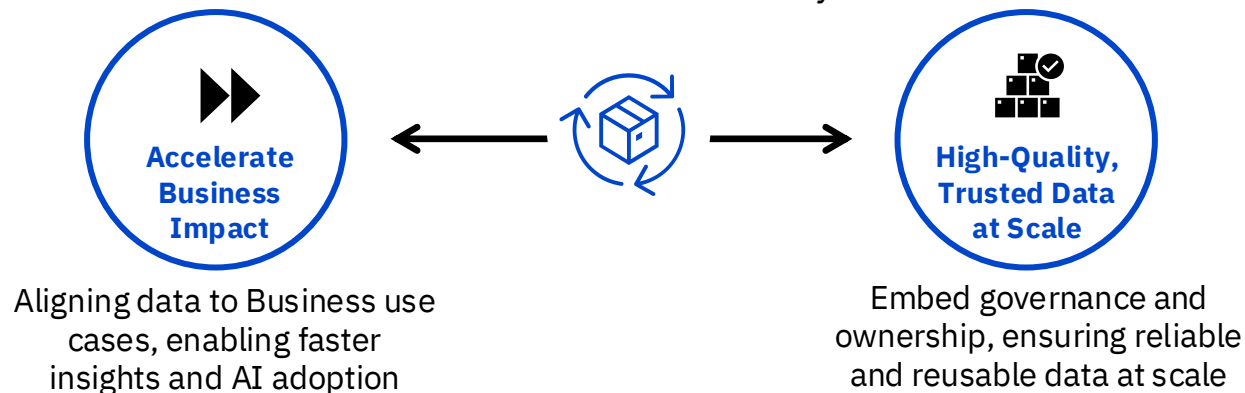
Our Offering

Impactful Data Products start with smart, iterative design

Our approach enables fast, collaborative design by bringing together business and data experts to co-create governed, reusable data products that evolve with business needs. This foundation accelerates consistent delivery and drives faster outcomes at scale.

Powered by our proven frameworks and AI-driven accelerators, the approach scales easily and starts fast, without the need for heavy tooling.

*Effective **Data Product Design** bridges the gap between rapid value creation and trusted data delivery*



Our Approach Guarantees:



Focus on value-first thinking and alignment to use case



Scaling process without requiring enterprise tools and technologies



Embedding critical data governance aspects from the start



Acceleration through IBM's AI-powered accelerators

Offering Benefits

Good Data Product design drives business impact and trusted data at scale

Accelerate Business Impact



Accelerated time to value

Modular, reusable data products reduce friction in analytics, reporting, and AI use cases.

Improved stakeholder alignment

A design-first approach rooted in business needs and feedback loops increases adoption and relevance.

Enhanced cross-team collaboration

Shared vocabulary, defined interfaces, and aligned expectations improve synergy between data producers and consumers

Lower operational and maintenance overhead

Built-in observability, versioning, and ownership reduce firefighting, tech debt, and unplanned work.



High-Quality, Trusted Data at Scale

Strengthened data quality and trust

Clear ownership, data contracts, and documentation drive consistency and reliability.

Governance and regulatory readiness

Embedded lineage, metadata, and access controls support compliance with GDPR, HIPAA, and internal policies

Boosted data literacy and user empowerment

Well-documented, discoverable data products enable self-service and reduce reliance on technical teams

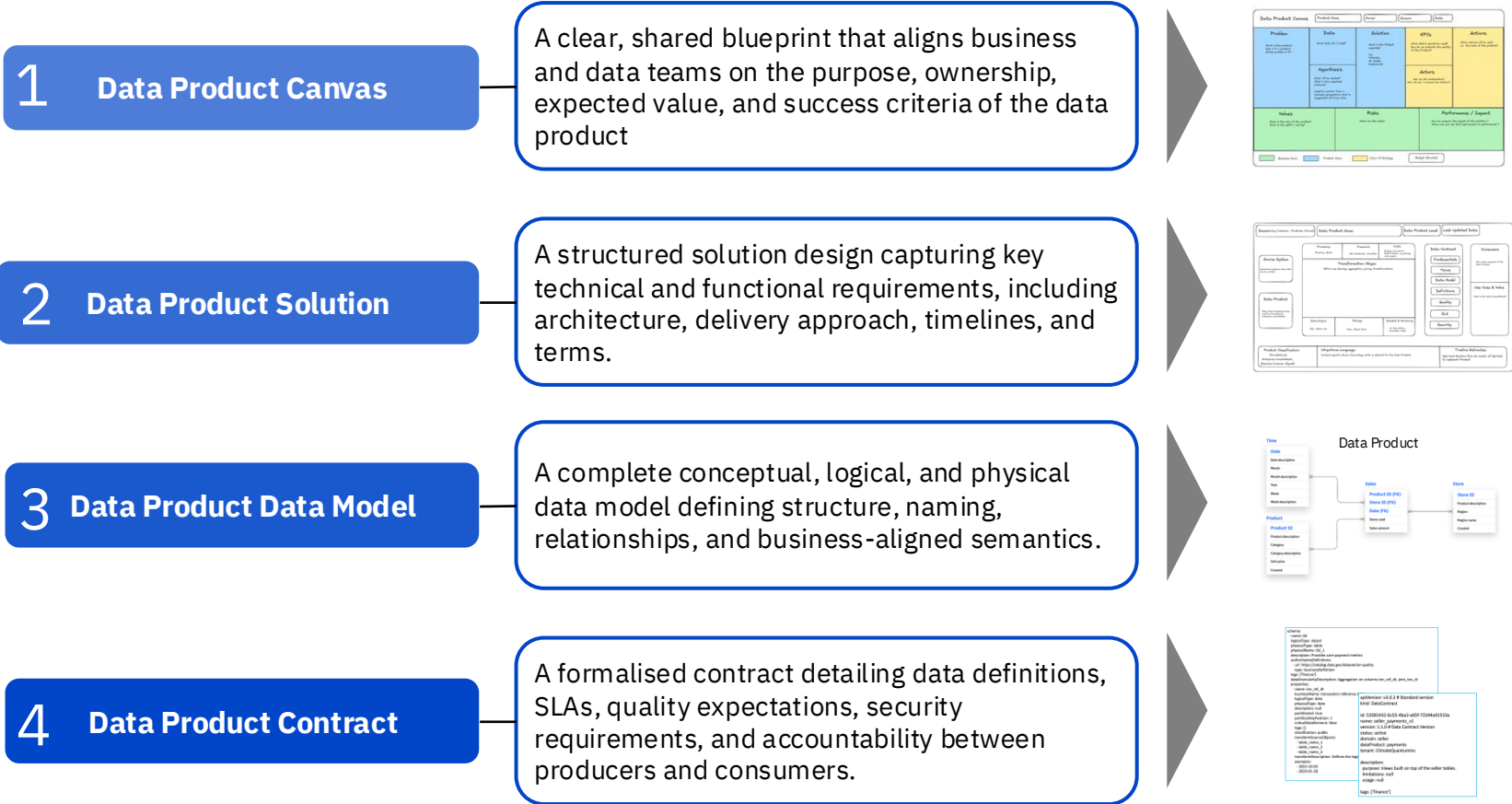
Scalable and reusable architecture

Standardised interfaces, metadata, and quality frameworks allow scalable reuse across teams and domains.

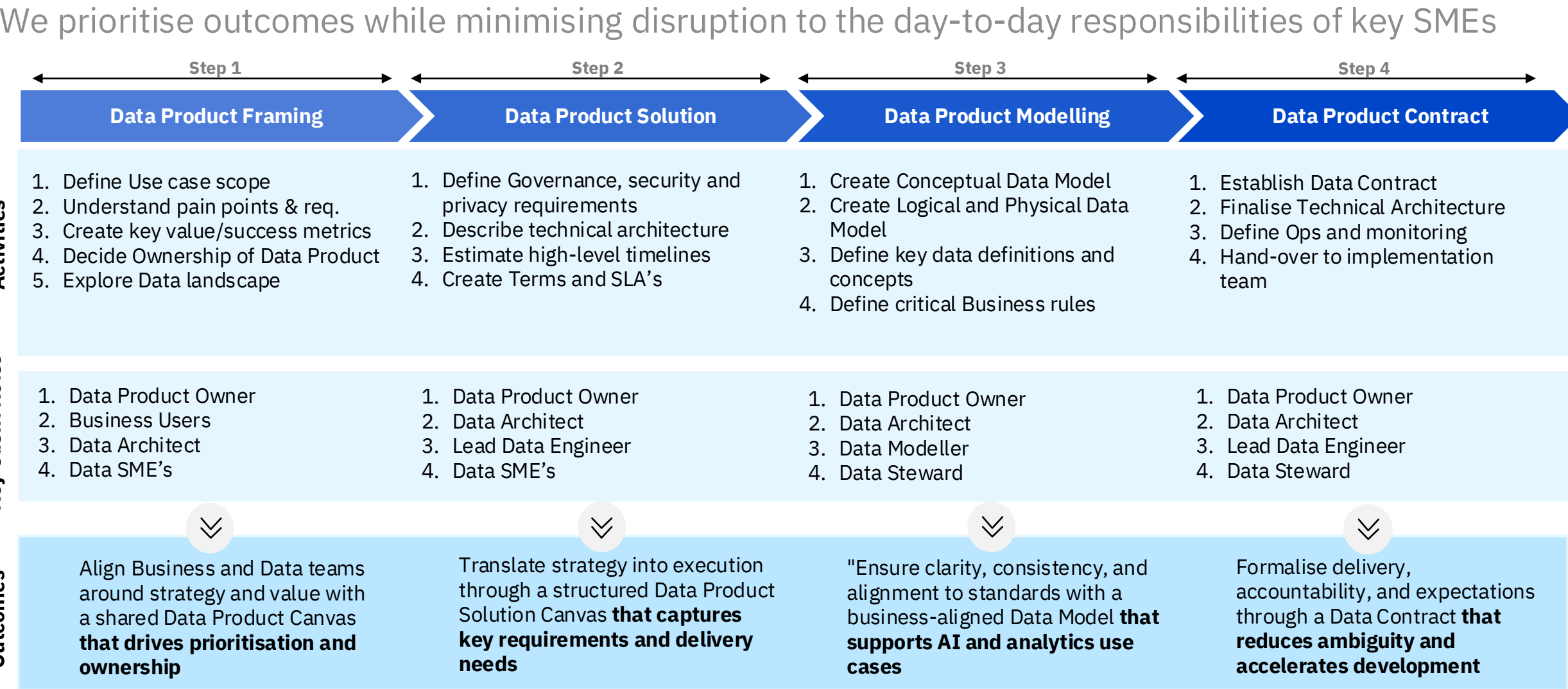
Our Approach

Driving clarity, alignment, and readiness through four actionable Data Product design deliverables

By focusing on **four essential design artefacts**, we eliminate unnecessary complexity, enabling alignment between business and data teams, faster handover into development, and a clear path from idea to implementation.



Detailed Approach



Why IBM

Accelerated Data Product design by up to 35% through AI-enabled IBM accelerators

IBM Data Platform Genius

Automate the generation of functional requirement, architecture diagrams and more through GenAI

IBM Data Product Console

Bring the newly designed data products to life at the click of a button by connecting and deploying our Data Product console on any cloud.

IBM Data Assistants

Leverages open-source standards and GenAI to streamline data dictionary and data model development.

Data Product Design Playbook

Provides proven methodologies and templates for consistent, user-centric Data Product design

Better Together

Our results-driven, iterative approach blends deep Data & AI expertise with proven accelerators to design data products anchored in business value

Partnered with your team, we'll turn complexity into clear blueprints—and empower your AI-use cases.

