

# Professional Services Offering: Data Products Playbook

Transform Data into Impactful Insights: Launch Your Scalable Data Product Strategy with Alation

Alation's Data Products Playbook offering empowers organizations to build, deploy, and manage impactful data products using Alation. This offering combines expert guidance with hands-on support to help customers implement a scalable operating model, define data products aligned with business goals, and leverage Alation's capabilities for documentation, governance, and analytics.

By focusing on practical strategies and frameworks, the program simplifies the complexities of data product development. We guide customers through every stage of the data product lifecycle, ensuring a clear understanding of ideation, design, deployment, monitoring, and maintenance. Our approach integrates best practices for governance, collaboration, and stakeholder alignment, all tailored to fit the unique needs of your organization.

- Hands-on workshops to define, build, and manage data products
- Guidance on the Data Product Operating Model and its implementation
- Scalable frameworks for governance and collaboration
- Best practices on leveraging Alation to document and maintain data products
- Guidance on metrics and analytics for measuring success
- Customized guidance tailored to your organization's goals

Partner with us to transform your data assets into high-value products. With our expertise, you'll build a strong foundation for a scalable, sustainable data product strategy that delivers tangible business results.

## About Alation

Alation is the data intelligence company. Nearly 600 global enterprises — including 40% of the Fortune 100 — rely on Alation to realize value from their data and AI initiatives. Customers such as Cisco, DocuSign, Nasdaq, Pfizer, and Samsung trust Alation's platform for [self-service analytics](#), [cloud transformation](#), [data governance](#), and [AI-ready data](#), fostering data-driven innovation at scale. Headquartered in Redwood City, California, Alation has been recognized five times by Inc. Magazine as one of the Best Workplaces. To learn more, visit [www.alation.com](http://www.alation.com)