



Data as a **Product**

{DaaP} Playbook

Making 2P data **actionable, scalable & impactful**

A BREAKDOWN BY



LATTIQ



What Makes a Product?

A Product is anything that:

- Delivers immediate value
- Usable, Accessible & Impactful

Applying this framework to the **Data** construct, we can define **Data as a Product (DaaP)** as the following:

- Packaged, maintained & delivered for usability
- More than raw data—structured, governed, consumable
- Designed for AI, analytics, optimisations, cross-org collaborations, & advanced decision-making

Data moves from
Passive Storage → Real Business Value

DaaS vs DaaP

Key difference?

Data as a Service (DaaS)

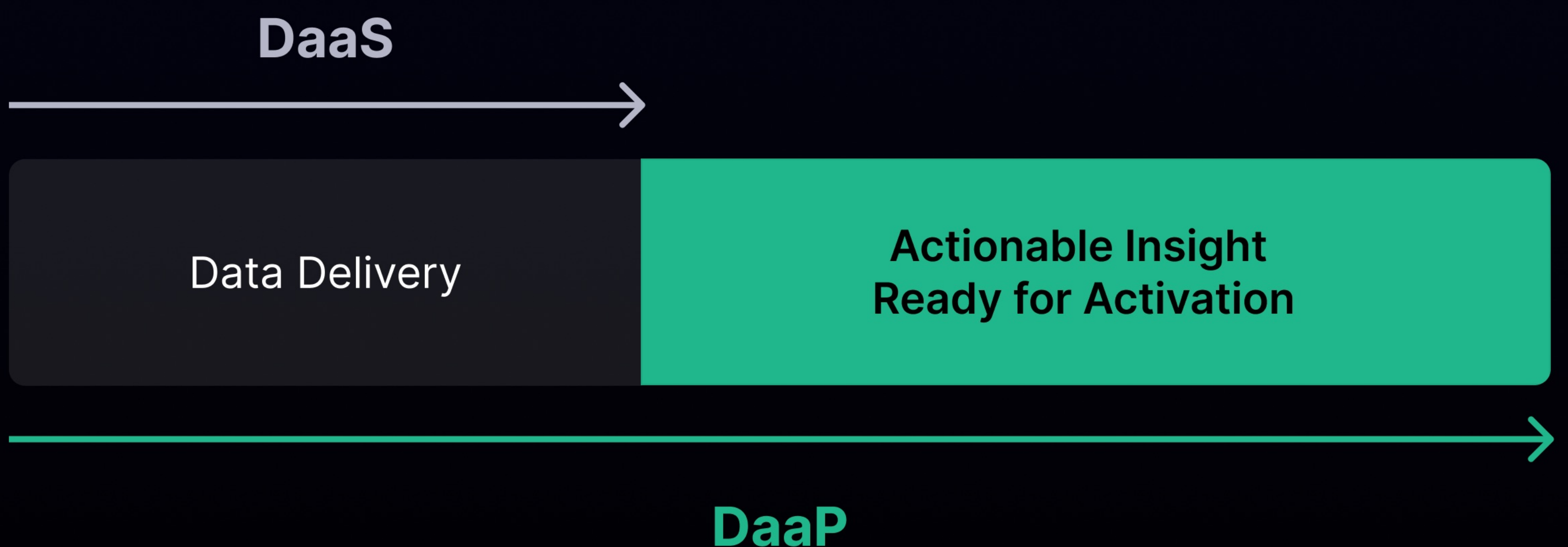
- Point solution for data delivery, but lacks usability
- Needs further exploration, processing, governance

Eg. Loan Repayment History, E-Commerce Purchase Data

Data as a Product (DaaP)

- Fully structured, documented, consumable & actionable
- Includes: Discovery → Usability → Activation → Outcome

Eg. Credit Score, Purchase Intent, Conversion Propensity



1P vs 2P Data Products

1P DaaP

Owned & Controlled

- Collected directly from users or derived from internal systems
- Used for cohorting, personalization, BI and insights



Purchase History

1P Transactions



Tagged Risky Users

1P Loan Book



Retailer SKU Trends

1P Sales

2P DaaP

Trusted External Data

- Shared by partner entities - consented & structured
- Enhances depth of user profile beyond internal signals



Digital Wallet Share

CHASE  Revolut



Fraud Databases

TransUnion^{tu} 



Digital Shelf Analytics

Walmart   target

The 2P Data Conundrum

2P data complicates the process, raising new questions:

- ◆ What's the data source? What exact data? What formats?
- ◆ How do I trust the data? Is it legal, ethical, & consented?
- ◆ Is the data fresh and accurate for decision making?
- ◆ How to ensure seamless, secure & cost effective access
- ◆ How will it be delivered, maintained, and measured?

The 3 Pillars of Success

To fully unlock the power of 2P Data, organizations must focus on



Discovery

Finding & Consuming high-value 2P data



Governance

Ensuring quality, compliance & privacy



Activation

Integrating data into decision-making

DaaP Playbook (1/3)

Discovery

Finding & accessing high-value 2P data

- Identify the **right data partners with overlapping user base** to build deeper understanding of your audience
- Establish structured **legal & commercial data contracts** to ensure reliability, compliance and transparency
- Ensuring **seamless data access** via APIs, SDKs & warehouse native solutions with well documented tools
- **Leveraging data catalogs, metadata, & schema** mapping for discoverability to accelerate real productivity

Low-cost ETL

APIs / SDKs

Data Contracts

Domain Context

Documentation

DISCOVERY OF DATA

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DaaP Playbook (2/3)

Governance

Ensuring data quality, compliance & privacy

- Prioritize **ethical, consented & compliant data** sources with proper storage & verification mechanisms
- Verify data quality and lineage of data to ensure **accuracy, freshness & consistency** for reliability
- Implementing **Privacy-Enhancing Technologies (PETs)** and privacy budgets for secure, trusted collaboration
- Leveraging PETs for **transparency** as well as higher flexibility on **purpose-specific feature engineering**

Consent & Privacy

Decentralization

Freshness

Security

PETs

Transformation

Verifiable Quality

TRUST ON DATA

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DaaP Playbook (3/3)

Activation

Turning data into actionable insights & measurable impact

- Prebuilt Data and Insight Catalogs ready for specific industries, customers, & use-cases for low time-to-value
- Leveraging low-touch AI & modelling tools with purpose built frameworks for better efficacy
- Operationalize mission-focussed apps, activation channels, & integrations to convert insights to outcomes
- Building effective feedback & measurement loops to validate success and enable monetization at scale

Feature Catalogs

Activation Channels

Auto-ML

Pre-built Apps

Integrations

Observability

ACTIVATION OF DATA

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Why 2P DaaP matters?

Unlocking Scalable AI & Compliant Insights via 2P Data



Resilient AI to
Break 1P Glass
Ceiling



Reduced data
asymmetry via
2P insights



Proactive Compliance
in Evolving Privacy
Landscape



Federated modeling
for privacy-first
intelligence

How LattIQ unlocks value via 2P Data

- Out-of-the-box sources for compliant 2P data
- Privacy-first platform for secure monetisation
- Built for everyone: Use case templates + Self-serve
- Trust-less collaboration with full control & governance
- Transparency-driven compliance for secure exchange
- One-click activation for fintech, BFSI, ads, marketing, commerce, modelling, decisioning AI

CONCLUSION

