PENDOMONIUM 2023

Lessons on Data Intelligence

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Product Operations,
Collibra

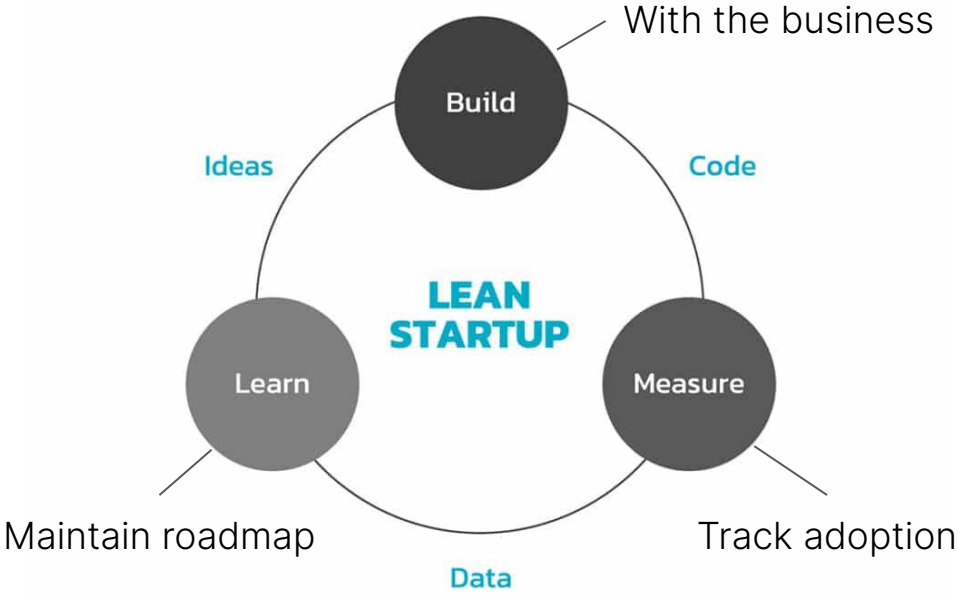
PENDOMONIUM 2023

Agenda

- Data = Product
- Data Mesh = scale hack
- Governance = insurance
- Privacy = first
- (St)age != just a number

Data is a Product. Think like a PM

Data Product Management



Collibra Adoption Report

Problem

CS isn't informed with data to effectively guide the customer to higher adoption and have renewal conversations

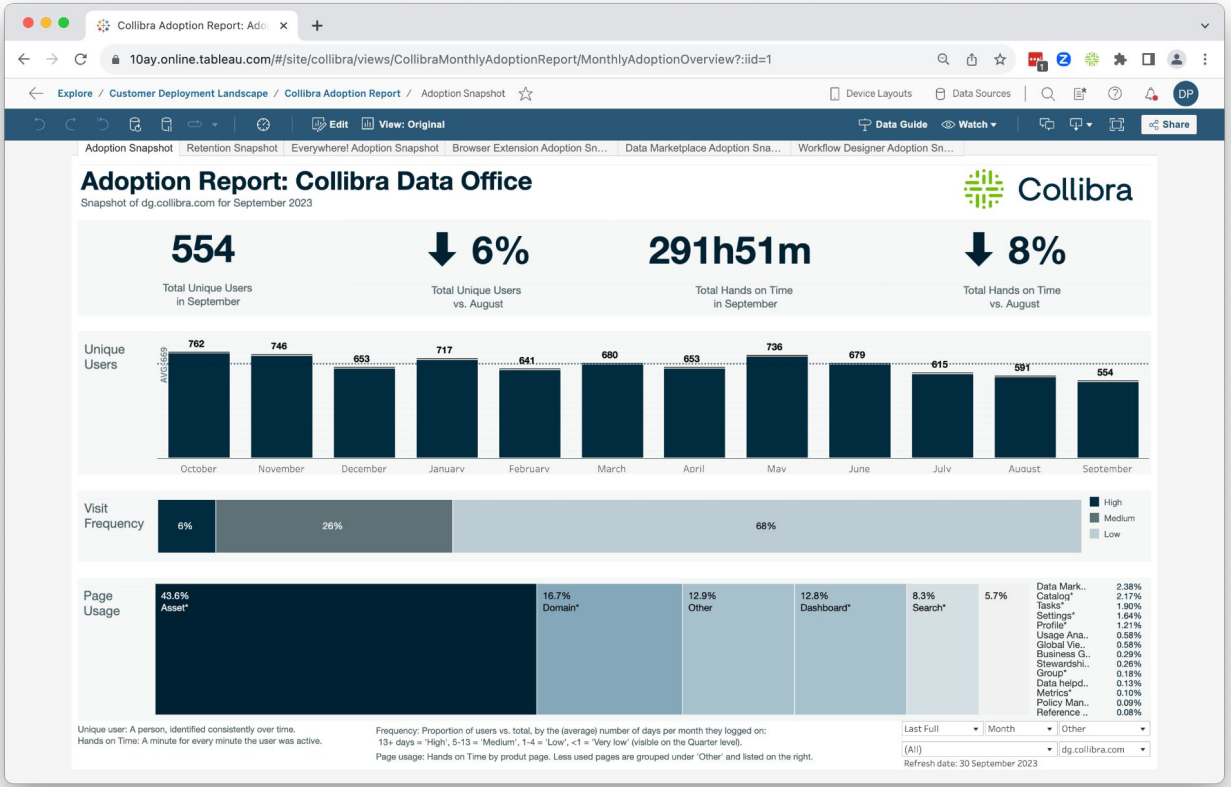
Solution

.. so let's build a report that CS can use in monthly conversations

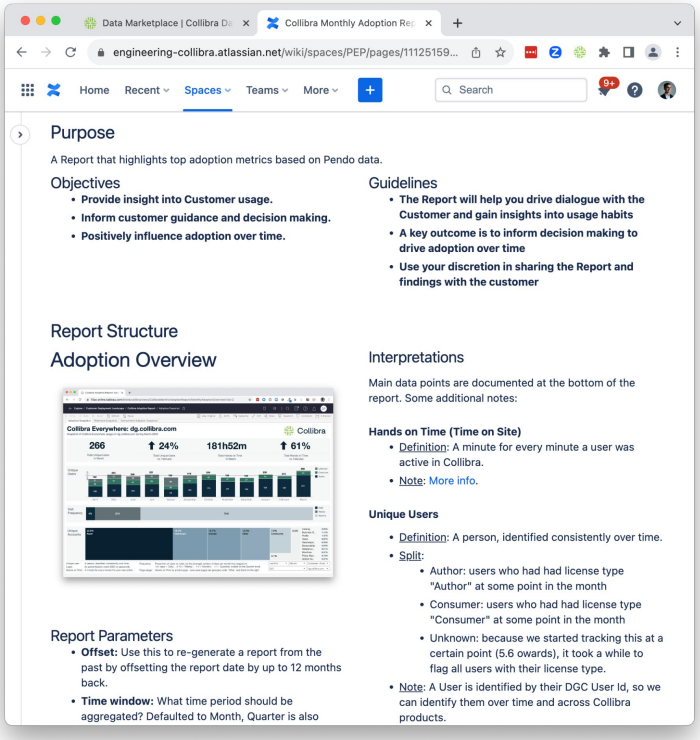
Approach

.. together with a representative of CS, well documented and in a way that it's unambiguous how to interpret it.

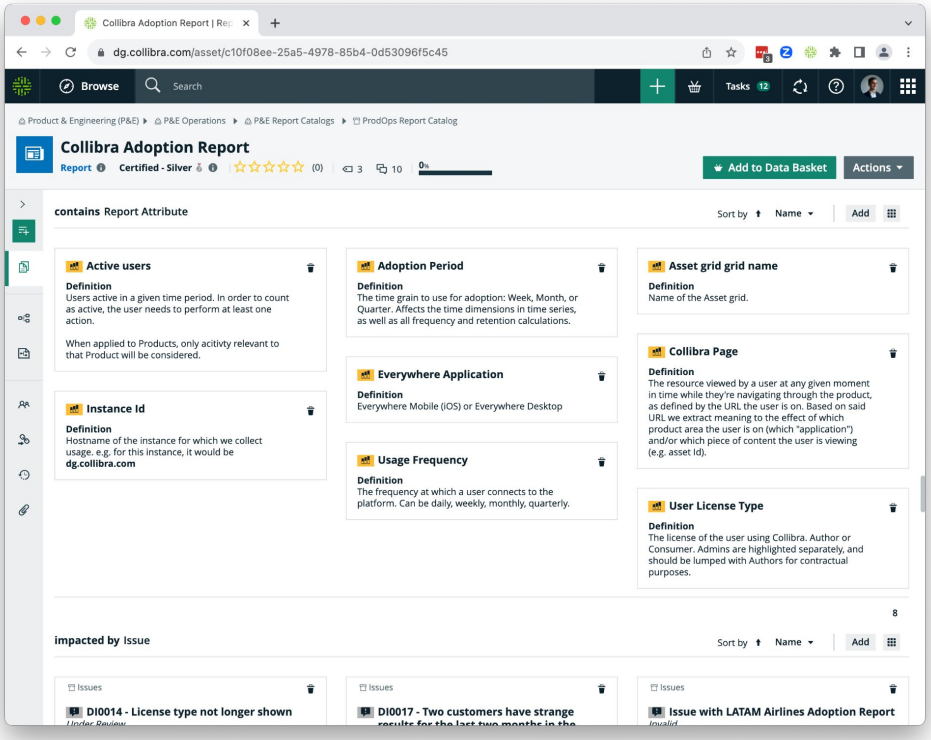
Collibra Adoption Report: **Build**



Collibra Adoption Report: **Ship**

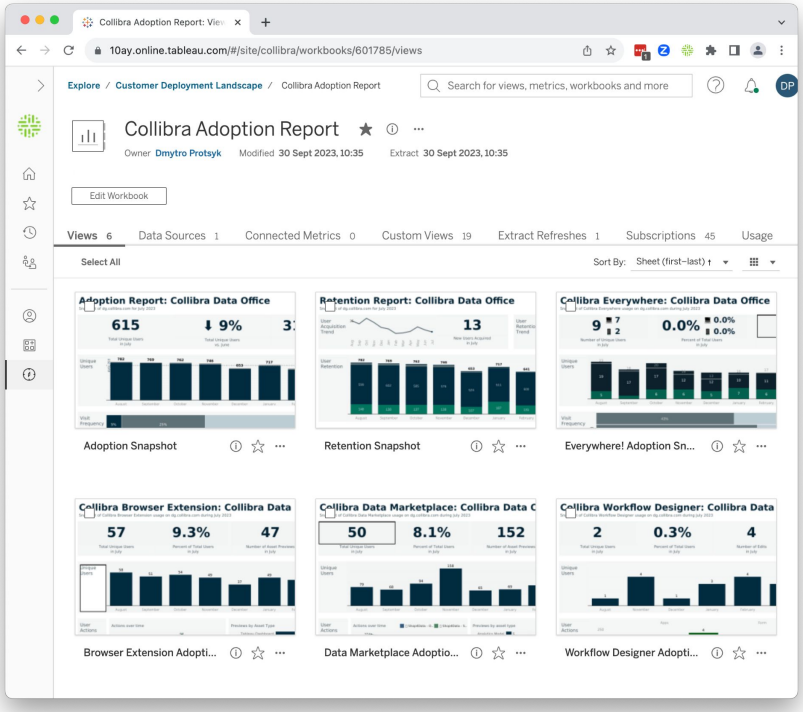


CS Specific Talk track



Report + Metrics documentation, issue mgmt

Collibra Adoption Report: **Iterate**



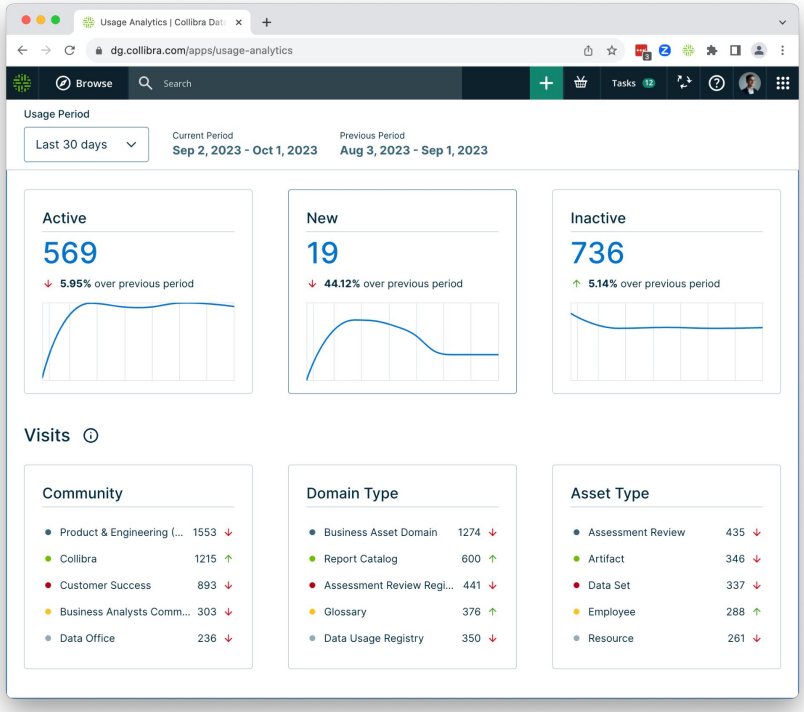


Tableau ——— + traction = ——— Collibra Usage Analytics

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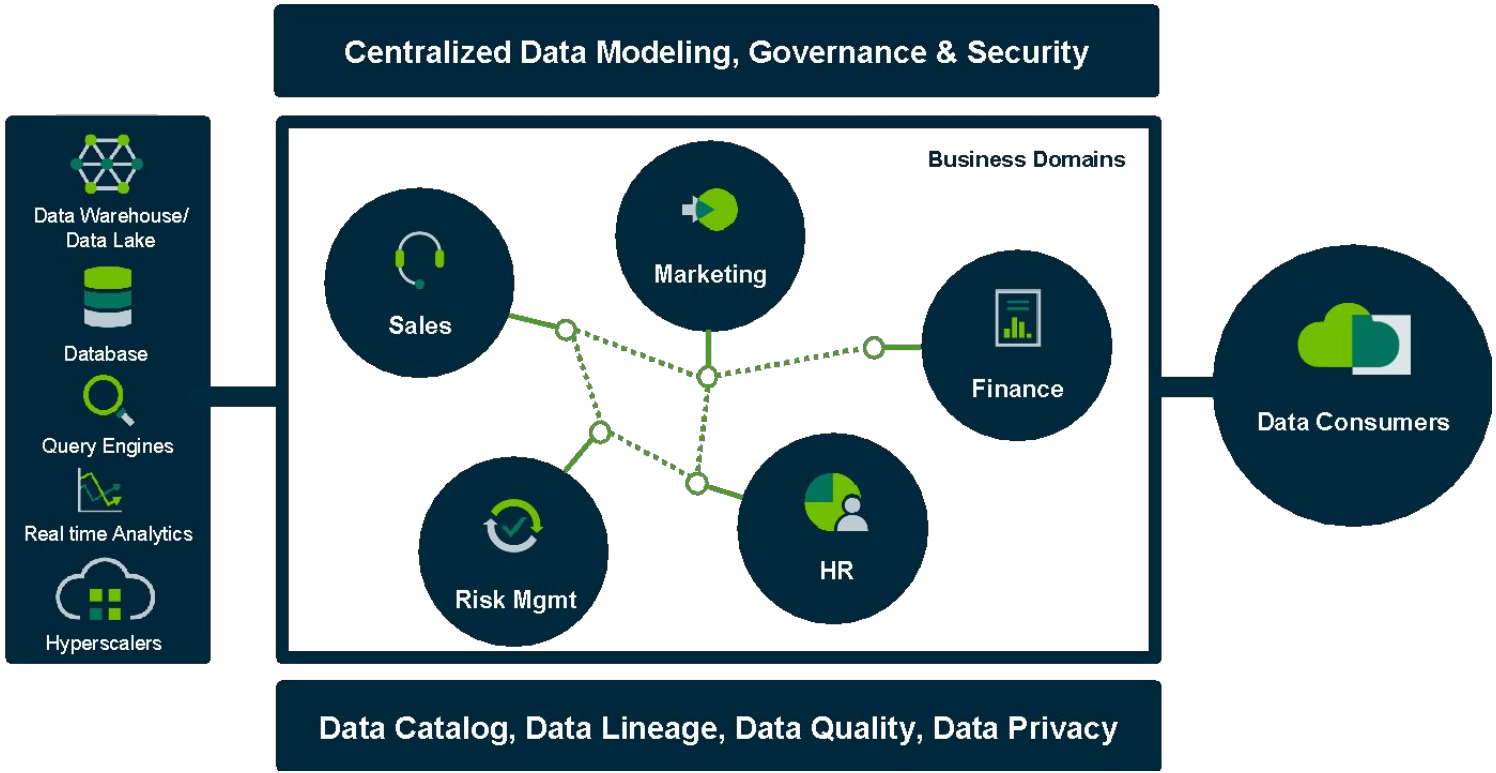
Mesh that data.
Go multiplayer

Data Mesh


Centralized Data Modeling, Governance & Security
Data Warehouse/ Data Lake
Database
Query Engines
Real time Analytics
Hyperscalers
Business Domains
Sales
Marketing
Finance
Risk Mgmt
HR
Data Consumers
Data Catalog, Data Lineage, Data Quality, Data Privacy

Data Mesh at Collibra

Data Products, Business Domain Owned, Governed Through Collibra,
Created On Self-Service Infrastructure

Data Citizens
Consuming Data Products

System of Engagement

Data Intelligence

Data Modeling | Data Science | Dashboards & Analytics

Collibra
Data Intelligence

Data Tools

Individual productivity

TRIFACTA
Transform & Load

ASTRONOMER

AWS Redshift
"Published"

tableau
Analytics & Reporting

Data Infrastructure

Centralized Technology, Distributed Control to the Business

Fivetran
Extract & Load

ASTRONOMER

AWS Redshift
"Raw"

Data Office

Enterprise Applications

Data Source Examples

salesforce — *GTM*

servicenow — *IT & Ops*

ATLASSIAN — *Engineering*

workday — *HR*

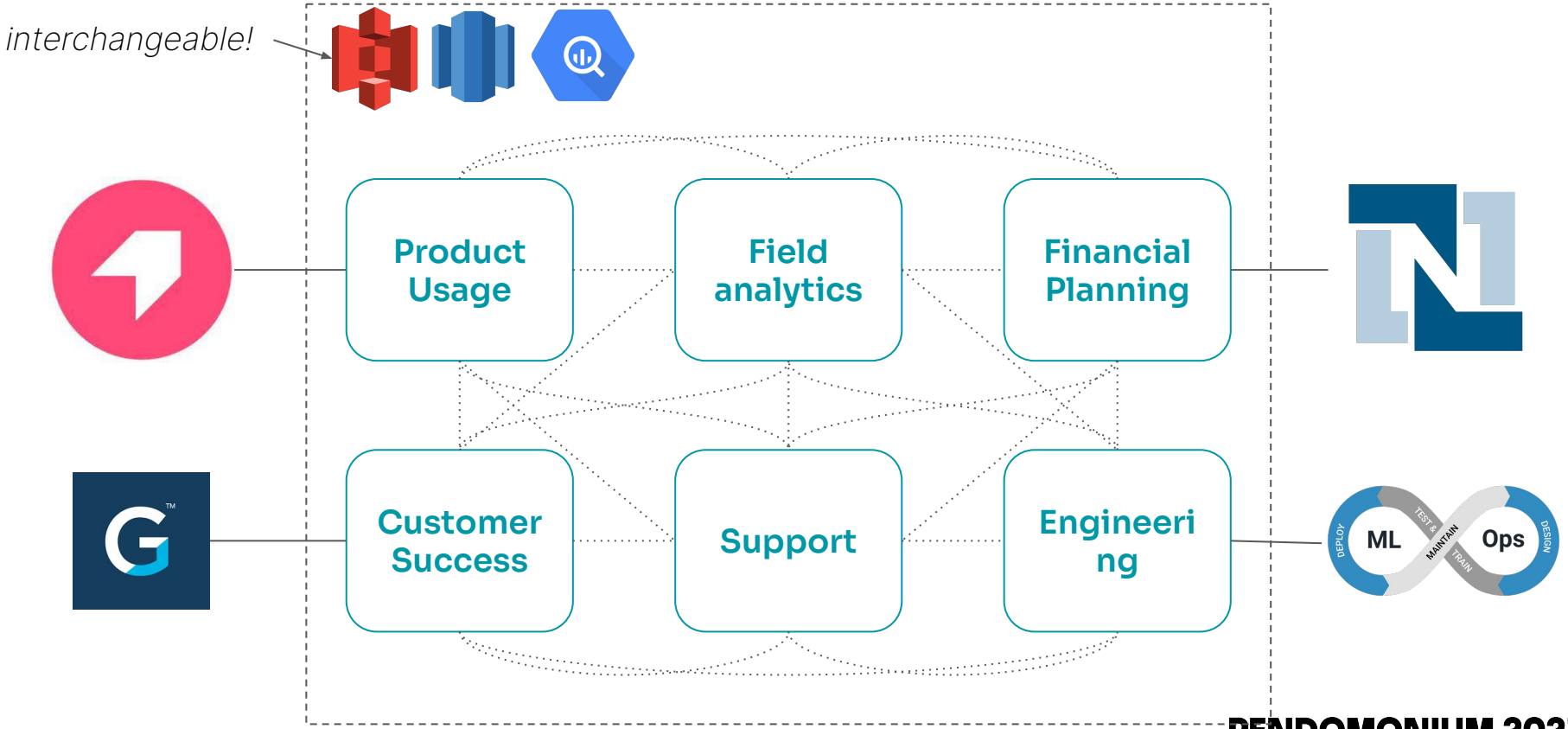
BI Teams

Product Ops | Sales Ops
People Ops | Finance
Marketing Ops

Data Mesh *for the masses*

1. You bring the data and the data domain (usage) expertise
2. Others bring the person-power and the business domain expertise
3. All explore the data together in order to solve problems and get insights
4. Solutions are documented, shared, and built upon by others

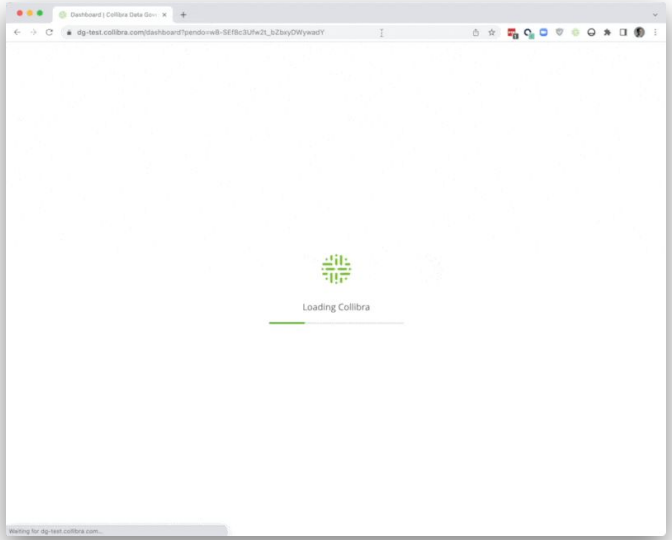
CASE 1: Pendo (in the) Data Lake



CASE 2: Accelerating NPS adoption

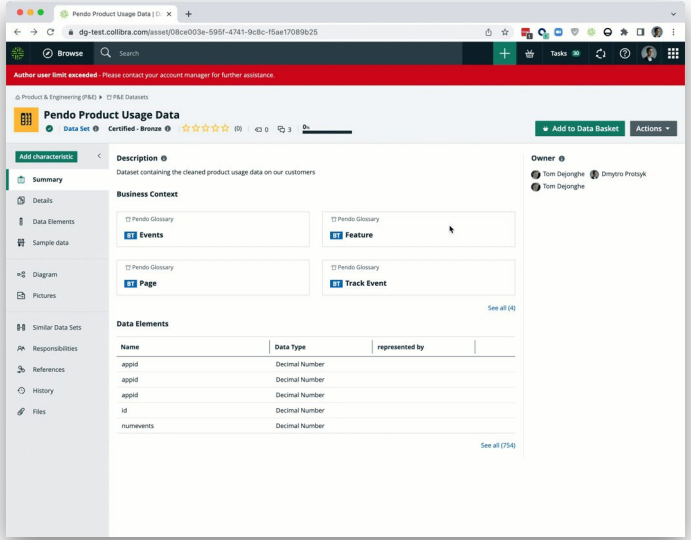
User Sentiment Pulse

Continuously measure the satisfaction of users with the Collibra experience overall.

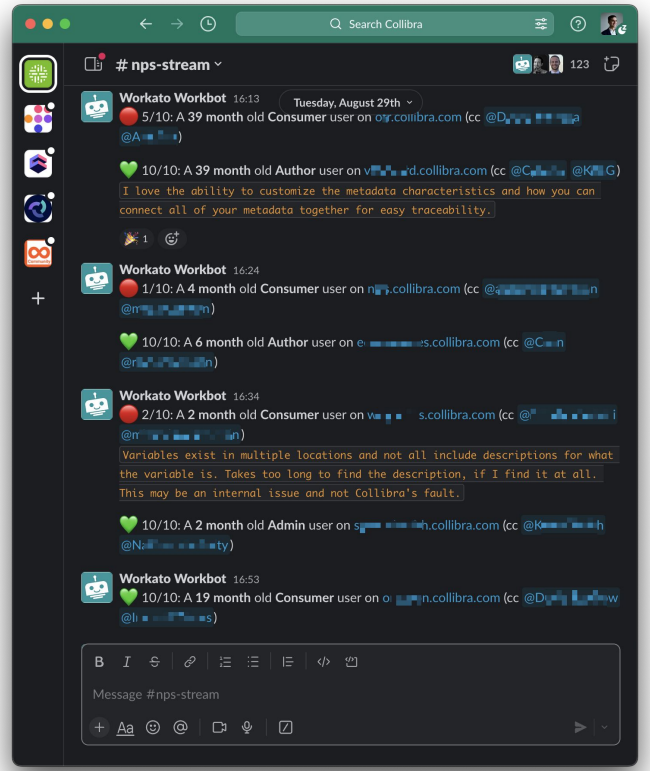


Product Usability Check

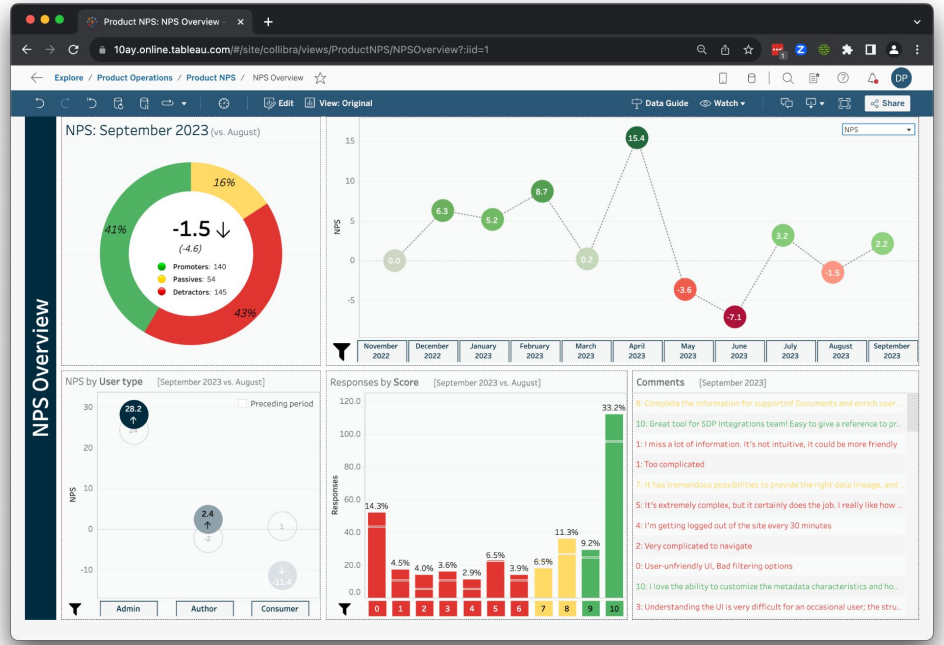
Measure the satisfaction with new or first use of existing products and experiences.



CASE 2: Accelerating NPS adoption



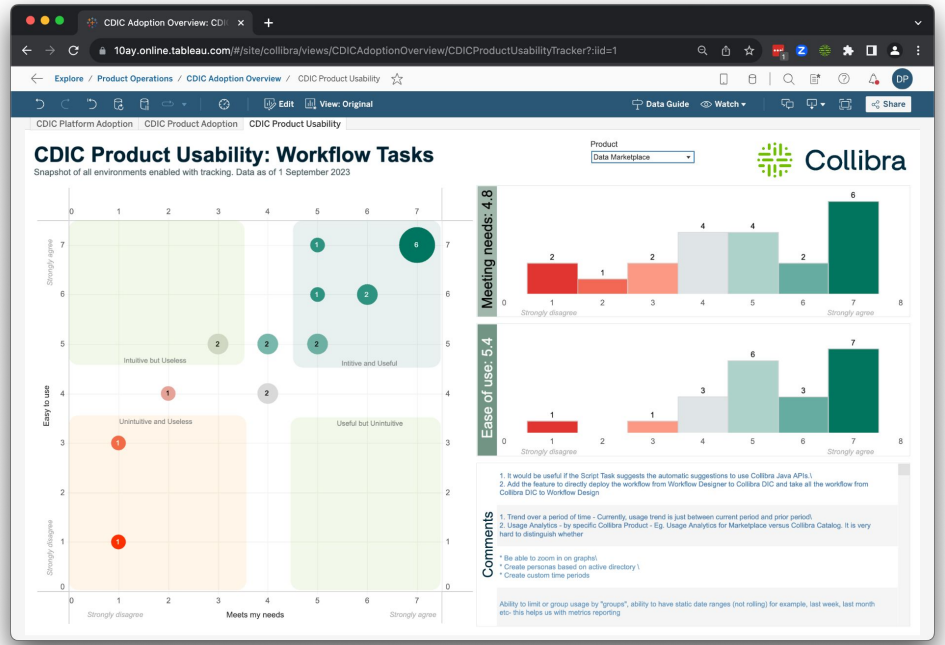
Pendo > Workato/Zapier > Slack



Ancillary use cases: NPS in company objectives; CS conversations; NPS in UX Research; ML testing of NLP use cases; Churn prediction model improvement.

CASE 2: Accelerating NPS adoption

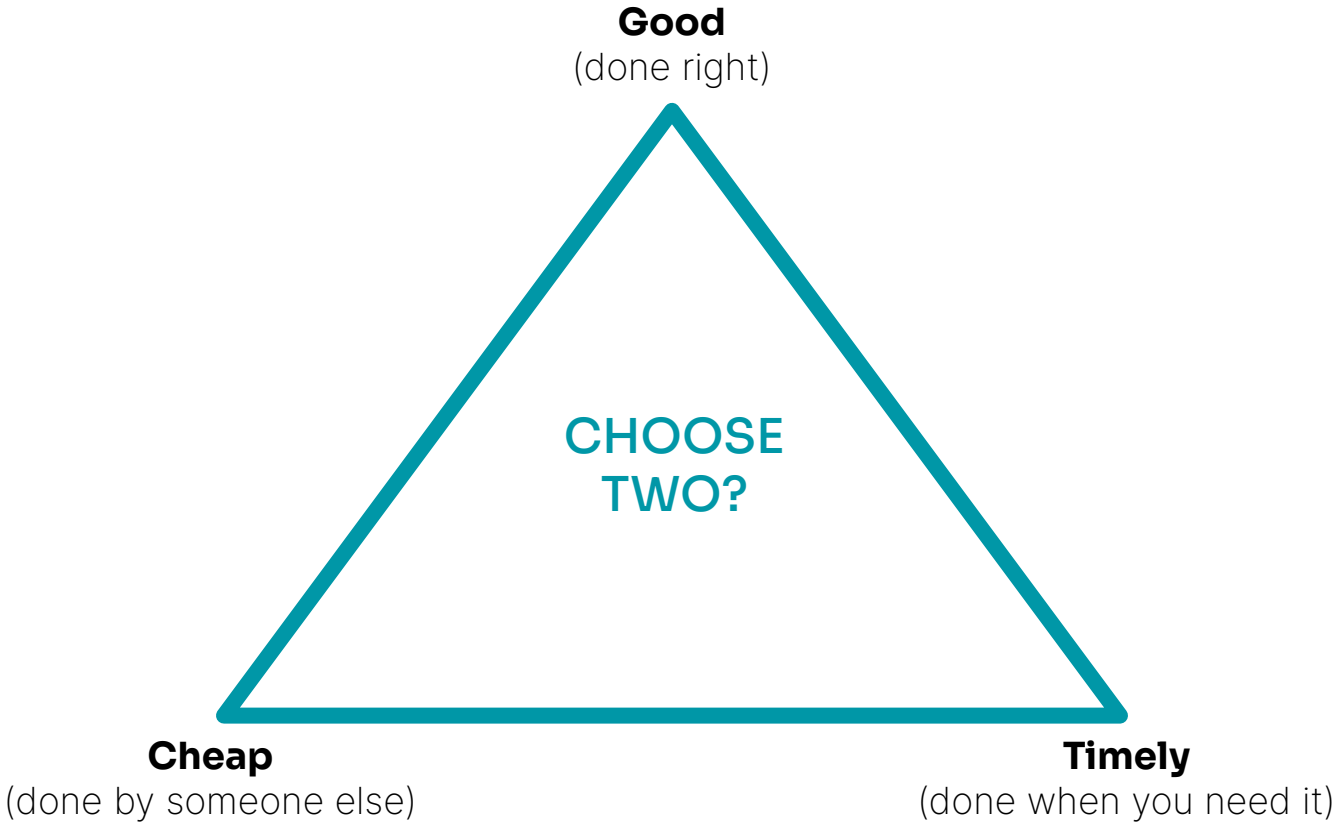
Pendo > Workato/Zapier > Slack



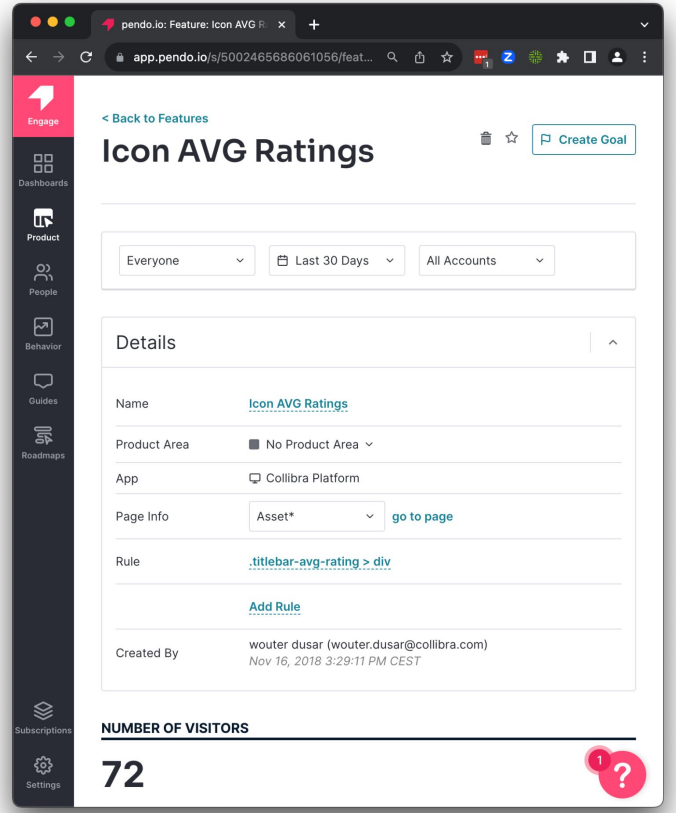
Per-product dashboard for every team to look at overall trends. Both Slack integration and Dashboard pick up new products based on guide naming + Product Area

Delegate and govern
Trust, but verify.

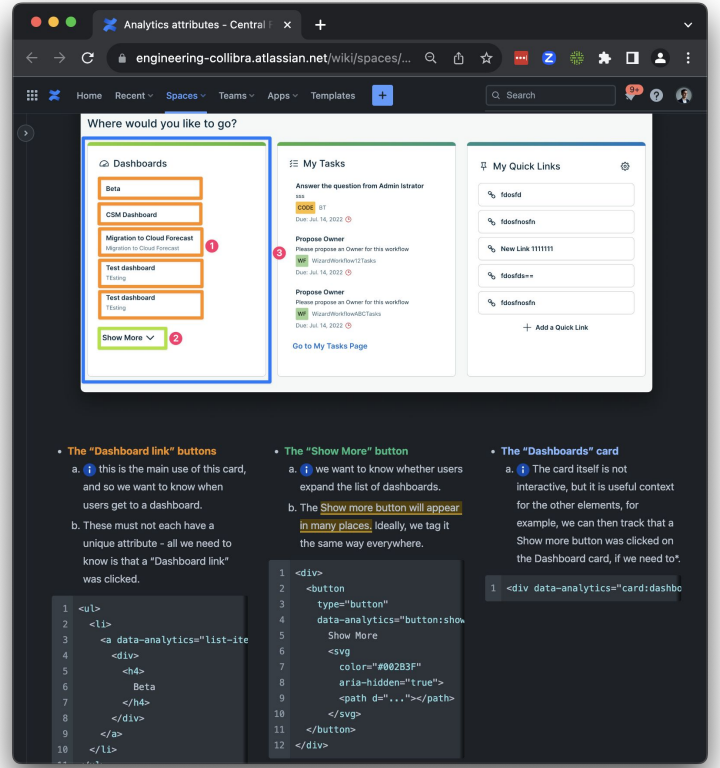
Federated tag management: the fear



Federated tag management: the fear



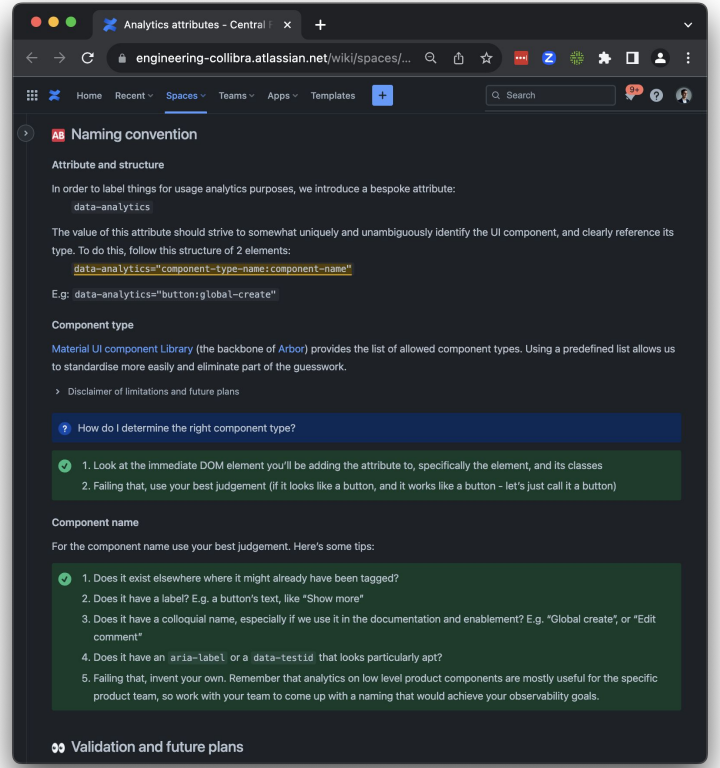
1. **Establish strategy**: consider a bespoke tag



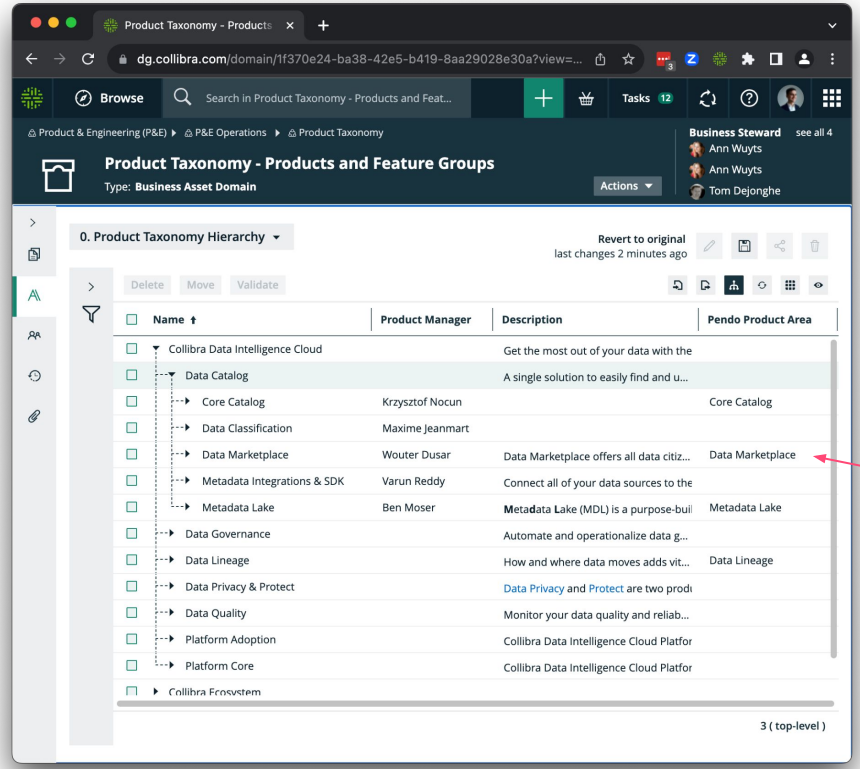
[data-analytics]
Bespoke DOM tag anchors ownership to team.

It also makes tagging ultra easy and traceable back to the FE code.

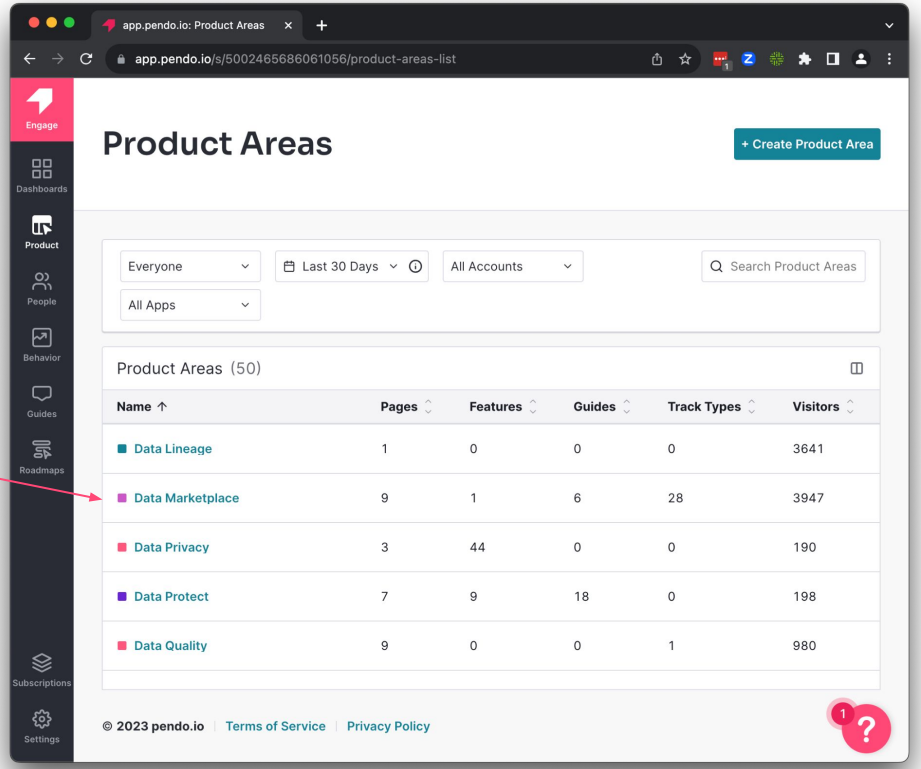
Naming
Consistency is key, so pick something simple and maintainable



2. **Create structure**: give each team a “home”

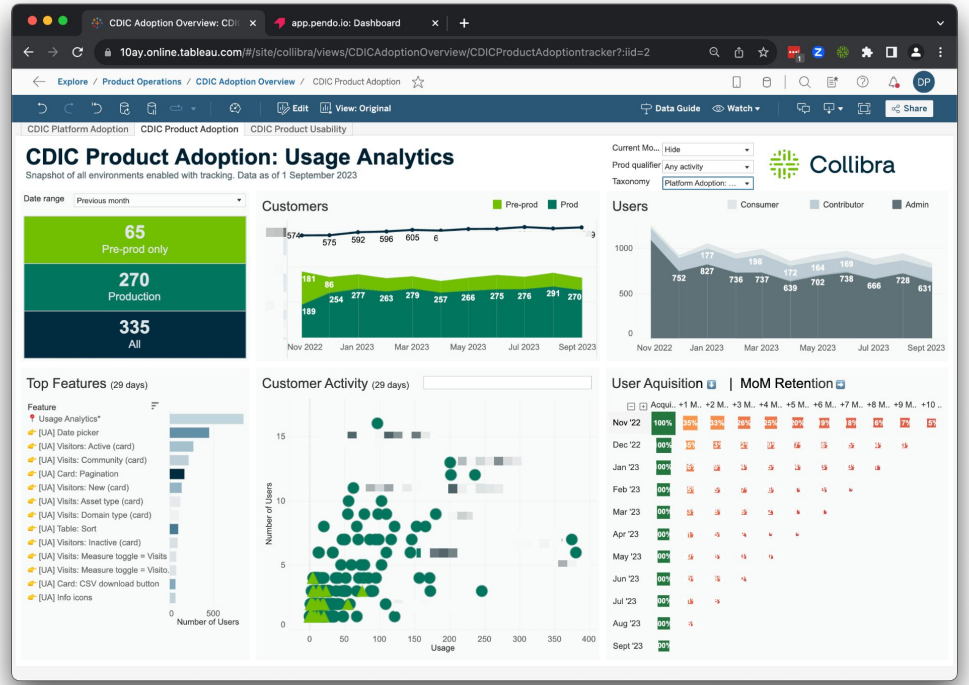


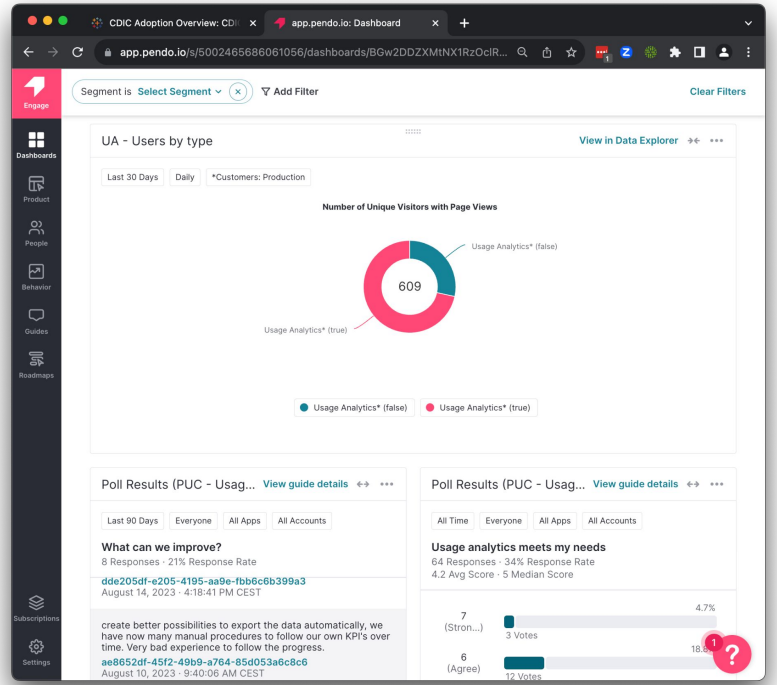
Product Taxonomy



Pendo Product Areas

3. Create incentive: Visibility + “freebies”





Be a data minimalist.
Be privacy-by-design

A good privacy design goes a long way

71%

of privacy professionals indicate that their organization's DSR process is largely manual and ad hoc

IAPP-EY Annual Privacy Governance Report 2019

69%

of firms expect costs to address risk issues to increase in the next 12 months

Thomson Reuters Cost of Compliance Survey 2020

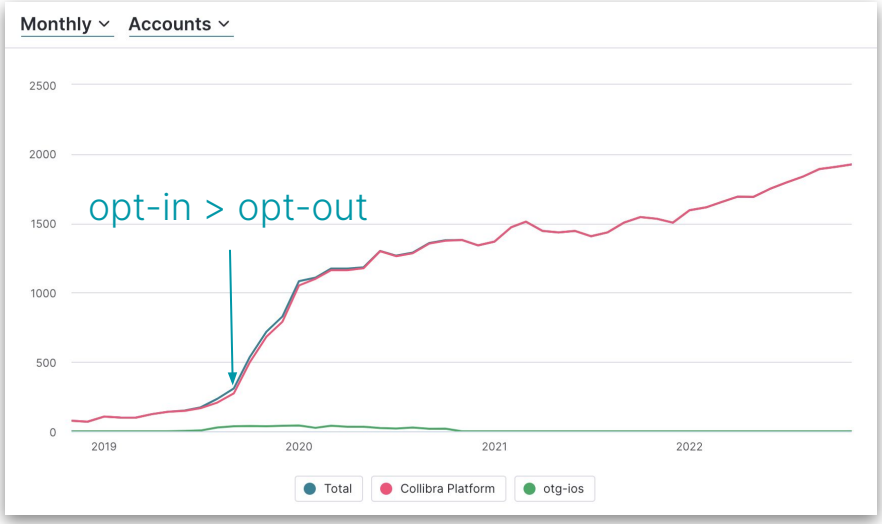
$1.5B

Spent in regulatory fines & remediation in 2018 and 2019

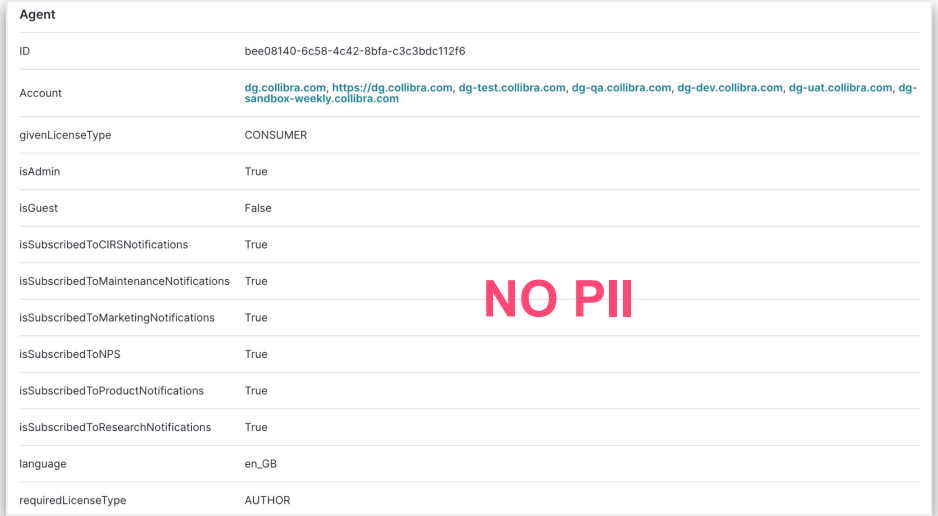
CSO from IDG, "The biggest data breach fines, penalties and settlements so far"

Privacy first

Get more coverage with opt-out

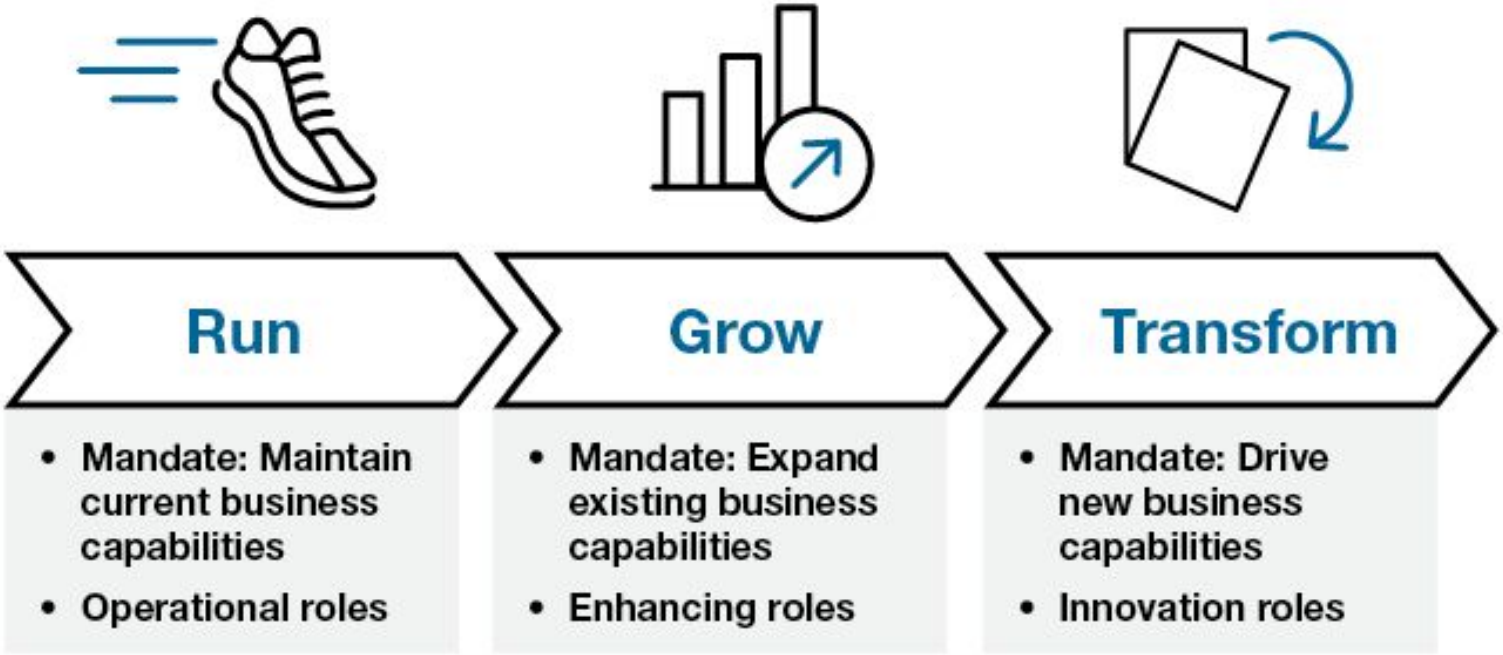


... with a privacy-first approach



Know your (st)age. Prioritize what matters

Run, Grow, Transform



Startup (Pre-Product Market Fit [PMF])

RUN: 20%

Support building of MVP and core functionalities

- Ensuring the software is bug-free and user-friendly.
- Setting up basic infrastructure and operations.
- Managing costs and ensuring the business remains solvent.

GROW: 30%

Acquire the first set of users, getting feedback.

- Focus on user acquisition through various channels.
- Prioritize feedback loops with early users.
- Implement analytics to understand user behavior and product engagement.

TRANSFORM: 50%

Pivot or refining the product based on feedback

- Be ready to pivot if the initial idea doesn't resonate with the target audience.
- Implement changes based on user feedback and analytics.

Scaleup (At Product Market Fit [PMF])

RUN: 30%

Harden MVP, double down on scaleable foundation

- Ensuring uptime and reliability as user base grows.
- Streamlining operations and automating repetitive tasks.
- Managing increased costs with growing operations.

GROW: 40%

Main focus now that PMF is attained

- Scale user acquisition efforts.
- Optimize product engagement and reduce churn.
- Expand to new markets or segments.

TRANSFORM: 30%

Add features and enhancements to MVP

- Introduce new features based on user demand.
- Explore integrations with other platforms or tools.
- Consider diversifying the product line.

Established (Preparing for IPO)

RUN: 50%

More to maintain, ensure retention

- Focus on maintaining a high level of service and uptime.
- Optimize costs and improve profit margins.
- Ensure compliance, especially if preparing for an IPO.

GROW: 30%

Still important but typically slower.

- Focus on retaining existing customers and expanding within current markets.
- Look for strategic partnerships and collaborations.
- Consider mergers and acquisitions for rapid growth.

TRANSFORM: 20%

Becomes strategic to remain competitive and grow TAM

- Innovate to stay ahead of competitors.
- Explore new markets or industries.
- Prepare the company culture, operations, and strategy for post-IPO life.

Recap

Data is a Product. Think like a PM

1. Build > Measure > Learn
2. Useful + Usable + Used

Mesh that data.
Go multiplayer

1. Be the SME
2. Enable others
3. Build together

Delegate and govern.
Trust, but verify.

1. Consider bespoke tag
2. Use Product Areas
3. Create reusable artifacts

Be a data minimalist.
Be privacy-by-design

1. Less data = more peace of mind
2. Opt out > Opt in

Know your (st)age.
Prioritize what matters

1. Pre-PMF: MVP, Traction, Active users
2. PMF: Growth, Hardening, Retention
3. IPO: Sustainability, Service, Sentiment

Thank you!

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  - Please use **Sora Bold** for titles, headers, and speaker names ONLY.

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  - Please use **Inter** for everything else. You can download Inter for free here
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- Below is a **color guide** – do not use any other colors.

TEXT COLORS

BG COLORS

ACCENT COLORS