Kin + Carta
Data-as-a-product

Unleashing the potential energy stored within your data.

The Challenge

Data isn't delivering on its promises. Now more than ever, data is treated with caution, mistrust and skepticism. If data is to provide the competitive advantage that it boasts to have, something has to change.
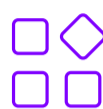
Our solutions for these challenges:

Remove barriers to access and use data

Increase trust and awareness of data

Apply product thinking to make data useful

Create agility through a distributed contribution model

During the early days of the digital revolution, organizations flurried to build new websites and apps. *"We must have them to stay relevant"*. Most learned the hard way that doing so without a deep understanding of user needs and building in silos would result in mediocre if not failed solutions. Data is the new digital and everyone is rushing in and making the same mistakes. At Kin + Carta we like to learn from the past and that's why we focus on empowering your existing product teams to apply their expertise to the craft of building data products. You already have expert builders, we give them the knowledge, skills and tools they need to accelerate your data revolution.

In our 12-week engagement, our Kin + Carta Data team works shoulder-to-shoulder with your teams to identify your biggest data opportunities and design frameworks that distribute the effort involved in exploiting those opportunities across your entire workforce.

The mission is to create a highly motivated and distributed network of data owners, armed with product thinking tool kits and supported by centralized data platforms and standards that have been built with self-contribution and data democratization in mind. Within 12 weeks you will have started the journey towards true data democratization.
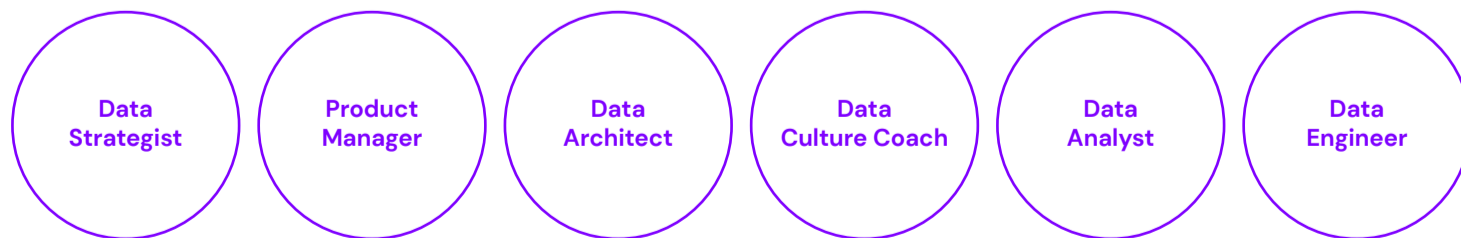
Key Phases, Goals & Deliverables

Our 12-week (1 quarter) engagement is broken down into three phases:

Weeks 1-5	Weeks 6-9	Weeks 10-12
Discovery	**Strategy**	**Preparation**
Client Alignment: Align with key stakeholders on goals and objectives.	**Gap Analysis:** Identify and prioritize the gaps between where the client is today and where they need to get to.	**Good-to-go:** Prepare the business case for the applied value of a data-as-a-product.
Assessment: Understand existing technologies, operating models, and constraints. Understand how and where data is and is not used and prepared in decision-making processes. Understand how/if/where key performance indicators are used to guide the strategic direction. Understand the maturity of data governance, data architecture, and data management practices, tools, and personnel.	**Strategy Formulation:** Define how the client can rapidly progress towards activating value from data products whilst incrementally building the foundations they need to scale. Outline priority initiatives and immediate investment cases. **Design:** Provide a bespoke blueprint for a modern data capability that encompasses technology, people, process, and data.	Data-as-a-product roadmap and recommendations, write-up and report-out with stakeholders. Prepare for the enablement team to land and activate your data-as-a-product roadmap. **Foundations:** Start laying the foundations for data standards, common vocabulary, and high-level domain and conceptual data models. Establish roles and responsibilities for data owners. Source candidates and begin the upskilling process.

Our Kin

We'll align the following team of data experts to help get you there:

Data Strategist

Product Manager

Data Architect

Data Culture Coach

Data Analyst

Data Engineer

Get in touch

Contact us to learn more about how we can help accelerate your data strategy.

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