

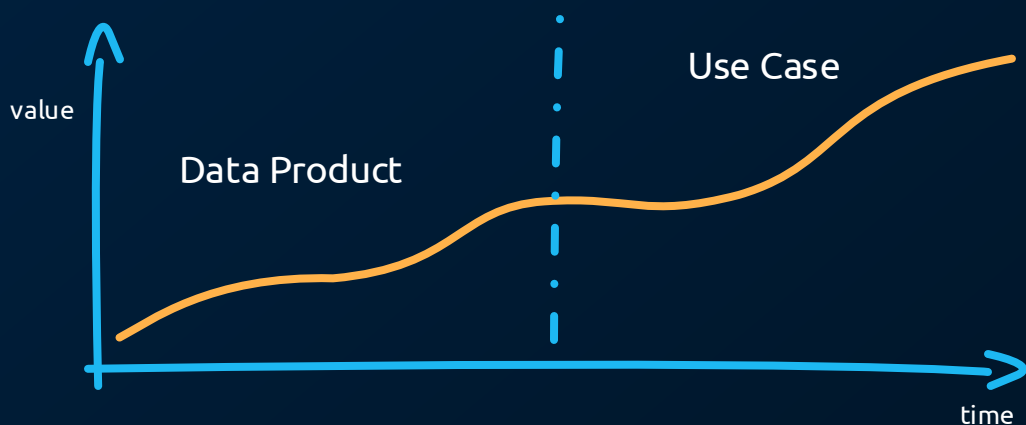
# Data Products - the first step towards Data & AI transformation

**Speed up Data Product creation for accelerated and trustworthy Data & AI transformation.**

Arne Rossmann, 2025-12-10



# WHAT'S YOUR TIME-TO-VALUE?



”

For a simple **Data Product** – roughly 3 sprints. So **9 weeks**. For the Use Case than again 2-4 sprints. ”

And how long for the next Data Product & Use Case?

”

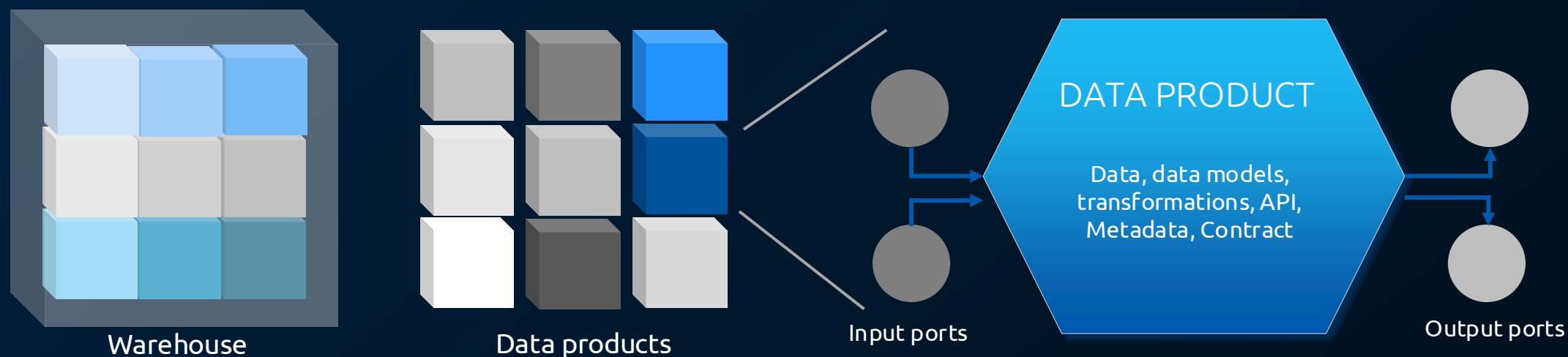
That would take again – assuming a simple Data Product – maybe two sprints. Plus 2-4 Sprints for the Use Case. ”

➤ Wouldn't it be nice to **reduce** that **time** and **increase** the **repeatability**?



# WHAT IS A DATA PRODUCT?

Scaling data management using data products and using it as a quantum of data delivery



- 1 Data microservices are independently deployable and allow for more team autonomy
- 2 Data microservices reduce downtime through fault isolation.
- 3 The smaller codebase enables teams to more easily understand the code, making it simpler to maintain.

## Data product solves within itself

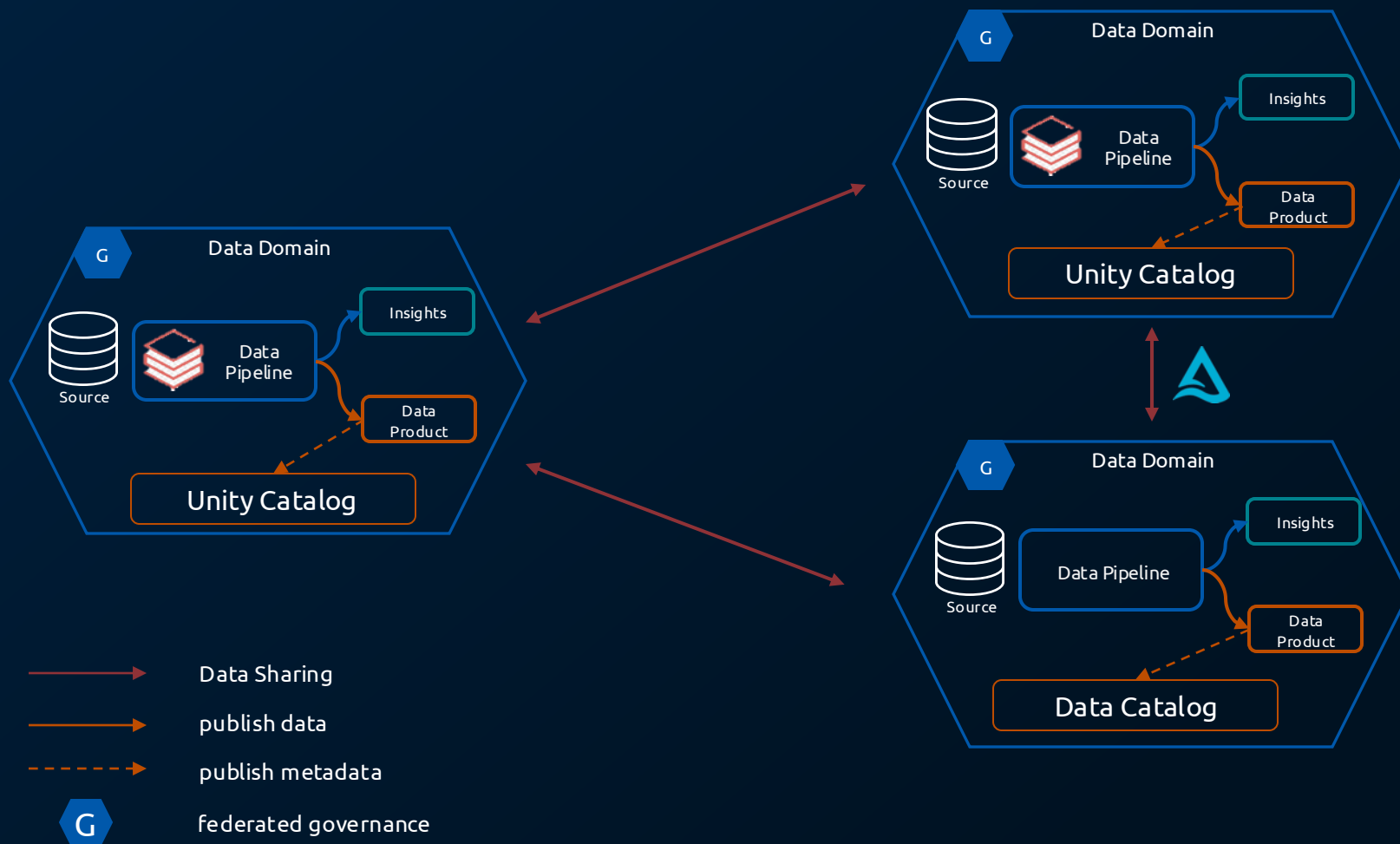
- Data harmonization
- Data de-identification
- Differential privacy
- Semantics
- Data cleansing

## Example Data Products

- Customer
- Insurance Product
- Insurance agreement

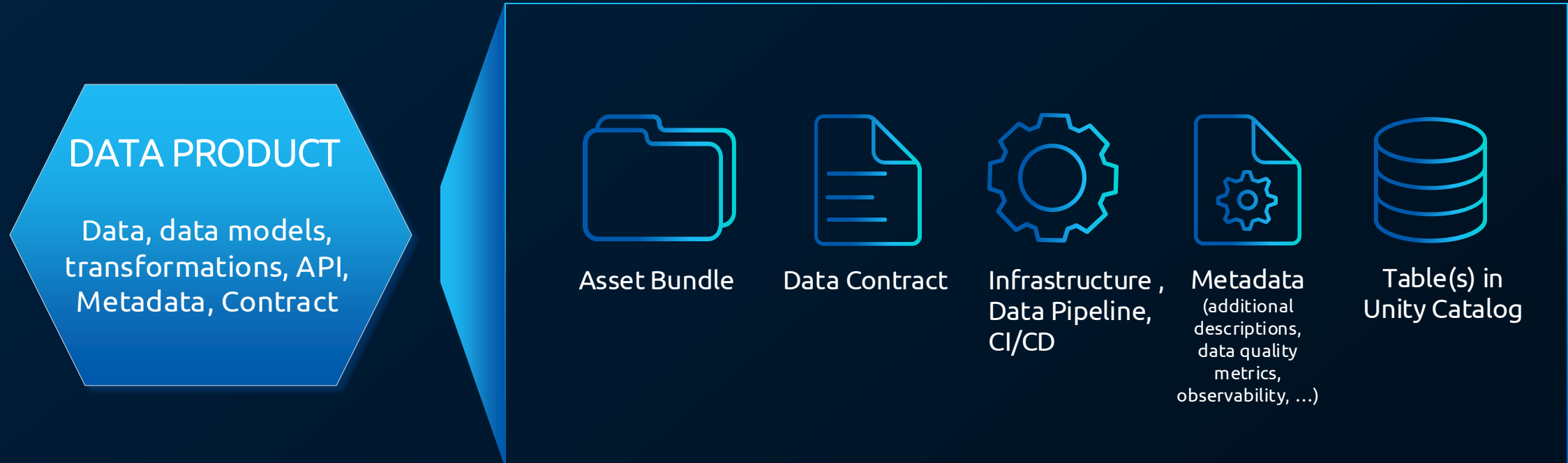


# Data Products within a Databricks based Data Mesh





# How does a Data Product in Databricks look like?



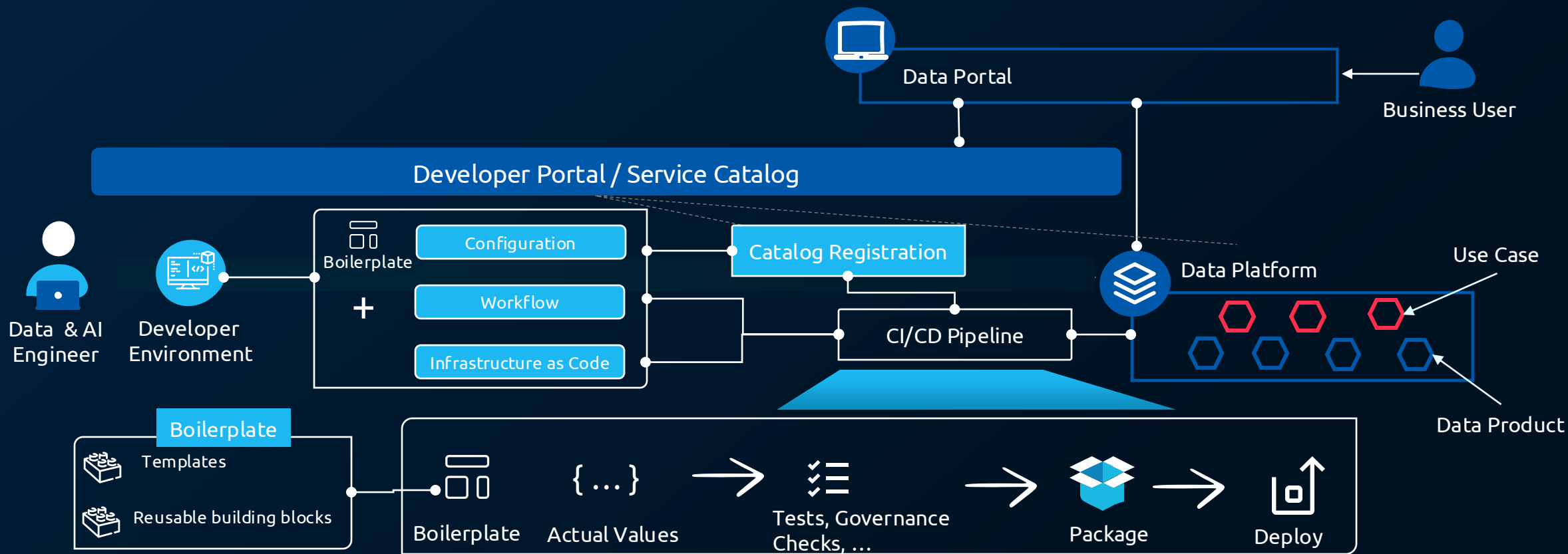
How to keep the Data & AI landscape out of chaos and maintain speed?





# The Internal Developer Portal acts as a self-service store for Data & AI Engineers

They can leverage the IDP capabilities to streamline and accelerate Data & AI product creation





# Using Backstage as the InnerSource Portal provides many benefits



## Software Catalog

- Metadata driven approach to add new and find components (libraries, ML & AI Models, documentation, ...)
- Meant to build an ecosystem, not a wilderness
- Discovery through graph representation



## Software Templates

- Spin up new projects based on defined flows and standards
- Repository creation and possible CI/CD integration
- Fully customizable templates

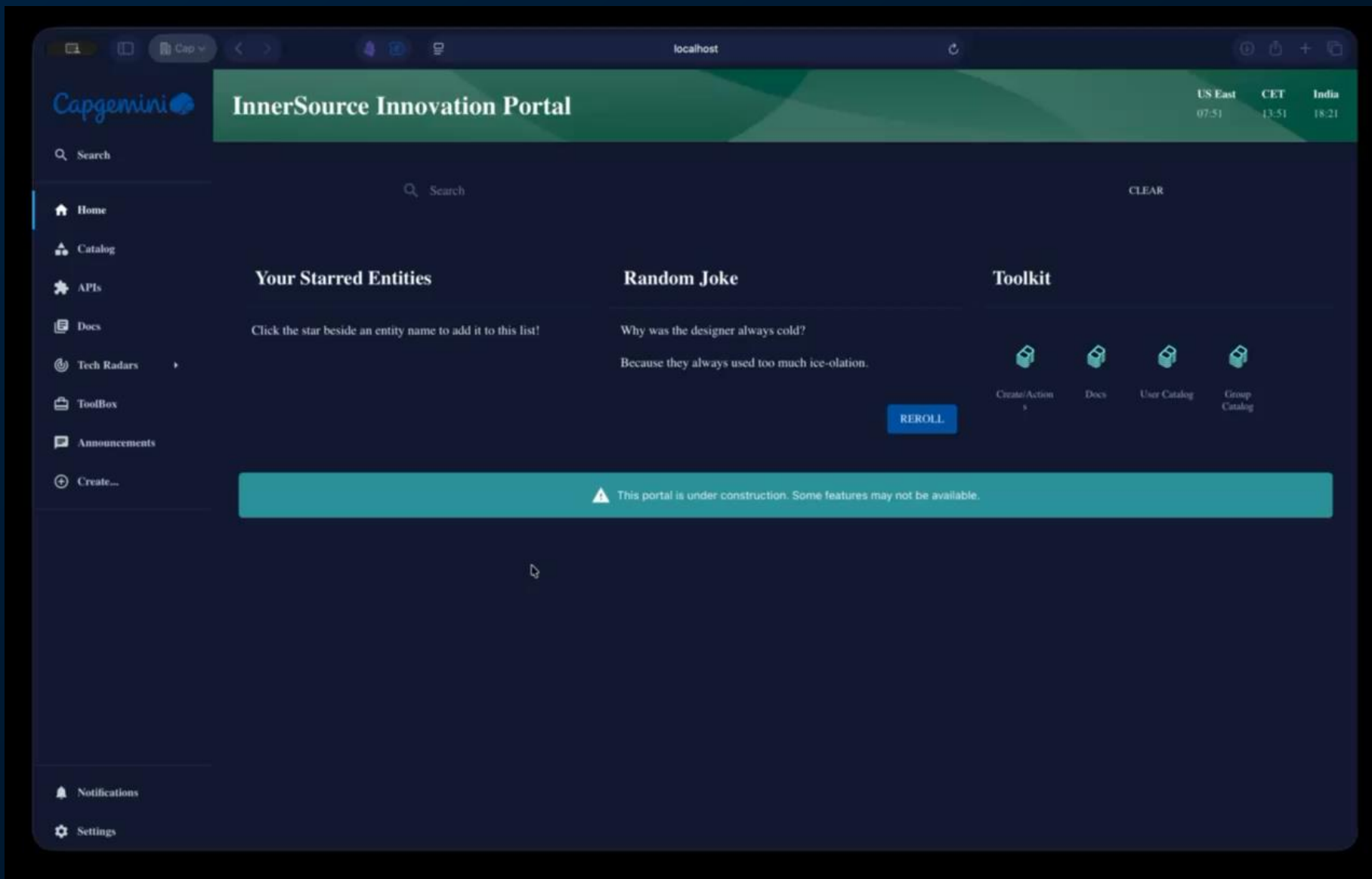


## TechDocs

- Doc as code approach (Markdown) with integrated rendering
- Automatically included in Software Templates
- Documentation included in search



# This short demo shows the capabilities of Backstage to scaffold a Data Product





# Companies benefit from the IDP adoption by getting reliability, sustainability, agility and speed



**Speed & Consistency**



**Governance by Design**



**Reusability & Modularity**



**Democratized Innovation**



**Quality & Reliability**

Time for spinning up a new service:  
from 2-3 weeks down to **< 1hr**

Volvo Cars (\*)

Minimum **15.000 hrs saved** on  
waiting time

IKEA (\*)

Time to get first code deployed: from  
1-2 months to **5mins.**

H&M(\*)

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