

Data Insights | Why Leading Investment Firms Are Treating Data as Products



Leading investment firms are rethinking how they manage data — shifting from fragmented datasets to **trusted, reusable data products that are owned and governed by the business**. This shift **reduces duplication, improves transparency, and accelerates high-quality analytics and AI** across the enterprise.



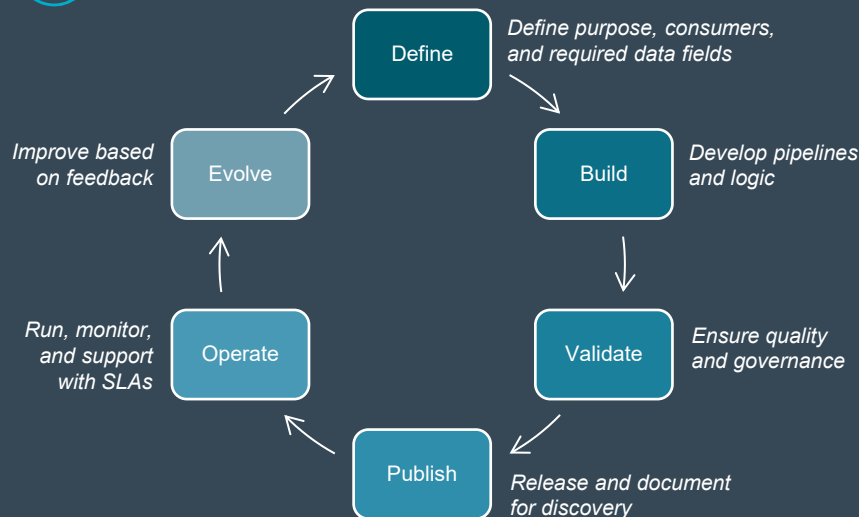
DEFINITION

What is a Data Product?

A Data Product is a trusted, reusable data asset — owned by the business, built for a clear business purpose, and designed to be easily discovered and accessed across the organization.



DATA PRODUCT LIFECYCLE



WHY THE SHIFT?

- 1. Fragmented Ownership & Inconsistent Quality**
Legacy data lakes and warehouses lack clear business accountability, leading to siloed and inconsistent data that increases operational risk.
- 2. Demand for Faster, Self-Service Access**
Front-office and analytical teams expect near real-time, self-service access to standardized, high-quality data.
- 3. Transparency & Federated Governance**
Firms want each business domain (Investment, Operations, Risk, Distribution) to own and manage their data products.
- 4. Modern Architecture Makes It Possible**
Cloud data platforms like Snowflake now make governed, modular data products practical at scale.
- 5. Enables AI & Advanced Analytics**
Data products provide the consistent, traceable data required to reliably power AI and advanced analytics.



KEY CHARACTERISTICS

- ✓ **Business-Owned** — Managed by the domain that best understands the data
- ✓ **Trusted** — Built-in quality standards and governance ensure confidence
- ✓ **Discoverable** — Clearly documented and searchable across the enterprise
- ✓ **Reusable** — Built once, leveraged across teams and use cases



EXAMPLE DATA PRODUCTS

Domain	Data Products
Reference Data	Security Master, Entity Master, Benchmark Master, Pricing Master, Corporate Actions, Trading Calendar
Market Data	EOD Prices, Yield Curves, FX Rates, Dividend Forecasts
Investment Operations	ABOR Holdings, IBOR Positions, Cash Balances, Transactions, Cash Projections, NAV
Risk	Daily VaR, Factor Exposures, Liquidity Risk Metrics, Stress Test Results, Counterparty Credit Exposures
Performance	Performance Returns, GIPS Composites, Return Attribution, Benchmark Returns, Peer Groups
Distribution	Client Master, Product Master, AUM & Flows, Fees

HOW ALPHA ACCELERATES YOUR DATA PRODUCT STRATEGY

Strategy & Roadmap Development — Define your vision, operating model, and practical plan for adopting data products aligned to your business objectives.

Domain & Product Design — Identify domains, define data products, and create clear ownership and governance structures.

Lifecycle & DataOps Implementation — Stand up repeatable processes for defining, designing, building, validating, publishing, and operating data products.

Data Quality & Governance Frameworks — Implement the quality controls, lineage, and standards that make data products trusted.

AI-Readiness Acceleration — Deliver the structure, quality, and governance required for your data products to reliably power your AI/ML applications.

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