

# IBM Data Product Hub

Enable organization-wide sharing,  
discovery and usage of data  
products



## Highlights

Orchestrate data delivery from disparate sources for self-service consumption

Embed governance mechanisms to ensure compliance in data sharing and usage

Manage data as a product to drive efficiencies in data request fulfillment

Provide reusable data products to minimize effort duplication and reduce costs

Enterprise data continues to grow exponentially, intensifying pressure on organizations to harness this valuable resource. However, organizations find themselves unprepared to capture value from this growth in data volumes, mainly due to disparate data sources and a lack of proper data sharing protocols. Valuable enterprise data is often trapped in silos due to poor data sharing culture and inadequate infrastructure. Current tooling for sharing data does not cater to the needs of varying skill levels of data consumers, hindering time to value from data. Chief data officers and IT leaders must address this issue by shifting the mindset from creating ad hoc data projects to managing data as a product.

IBM Data Product Hub enables data sharing across the organization and automates the delivery of data products to cater to the needs of data consumers of all skill levels. It integrates with various source systems to simplify the onboarding of reusable data products, no matter where data resides. Data producers can use Data Product Hub to package, operationalize, and share reusable data products which could include datasets, AI models, notebooks. Business users and other data consumers can then quickly and easily discover curated data products and have them delivered in a format optimized for their use case. This can help reduce friction and improve quality, reliability, and discovery of valuable enterprise data.

Simplify the onboarding and sharing of reusable data products, no matter where they reside, through integrations with IBM and third-party source systems.

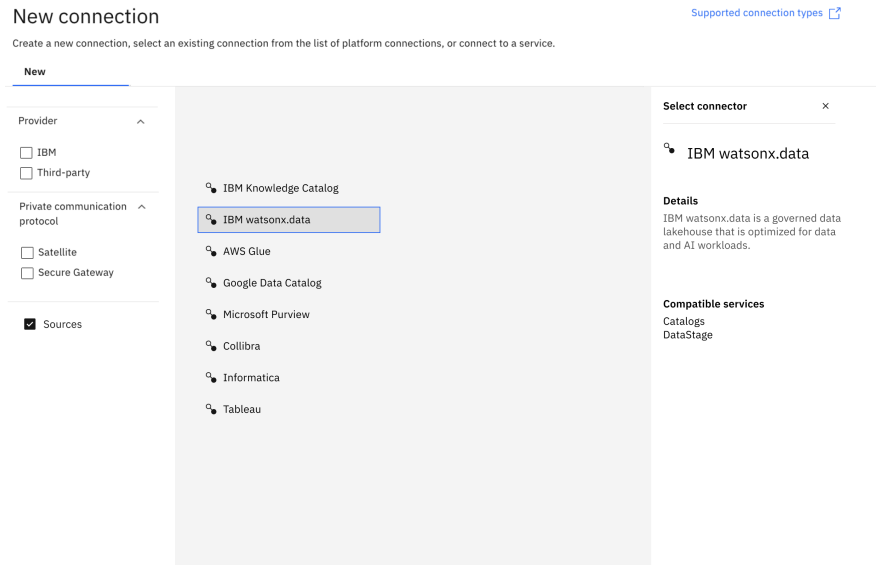


Figure 1. Onboard data products from disparate source systems

### Orchestrate data delivery from disparate sources for self-service consumption

IBM Data Product Hub simplifies the onboarding and sharing of data products from various IBM and 3rd party data sources. Through a robust set of connectors, it allows data producers to package data products from a wide range of source systems including data lakehouses such as IBM watsonx.data.

While data catalogs provide a unified view of enterprise data and access for power users, they are not designed for broader non-technical audiences due to the need for SQL and schema modeling skills. Building on the capabilities of data catalogs, IBM Data Product Hub offers data subscriptions, which are virtual views (queries as products) that deliver data in the required format to solve business problems. These can be securely downloaded as CSV files, or accessed via BI tools using JDBC drivers (FlightSQL). This approach ensures that data is delivered in the shape and form needed, making it more accessible and usable for a wider audience.

Additionally, IBM Data Product Hub reuses governance rules from data catalogs and adds targeted restrictions to customize search results based on user profiles. By doing so, it provides a seamless gateway for data consumers to access, search, order, and utilize data products efficiently, eliminating silos and enhancing collaboration within the enterprise.

Define and enforce data contracts to embed trust in the data sharing process between data producers and data consumers.

Compliance and data privacy information

Is there any highly regulated data included in the data product?  
 Yes  No  Unknown

Can you please select the classification category of the highly regulated data.

- Confidential
- Personal information
- Sensitive personal information
- Personal health information
- Biometric label
- Sensitive subject matter
- Export controlled

Was the use of highly regulated data approved for use by the data producer accountable for this data product?  
 Yes  No  Unknown

Is highly regulated data masked, anonymized, removed or de-identified?  
 Yes  No  Unknown

Is the data product compliant with any of the regulatory laws mentioned below?

- [GDPR](#)
- [Sarbanes-Oxley Act](#)
- [Family Educational Rights and Privacy Act](#)
- [Gramm-Leach-Bliley Act](#)

Figure 1. Enabling data producers to govern how data is consumed

### Govern the data sharing process

IBM Data Product Hub helps define and enforce data contracts which include service level agreements, terms of use and data sharing agreements to embed trust in the data exchange process between data producers and data consumers.

With support for data contracts, IBM Data Product Hub enables data producers to govern how data products can be consumed by business users and data consumers. It helps outline critical information such as regulations governing the data product, if the data product contains sensitive information, methods of usage, audit guidelines, etc. This adds an extra layer of compliance by educating the consumer on how to use the data products through the terms and conditions laid out in the contract.

Data contracts also help maintain data quality and integrity across the lifecycle of the data product. IBM Data Product Hub, through data contracts, helps establish roles, responsibilities, and procedures for data management, promoting a structured approach to data governance.

Own the data product lifecycle from onboarding to retirement with a robust system for versioning, maintaining and updating data products.

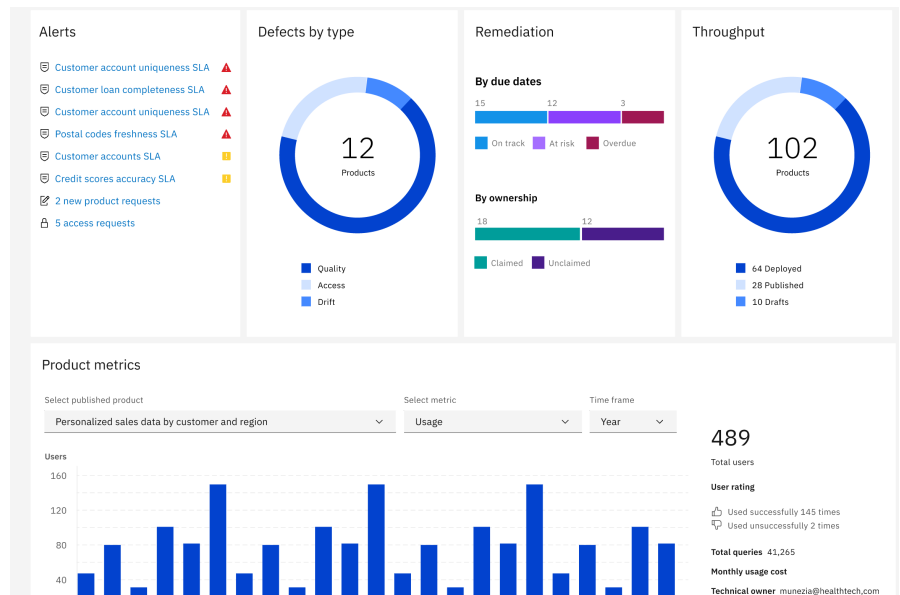


Figure 1. Managing data as a product across the lifecycle

### Simplify data lifecycle management

IBM Data Product Hub encompasses a robust suite of workflows, tools, and processes, all designed to support the lifecycle management of data products. It enables data providers to efficiently gather business requirements and channel them to specialized technical data product teams. These teams can then orchestrate the creation of data products, leveraging [IBM data fabric](#) or other organizational tools to explore, ingest, integrate, and govern data assets.

The solution also facilitates the publication of operationalized data products to an internal data marketplace, where data consumers of all skills levels can effortlessly discover and select the most suitable data products for their specific use cases. Once selected, these data products can be delivered for consumption. Another significant aspect of the solution is its governance enforcement capabilities. These are achieved through integration with [IBM Knowledge Catalog](#) and auditable workflows, ensuring high standards of data governance. IBM Data Product Hub also helps manage the end-of-life policies for data products, ensuring that data handling is compliant.

This comprehensive approach positions IBM Data Product Hub as a vital tool for both data providers and consumers, streamlining the process of managing, delivering, and utilizing data products in a secure and efficient manner.

Minimize effort duplication and accelerate time to value from data by promoting the reuse of data products across use cases.

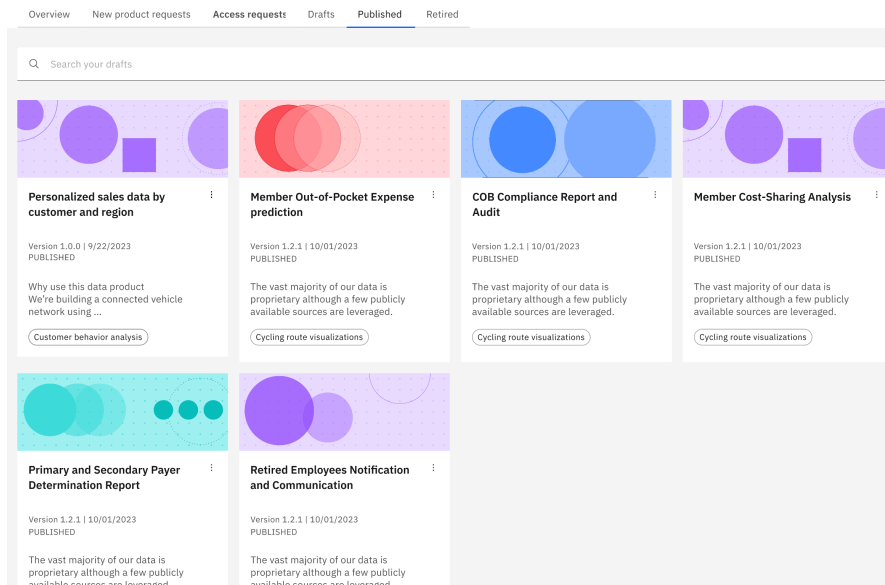


Figure 1. Sharing and exchanging ready-to-use data products

### Reusable data products

IBM Data Product Hub creates reusable data products that can be used by cross-domain data consumers across various use cases. Once a data product owner creates and publishes these reusable data products on IBM Data Product Hub, data consumers from various business units across the organization can search the data marketplace for relevant data products. This creates a framework for reusing data products and recovering costs based on internal data usage. Furthermore, the ability to monitor data product usage improves lifecycle management by providing insights into which data products are well-utilized, how a data product needs to evolve to meet changing consumer needs, and even which data products can be retired based on consumption levels.

Reusable data products ensure that the same data standards and definitions are applied across different projects, leading to more consistent and reliable results. They encourage a culture of data sharing and collaboration across different teams and departments, breaking down silos and improving overall data accessibility. By moving away from traditional ad-hoc data project mechanisms, users can now leverage existing data products that can contribute to multiple use cases, thereby reducing time spent on new data requests for faster time to value.

IBM Data Product Hub is a data sharing solution that acts as a gateway to an organization's data estate. It makes it easy to discover, manage, and utilize data products, simplifies lifecycle management, and promotes the sharing and usage of data products in a compliant manner. With Data Product Hub, organizations can leverage their existing tools and solutions in a unified, open ecosystem, driving efficiency, innovation, and competitive advantage. Organizations can push the boundaries of what's possible with analytics and AI through access to a wide range of data products.

### **Why IBM**

IBM is trusted to manage the most mission-critical data and applications for clients across the globe and from various industries. IBM's experience with innovation in enterprise data fabric solutions includes market-making data solutions and enterprise-ready AI. With the necessary expertise to help organizations run solutions in almost any cloud or on-prem environment, IBM believes clients' data belongs to them, and only to them.

### **For more information**

To learn more about IBM Data Product Hub, contact your IBM representative or IBM Business Partner, or visit [ibm.com/products/data-product-hub](https://ibm.com/products/data-product-hub). You can also [book a meeting](#) with one of our experts.

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New Orchard Road  
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Produced in the  
United States of America  
June 2024

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