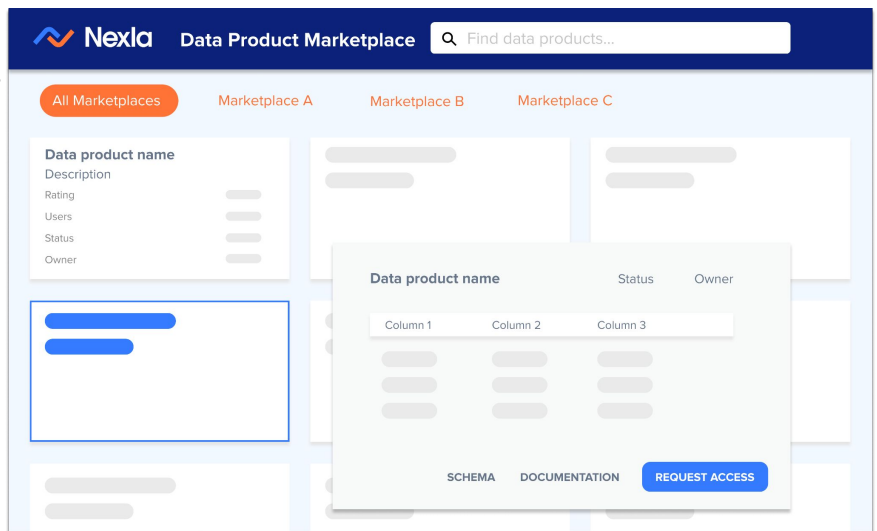


Democratizing Data Through Nexla's Private Marketplace for Data Products

Nexla's Private Marketplace for Data Products is a private marketplace that runs within your organization to allow data producers and data consumers to collaborate and enable data consumers to discover, search for, and access the data they need, in the format they need it.

Nexla's Private Marketplace for Data Products gives you control over your data, enabling you to:

- Discover data products through shopping-like interface
- View schema, status, documentation, rating & ownership
- Manage data product sharing requests



Data marketplace gives the [data] consumers on the business side the ability to discover and take action on those data products in an easily accessible manner. You need a marketplace to go and discover new data use cases and then be able to create new things on the fly, and that's gonna drive the next generation of technologies.

Mansoor Basha, Chief Technology Officer at Stagwell Marketing Cloud



Capabilities of a Private Marketplace for Data Products



Accessible

A central repository where ready-to-use Data Products can be stored and arranged based on domains, such as departments, groups, users, etc.



Customizable

Ability to create one or more Private Marketplaces. Each marketplace can have a specific set of Data Products available to users within the organization.

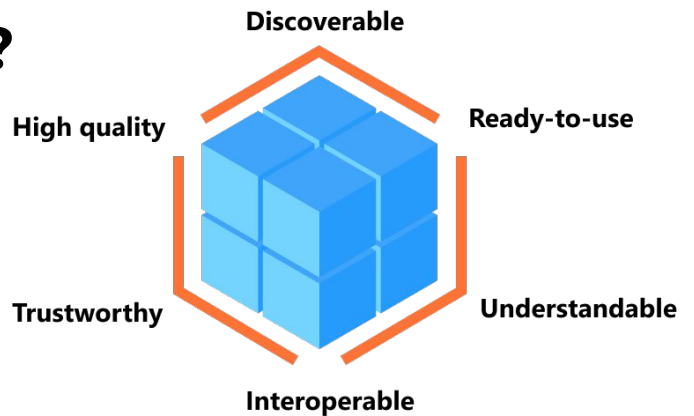


Easy-to-use

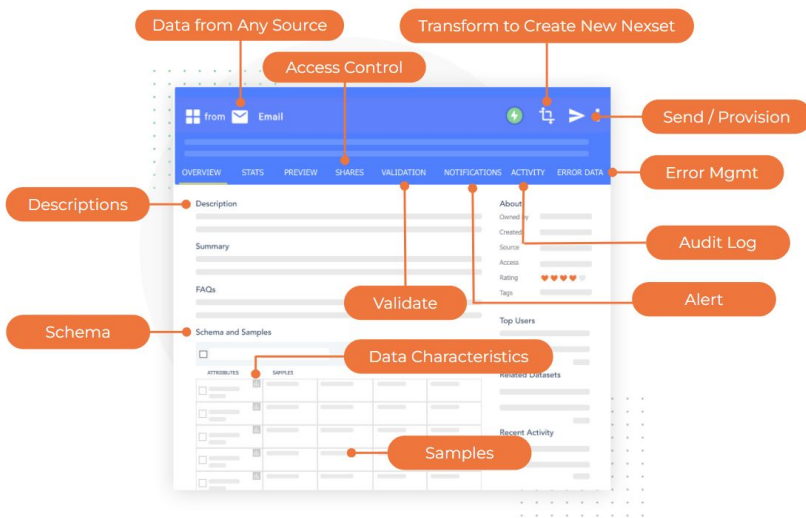
Data users get an intuitive shopping-like experience where they can search, discover, and request access to Data Products.

What is a DATA PRODUCT?

Data products are ready-to-use, logical data entities that enable data to be shared, consumed, or delivered in any format to any destination. A data product is produced by intelligently packaging data with additional features such as metadata, making data trusted, validated, packaged, and ready to use for any data user.



Key Characteristics of Data Products:



- Provide a consistent interface to all types of data files, APIs, streams, databases and data sources
- Package additional metadata, such as schema, description, and data characteristic, on top of data.
- Are created by data producers to be easily searchable and usable by data consumers.
- Encapsulate data contracts to ensure the quality throughout data processes

Data products increase collaboration by enabling data sharing among individuals, teams, and across departments. Data products bridge the gap between data producers and data consumers.

Data Products Enable:

- Self-service for data consumers
- Delivery of data in any format
- Seamless integration and accurate real-time analytics
- Reliable governance and security
- Increased collaboration within teams and across departments

