



FROM ANTWERP · SEPTEMBER 2026

Bring the data closer to the decision.

An executive brief drawn from Cameron Price's presentation at the 3rd Industry Summit on Data Product-Oriented Architectures, Antwerp Management School.

Cameron Price

Founder & CEO, Data Tiles



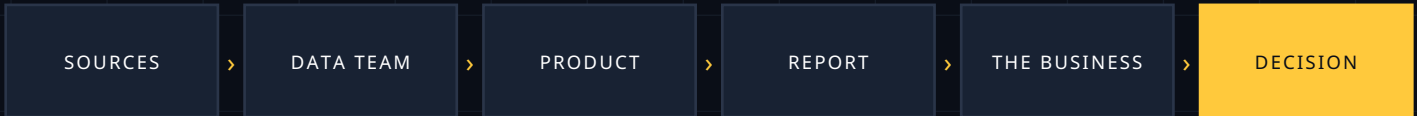
Scan to watch the presentation

The original slides, the ideas behind them and where the thinking continues.

data-tiles.com/media/cameron-price-antwerp-2026

The decision became the last mile.

Business teams wait. Not because the data team is slow, but because the decision sits at the end of the supply chain instead of shaping it from the start.



80%

cannot access the data they need

49%

say available data is not fit for purpose

Sarah needs context, not more data.

Sarah is a claims assessor. To answer 'Should this claim be investigated?' she looks in seven places and asks three people.

7

PLACES

3

PEOPLE

1

DECISION

01 What happened?

02 What happened before?

03 What looks unusual?

04 What does policy say?

05 What should happen next?

A data product is not a table. It is context, meaning and governance: everything needed to make one decision responsibly.

Start with the decision. Work backwards to the data.

01

What decision?

Name the decision, who makes it and why it matters.

02

What context?

Identify what must be known to decide responsibly.

03

What evidence?

Find the data, definitions, history and rules.

04

What outcome?

Define the result so value can be measured.

Complexity is abstracted away. Control is not.

Context

What is relevant to this decision, brought together.

Meaning

Definitions the business has agreed on.

Governance

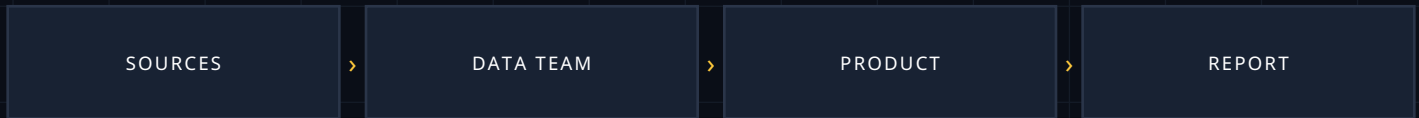
Policy, permissions, lineage and audit at creation.

Business users should not have to become data engineers, and they should never work around governance to get an answer.

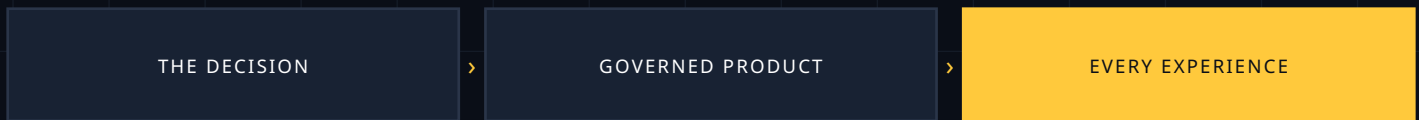
03 · THE OPERATING MODEL

From a centralized queue to a decision-led partnership.

BEFORE · CENTRALIZED



AFTER · DECISION-LED



The business leads the purpose and the workflow. The data team remains essential: source access, reusable foundations, governance guardrails, standards and shared services.

WHO BRINGS WHAT

Business

The decision, the workflow, the meaning

Data

Access, foundations, standards, guardrails

AI

Speed and scale, inside the same controls

Together

One governed context, designed around the decision

WHY NOW

Then: a person asked a question and waited. Now: people, assistants and agents ask constantly, and ungoverned answers scale as fast as governed ones.

04 · BUILD ONCE. GOVERN ONCE.

One governed context. Many authorized experiences.

ENTERPRISE SOURCES + REUSABLE PLATFORM SERVICES

GOVERNANCE BOUNDARY

Decision product · Context · Meaning · Governance

HUMAN



BI



APPLICATION



WORKFLOW



AI



AGENT

Build once. Govern once. From BI to AI.

WHAT CHANGES IN THE WORK

8 hours > 5 minutes

DECISION PREPARATION

7 > 1

PLACES TO LOOK

6 > 1

HAND-OFFS

68% > 92%

CONSISTENCY

These figures describe the decision example used in the presentation. They show the shape of the change in that context, not guaranteed results.

This is what we built Lattice to enable.

Lattice is the governed data product workbench where business and data teams compose decision-ready products on the platforms they already own, then publish them for people, BI, applications and AI.

CONNECT



CREATE



GOVERN



PUBLISH



USE

We don't replace your data platform. We complete it.

“The value of data isn't the data.
It's the decision it helps someone make.”

CAMERON PRICE · FOUNDER & CEO, DATA TILES



Continue the conversation

Watch the presentation, read the full point of view, or talk with Data Tiles about a decision that matters.

[Watch the Antwerp presentation >](#)

[Stop building data products in the data team >](#)

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