

# Transform data into a competitive differentiator

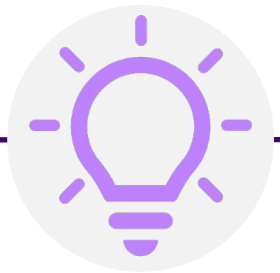
Productize data to accelerate  
value

WORKSHOP MATERIAL

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# In the session...



**WHY SHOULD WE  
CREATE A DATA  
PRODUCT?**

Scope Domain



**WHAT COMPRISES  
OUR DATA  
PRODUCT?**

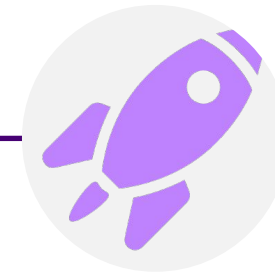
Specify Data Product



**HOW DO WE GET  
STARTED?**

Product Team

Operating and  
Governance Model



**Launch Your Data  
Product**

# Domain:

## Setting the domain vision and scope

### 1. Scope

### 2. Measures of Success <w/KPIs>

### 3. Express your Domain

### 4. Validate with Use Cases

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# Domain:

## Identifying initial products

### Use Case(s)

validate with use cases

### Derived Products

Identify cross domain boundaries  
and derived hierarchy

### Core Products

identify existing data systems

### Domain(s)

Identify boundaries guided  
by common glossary



Data Sources

# Product: \_\_\_\_\_

## Defining a data product

	Vision	Users	Value	Technology	Usability & Delivery	Communication
Description	Develop an end user centric vision of your product with supporting business objectives.	Know your end user—design for how the work, what they want.	Understand business case and financials. Identify and track KPIs.	Utilize modern engineering architecture patterns for fast and high-quality product delivery	Deliver high usability across users using iterative methods.	Manage your users and stakeholders to communicate to drive adoption.
Product Definition						

# Organization Planning

Adding the data product to the data mesh framework

