

RELTIO

Manage Your Core Data as Products

Venki Subramanian
SVP, Product Management

Nov 2022



Manage Your Core Data as a Product

Venki Subramanian
SVP, Product Management, Relt.io

Chris Detzel
Director of Customer Community and Engagement,
Relt.io

RELTIO

COMMUNITY SHOW

Manage Your Core Data as a Product

Thursday, November 3rd
8 am PT / 11 am ET

Register now



Presented By:
Venki Subramanian
SVP, Product Management
Relt.io



Presented By:
Chris Detzel
Director, Customer Community and Engagement
Relt.io

Rules of the Show

- Please keep yourself on mute
- All questions should be asked in chat or take yourself off of mute and ask
- Some of the questions might not be able to be answered due to confidentiality
- Community show will be recorded and posted to Reltio Community

Upcoming Reltio Community Shows


Upcoming Events

[Go to Events](#)

3
NOV

Manage Your Core Data as a Product


 Reltio Webinar Events

 Nov 3, 10:00 - 11:00 (CT)

8
NOV

Qlik Case Study: Driving Qlik's MDM Program Success


 Reltio Webinar Events

 Nov 8, 10:00 - 11:00 (CT)

10
NOV

Data Quality Management: Commercial Pharma MDM Landscape with Takeda

 Reltio Webinar Events

 Nov 10, 10:00 - 11:00 (CT)

17
NOV

Applying the Forrester TEI Calculator to Your Enterprise

 Reltio Webinar Events

 Nov 17, 10:00 - 11:00 (CT)

1
DEC

How Data Stewards, Analysts, and Business Users can get the Most of the New Reltio UI

 Reltio Webinar Events

 Dec 1, 10:00 - 11:00 (CT)

8
DEC

Emerging Trends in Data Management

 Reltio Webinar Events

 Dec 8, 10:00 - 11:00 (CT)

About me

Experience

Venki Subramanian is the SVP of Product Management at Reltio and has been with Reltio for almost 3 years. Prior to joining Reltio, Venki led several product management and leadership roles for CRM and Customer Experience products at companies like ServiceNow and SAP.

Expertise

Venki is responsible for Reltio's product strategy and roadmap. Along with the product management, Technology, UX and Content teams, Venki manages Reltio platform and solutions for various focus market segments to enable faster time to value. Venki has experience working with several Global 2000 companies as customers, helping them with their digital transformation initiatives.

RELTIO

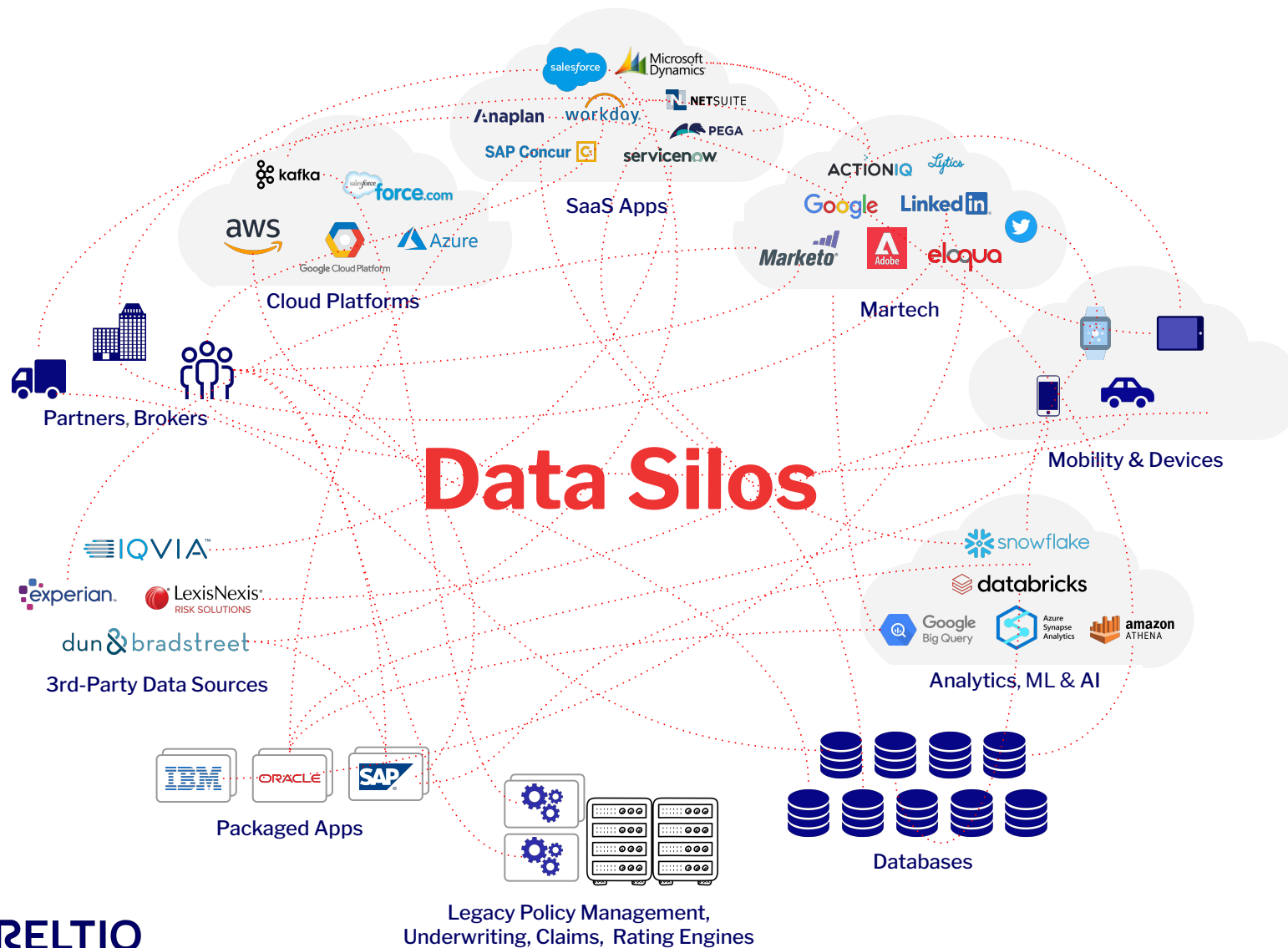


[@venkits](https://twitter.com/@venkits)



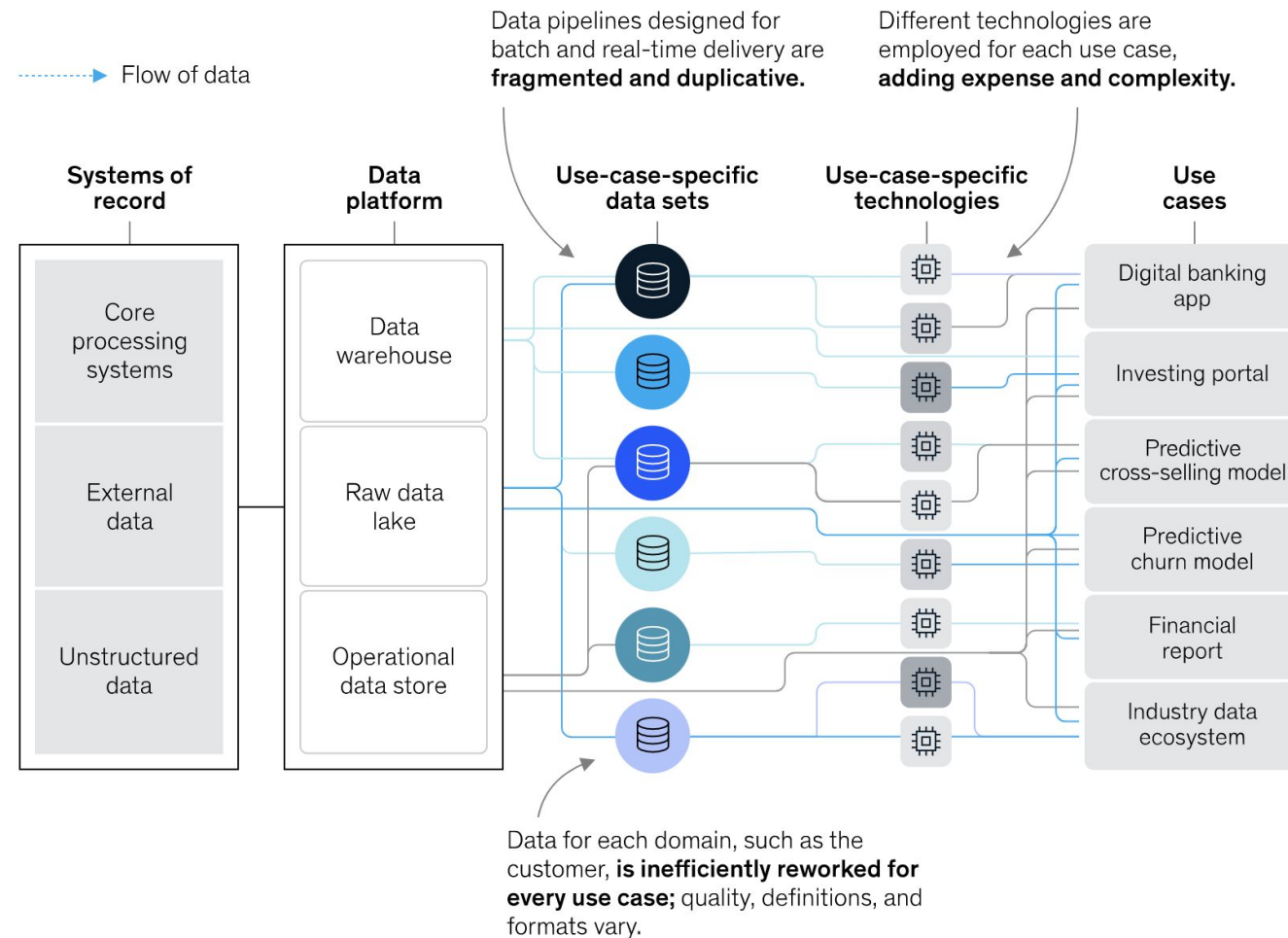
[venkisubramanian](https://www.linkedin.com/in/venkisubramanian)

Getting to data-driven excellence is not easy



- Critical data is locked in legacy systems
- Point-to-point integrations move incomplete and inaccurate data from app to app, often creating duplications
- Business processes are highly inefficient as they need to span data silos
- Identifying and using the right data to drive key initiatives is challenging.

Traditional approaches are inefficient



Source: How to unlock the full value of data? Manage it like a product
June 14, 2022
<https://www.mckinsey.com/capabilities/quantumblack/our-insights/how-to-unlock-the-full-value-of-data-manage-it-like-a-product>

Distributed Data Architecture/Patterns

Solving for what ?

... the **data lake architecture have common failure modes** that lead to unfulfilled promises at scale.

Monolithic, Centralized

DW/DLs take pride in “big” data - the opposite of operational systems which have moved to domain specific boundaries.

Coupled pipeline decomposition

Ingest-process-serve is orthogonal to “meaning”, to change one “domain” means touching all stages of the pipeline

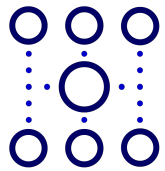
Hyper specialized ownership

Central data teams - not just the data - are siloed from the organizational units. Have to learn the domain before engaging with it.

-Zhamak Dehghani

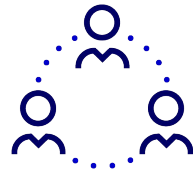
How to Move Beyond a Monolithic Data Lake to a Distributed Data Mesh
<https://martinfowler.com/articles/data-monolith-to-mesh.html>

The path forward: data as a strategic capability



BREAKING DOWN SILOS

Unlocking data and
getting to a single
source of truth



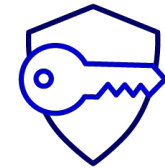
DATA EMPOWERMENT

Operationalizing
data across the
enterprise



CLOUD-BASED DATA INFRASTRUCTURE

Enabling speed
and agility



TRUST & SECURITY

Safeguarding
customer data

Data Mesh

Four Principles

Domain Ownership

- Domains offer bounded context
- A team owns a domain
- host and serve datasets in consumable manner
- from Push to Pull
- responsible for quality

Data as a Product

- Datasets exposed via APIs - read only
- Discoverable (Catalog)
- Addressable
- Trustworthy (SLO, provenance, lineage, quality)
- Self-describing - syntax, semantic, samples
- Global standards, inter-operable
- Secure
- Observability built in !

Self-serve Data Platforms

- Data infrastructure plane - storage, access, query engine etc.
- Data Product Developer plane - lifecycle management of DP
- Supervision and Integration plane - browsing, discovery, security policies
- Enforcement of data contracts.

Federated Governance

- Goal - effective mesh operation
- Define global standards such as SLOs or quality standards
- Governance guild is composed of Domain Owners and practitioners
- Privacy and compliance policies

Reltio in the age of Data Virtualization

Clean connected data is the foundation

“Core data is information about customers, vendors, locations, assets, and suppliers, among other things i.e. **data that every organization runs on.**

...MDM is evolving from a reluctant to an indispensable spend. That is because every organization is becoming a data-driven organization, which means they need high-quality, actionable information to make sound business decisions, satisfy their customers, and create more enterprise value.

Poor data equals poor decision-making.

We deliver core data as a product to our customers.”

-Manish Sood
CEO & Founder

Treat data as a product

RELTIO



Data as a Product in a Data Mesh architecture

Data as a product principle is designed to address the data quality and age-old data silos problem”.

“Domain data teams must apply product thinking [...] to the datasets that they provide; considering their data assets as their products and the rest of the organization’s data scientists, ML and data engineers as their customers.”

- **Zhamak Dehghani**

Data Mesh Principles and Logical Architecture

<https://martinfowler.com/articles/data-mesh-principles.html>

RELTIO

- Discoverable (Catalog)
- Addressable
- Trustworthy (SLO, provenance, lineage, quality)
- Self-describing - syntax, semantic, samples
- Global standards, inter-operable
- Secure
- Observability built in !

Why deliver data as a Product

“so that data users can easily discover, understand and securely use high quality data with a delightful experience; data that is distributed across many domains.”

- **Zhamak Dehghani**

Data Mesh Principles and Logical Architecture

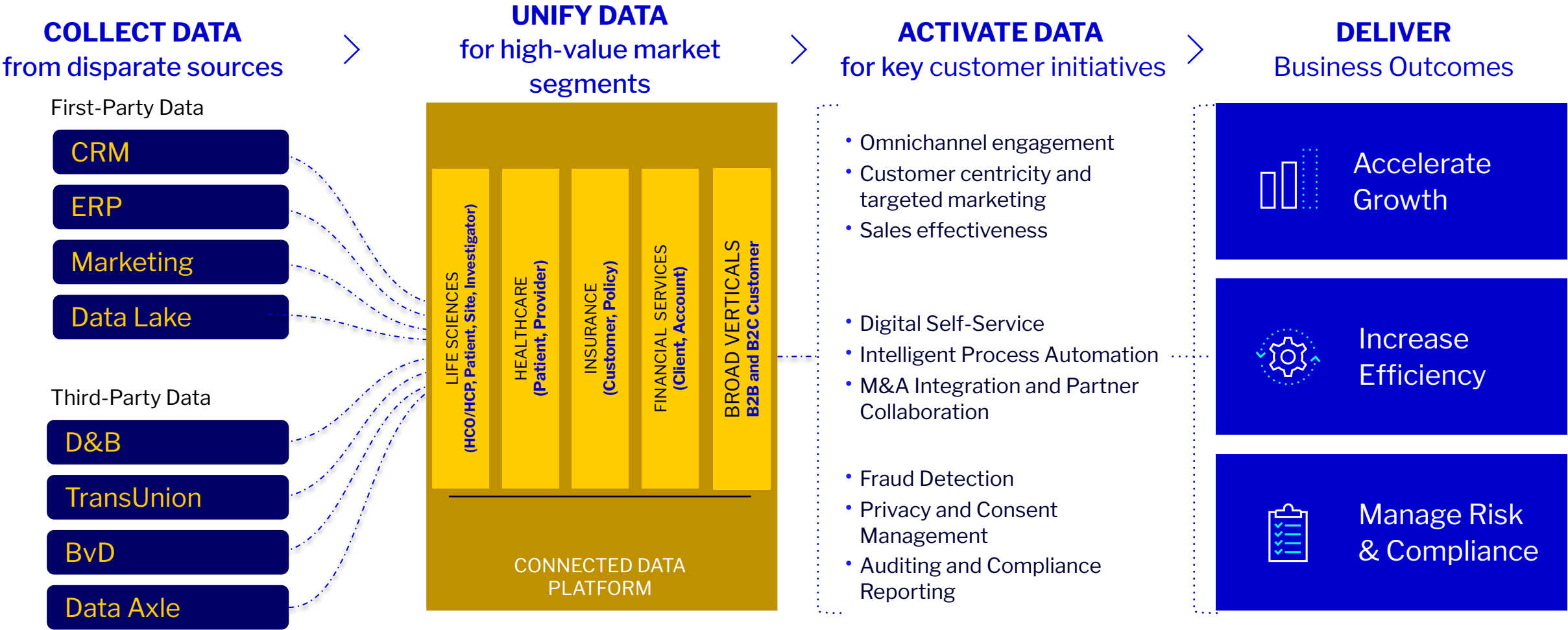
<https://martinfowler.com/articles/data-mesh-principles.html>

Comparing Data Products to Digital or Physical Products

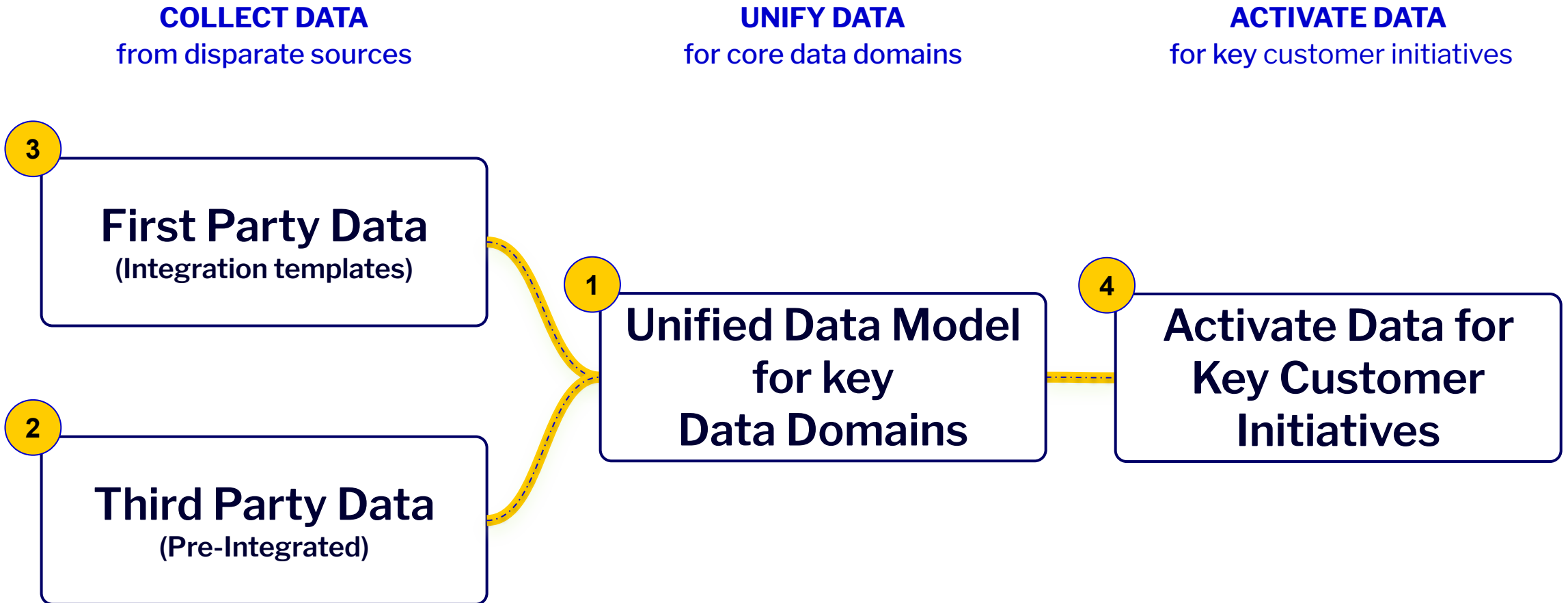
	Digital product <i>Example: Computer app</i>	Physical product <i>Example: Car</i>	Data product
Product features			
Customization of base product for different users	App enables users to personalize the layout, color schemes, and content displayed and to select plans and pricing structures that meet their needs	Car buyers may purchase a variety of special options (eg, leather upholstery, tinted windows, antitheft systems)	Data products can be wired to support different systems that consume data, such as advanced analytics or reporting systems
Delivery of regular product enhancements	Automatic downloads of new functionality	New models Engine modifications that boost fuel economy	New data Support for additional consumption archetypes
Production efficiency			
Reuse of existing processes, machinery, and components	Software developers reuse blocks of code	Automakers use a common chassis on vastly different cars	Organizations reuse blueprints and modular technologies for consumption archetypes across products

Source: How to unlock the full value of data? Manage it like a product
 June 14, 2022
<https://www.mckinsey.com/capabilities/quantumblack/our-insights/how-to-unlock-the-full-value-of-data-manage-it-like-a-product>

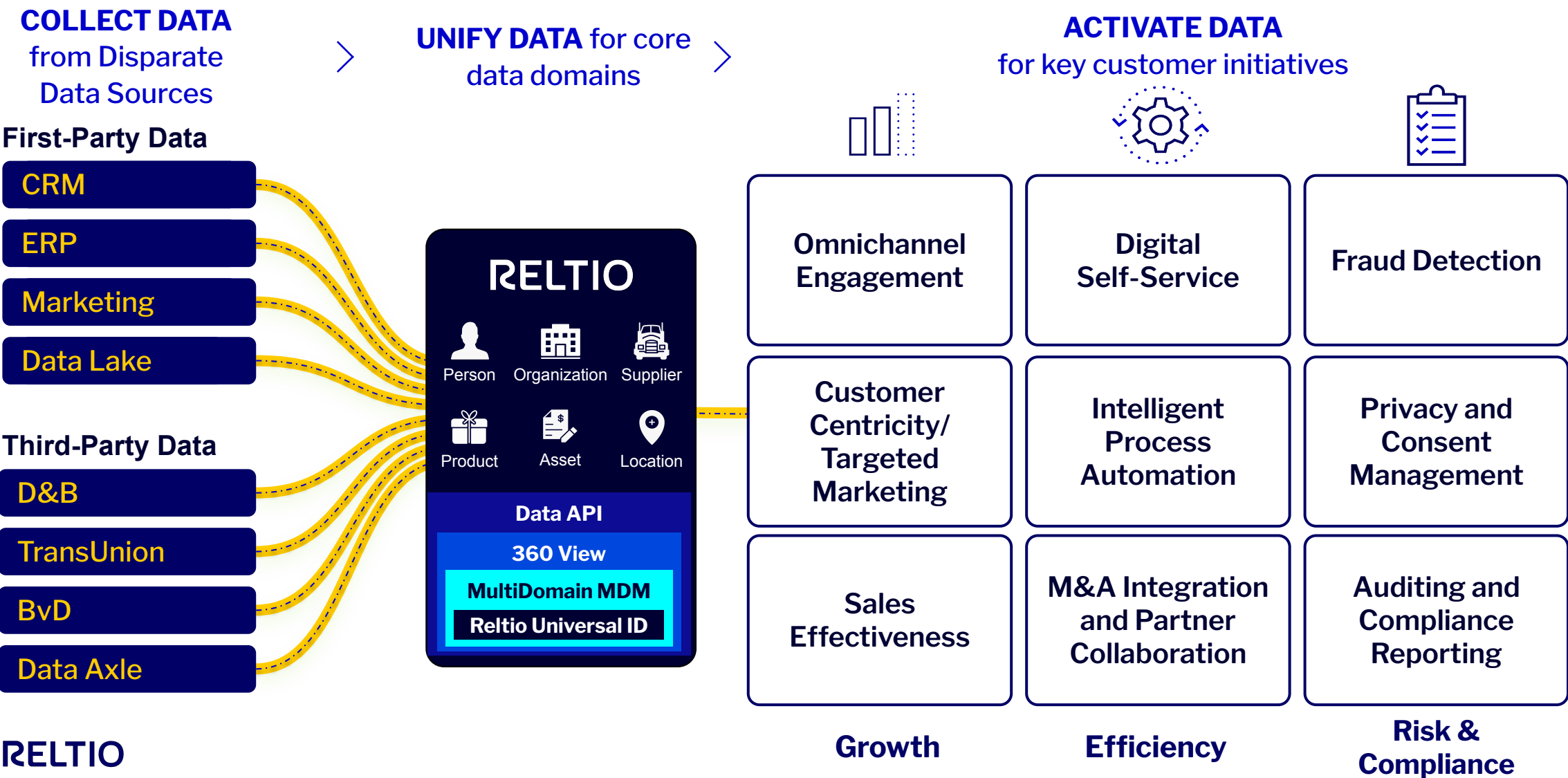
Activating core data to drive business impact



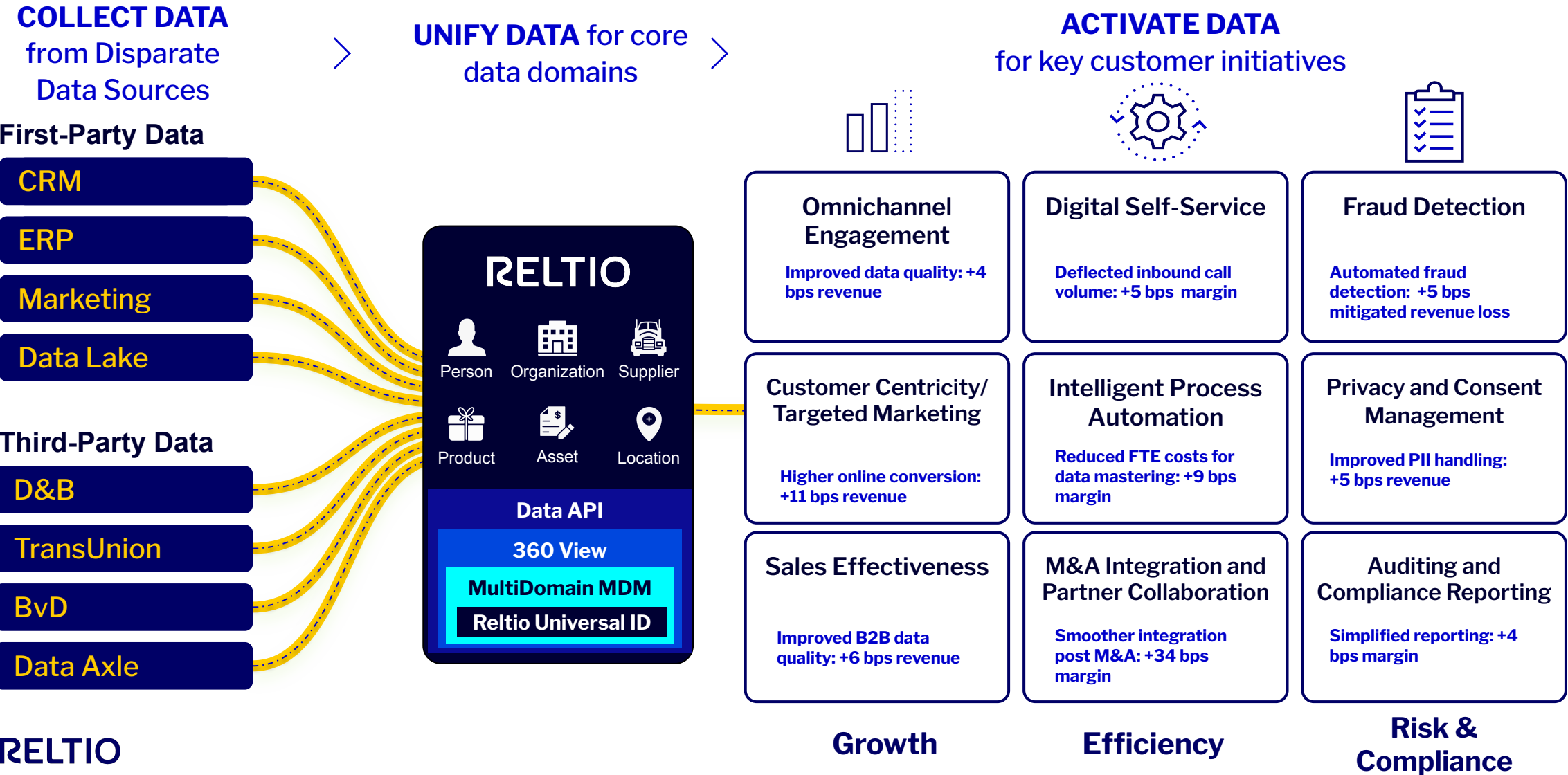
Key Ingredients and Sequence



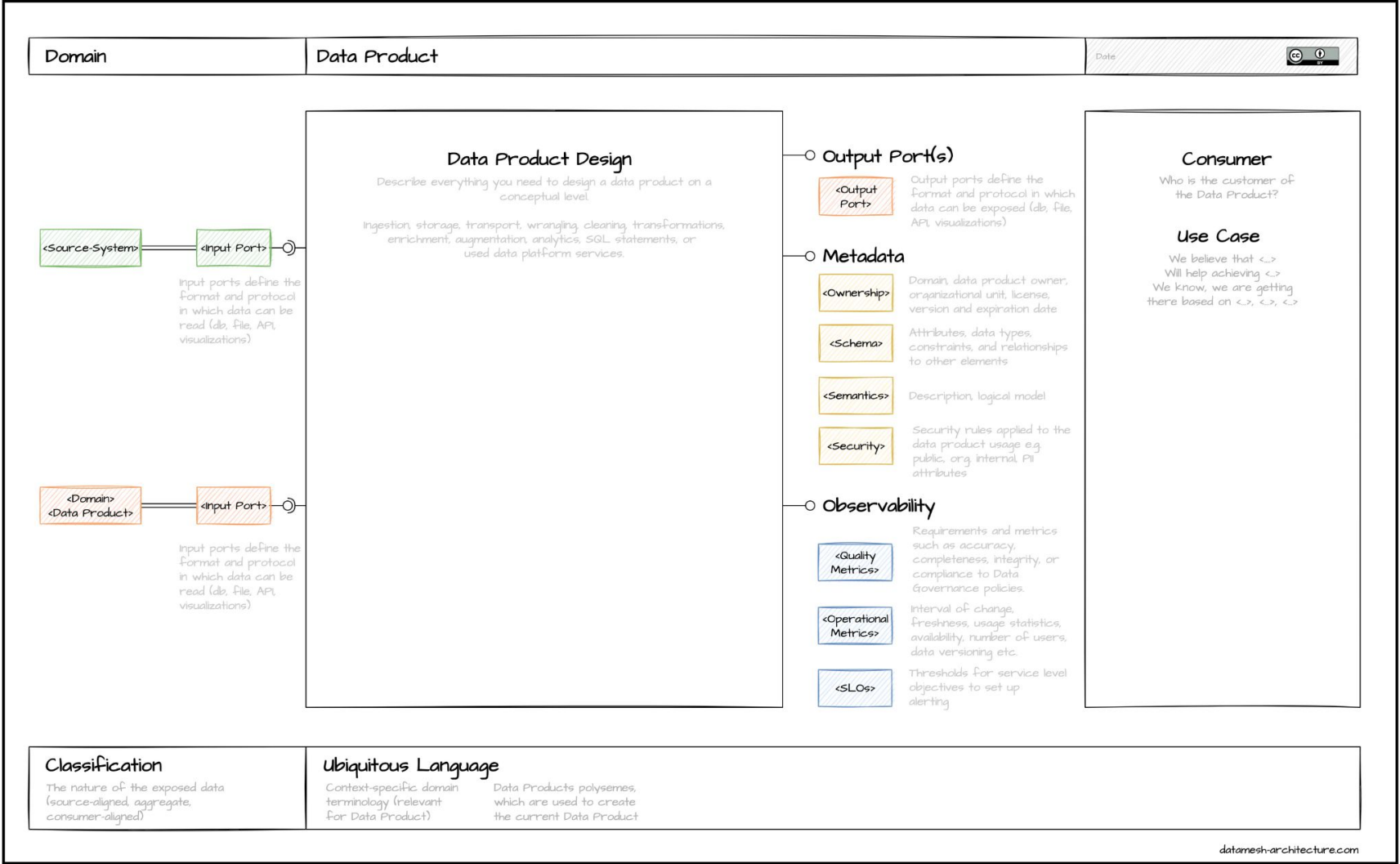
We unify multiple sources of data into a single source of truth



Mapping to Business Value - Example



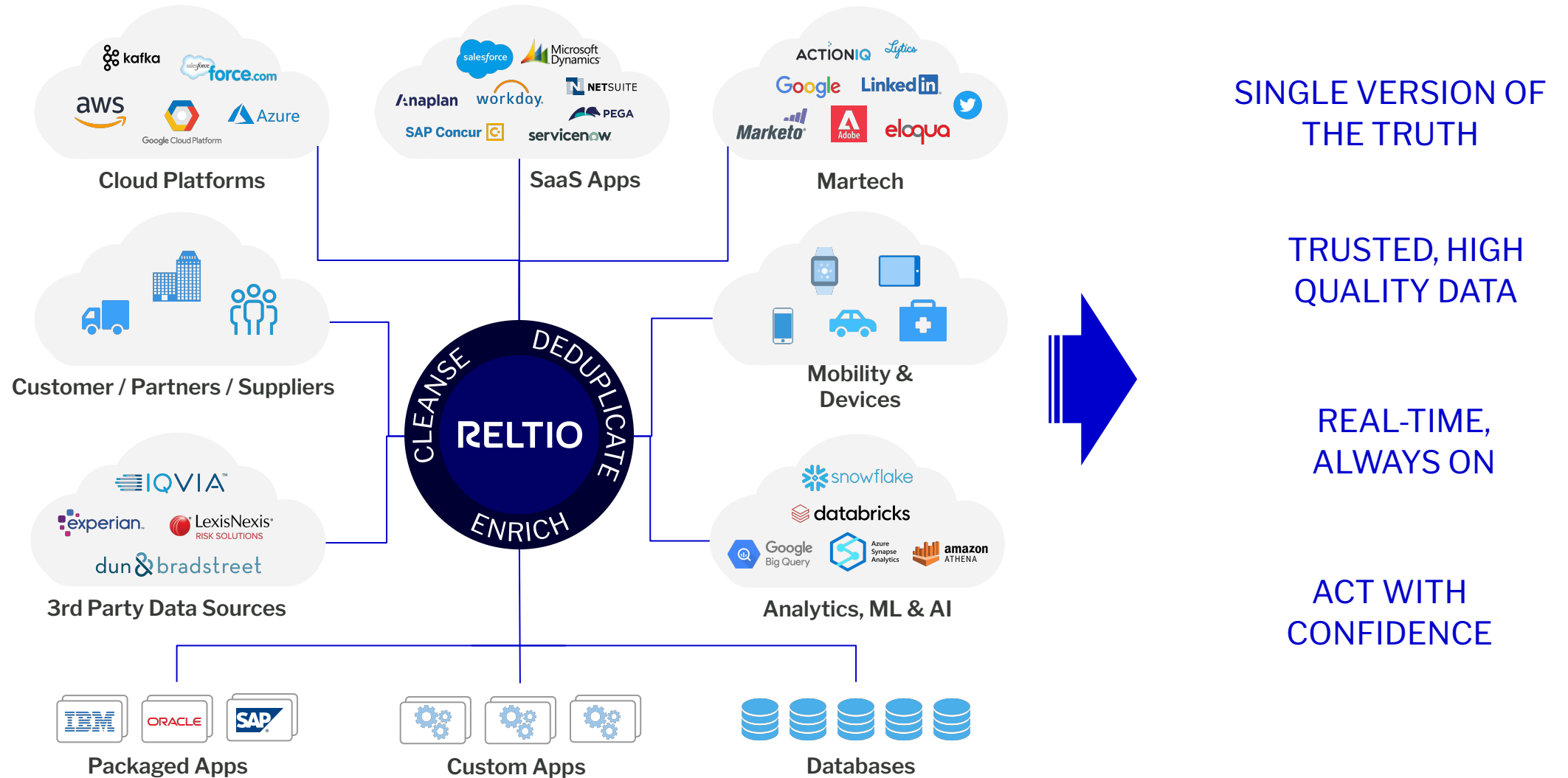
Using a data product canvas



How to use a data product canvas

- ❑ Start with the key initiatives you need the data for - use case
- ❑ Identify the consumers of the data and validate use cases
- ❑ Define data consumption requirements and outputs
- ❑ Define metadata and governance policies
- ❑ Define and implement data observability for data quality, operational metrics and SLOs
- ❑ Identify first party inputs and input formats
- ❑ Define data enrichment sources

Reltio enables you to manage your core data as products



RELTIO

RELTIO