EXECUTIVE BRIEF

The Data Product Operating Model.

Build once. Govern once. Reuse everywhere.

Why data products need an operating model, not just a technical delivery process. Business ownership and active governance make trusted data reusable across decisions.

01	**Business decision**	Define the decision and its business meaning.
02	**Business-owned data product**	Create without code, with ownership and context.
03	**Active governance**	Apply policy at creation and consumption.
04	**Publish and use**	Reuse across decisions, reports and AI agents.

01 — BUSINESS OWNERSHIP

An operating model, not just a delivery process.

Most enterprises still deliver data one project at a time: a business request is interpreted technically, built technically, and handed back for business consumption. Every cycle reassembles similar data, renegotiates its meaning and reapplies governance by hand.

> **A defined role for the business.**
> **A reusable foundation for the next decision.**

A technical delivery process cannot fix that on its own — it takes an operating model that gives the business a defined role.

BUSINESS OWNERSHIP

The people who understand a decision define and create the data product around it. They own its definitions, exceptions and business meaning, rather than handing that context to a technical team to interpret secondhand.

CREATION AND CONSUMPTION

Business teams build governed data products without code, on the platforms the enterprise already runs. Governance is not a review that happens afterward — it applies when the product is created and again every time it is consumed, so policy, ownership and sensitivity travel with the data.

Once published, a data product is discoverable and reusable — the next decision, report or AI agent starts from a trusted foundation instead of a new integration effort.

02 — WORKS WITH WHAT YOU HAVE

Built on the enterprise platforms you already run.

The warehouse, catalog, pipelines and governance tooling an enterprise already owns stay in place. Latttice is the activation layer on top of them — including federated access to data that remains linked where it lives rather than copied.

> **We don’t replace your data platform. We complete it.**

THE EXISTING FOUNDATION

Enterprise platforms, pipelines, security and governance tooling remain the foundation. Latttice lets business teams connect, create, govern and publish the data products built on top of them.

DATA TEAMS REMAIN ESSENTIAL

They own the platforms, pipelines, security and enterprise foundations the operating model depends on, while business teams take a greater role in creating the data products built on top of them.

THE NEXT STEP

Organizations adopting this model typically start with one decision-critical data product, prove the pattern of business ownership and active governance, then extend it to the next decision.



Explore the full perspective.

data-tiles.com/insights/data-product-operating-model

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