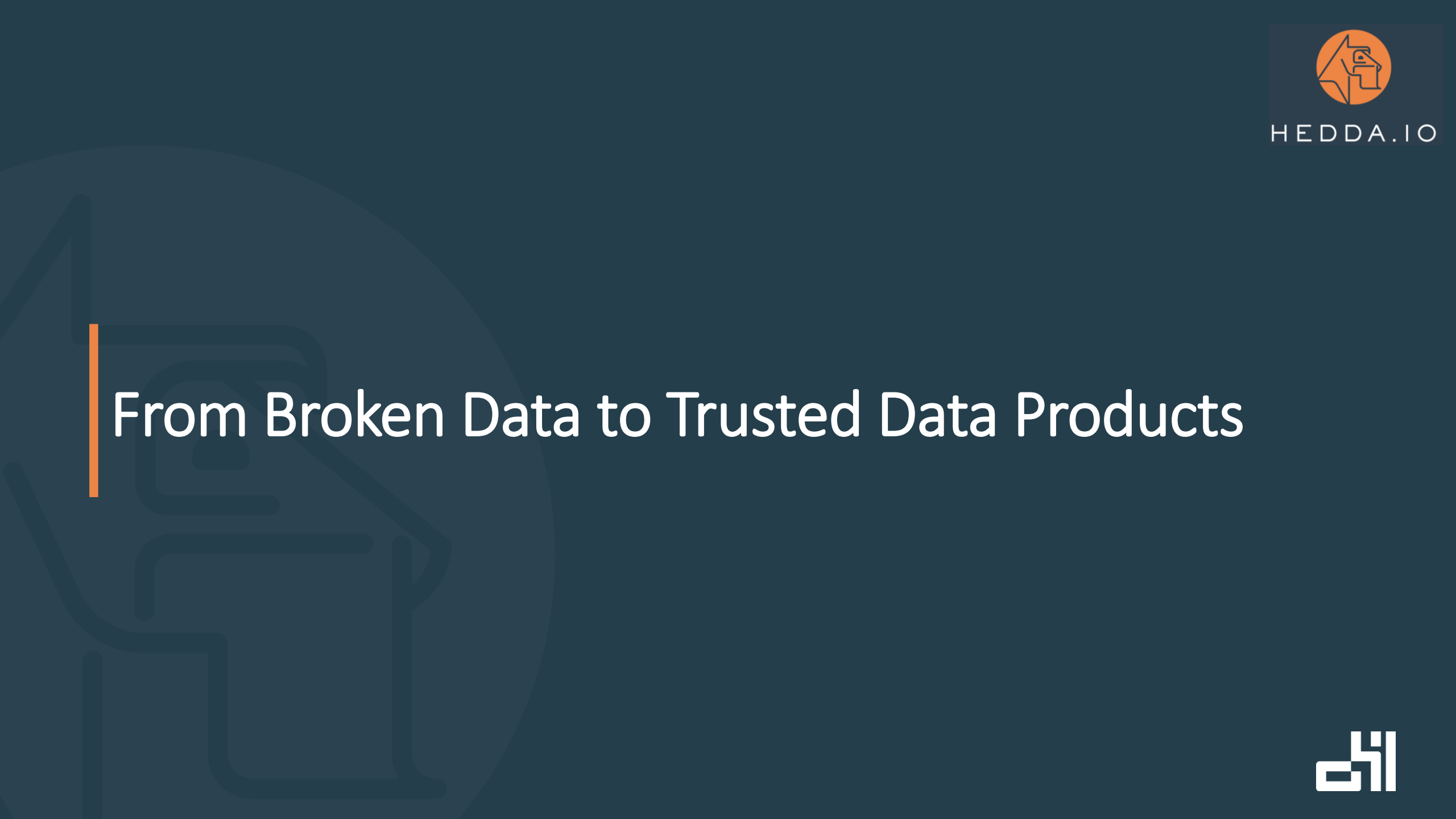


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From Broken Data to Trusted Data Products



Why We're Still Fighting Bad Data

The Paradox of Modern Data Platforms



- Data platforms are more powerful than ever
- Cloud, lakehouse, and streaming architectures are widely adopted
- Data is consumed by more users and systems than before
- Despite this, trust in data remains low
- Reports are questioned and numbers are revalidated
- Teams spend time explaining data instead of using it



Why Data Quality Still Fails in Practice



- Data quality is mainly implemented as technical checks
- Rules are embedded in pipelines, SQL, or code
- Business expectations are rarely made explicit
- Quality logic is hidden from most stakeholders
- Changes require code updates in multiple places
- Ownership is unclear and often individual-driven



Fragmentation Across Systems and Pipelines



- The same data is validated differently in different systems
- Ingestion, transformation, and reporting apply separate rules
- There is no single definition of “valid data”
- Quality rules are duplicated across pipelines
- Inconsistencies appear as soon as scale increases
- Teams argue about numbers instead of improving data



The Core Problem

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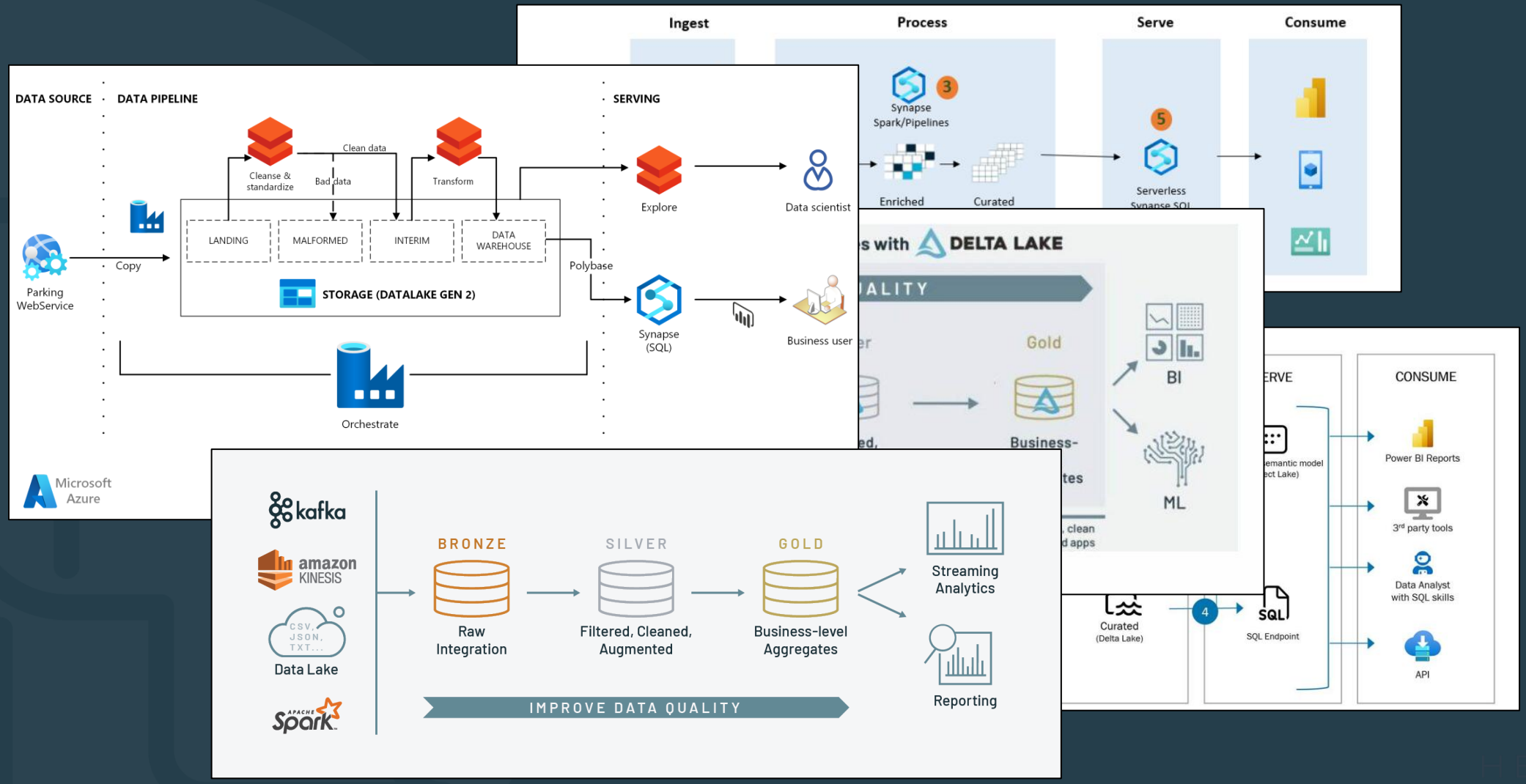
- Data quality is fragmented across platforms and teams
- Rules are hard-coded instead of shared
- Quality is invisible unless something breaks
- Validation is reactive instead of preventive
- Trust depends on individuals, not on the system



Bridge to the Solution



Data Management Processes

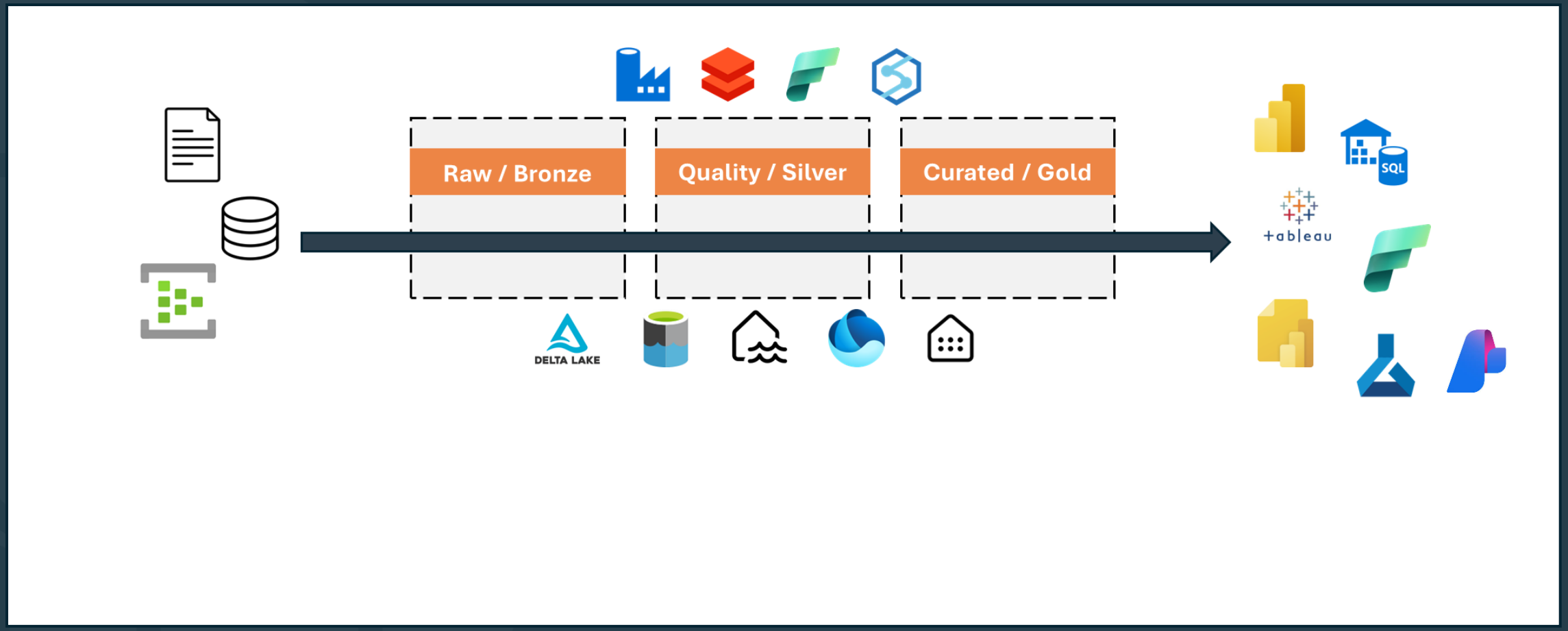


What Trusted Data Products Actually Need

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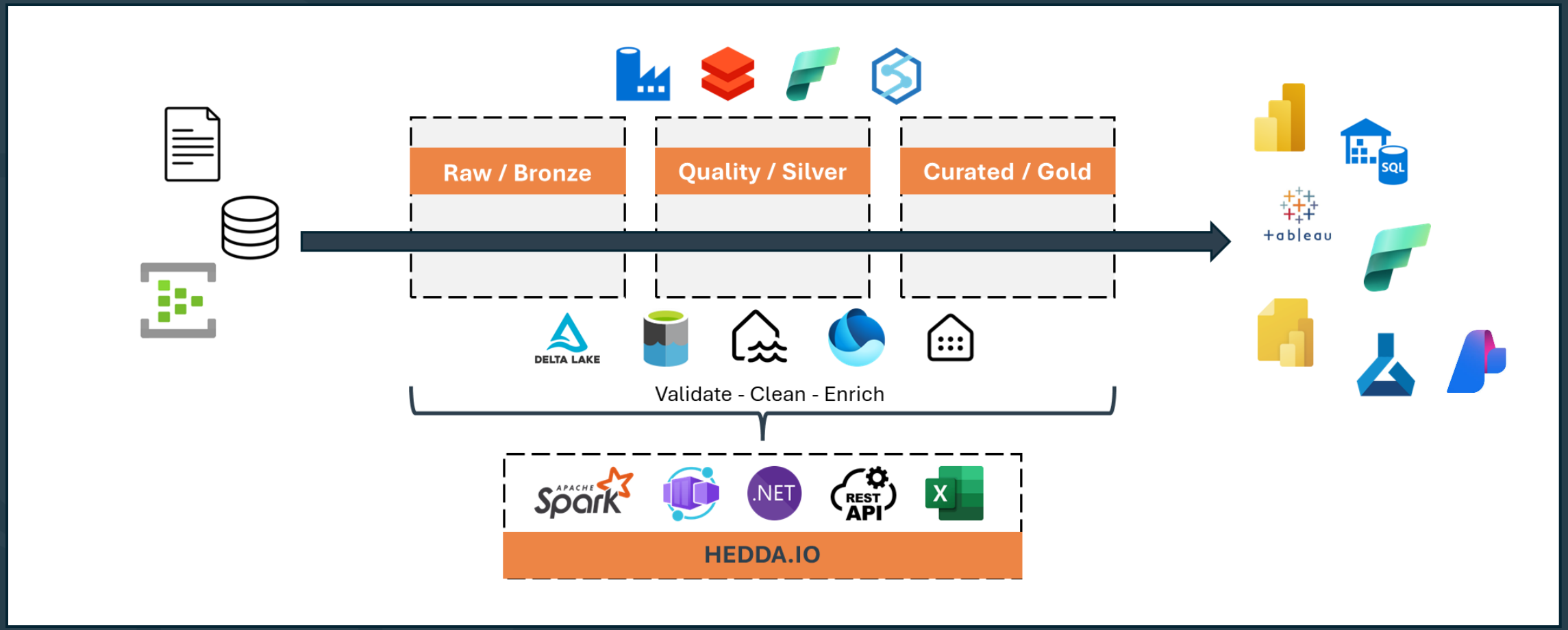
- Clear and explicit quality expectations
- Rules that are defined once and reused
- Consistent validation across the data lifecycle
- Visible and measurable quality signals
- Transparency for technical and business users
- Quality as an operational capability, not an afterthought
- Trust that scales with the platform

What Trusted Data Products Actually Need



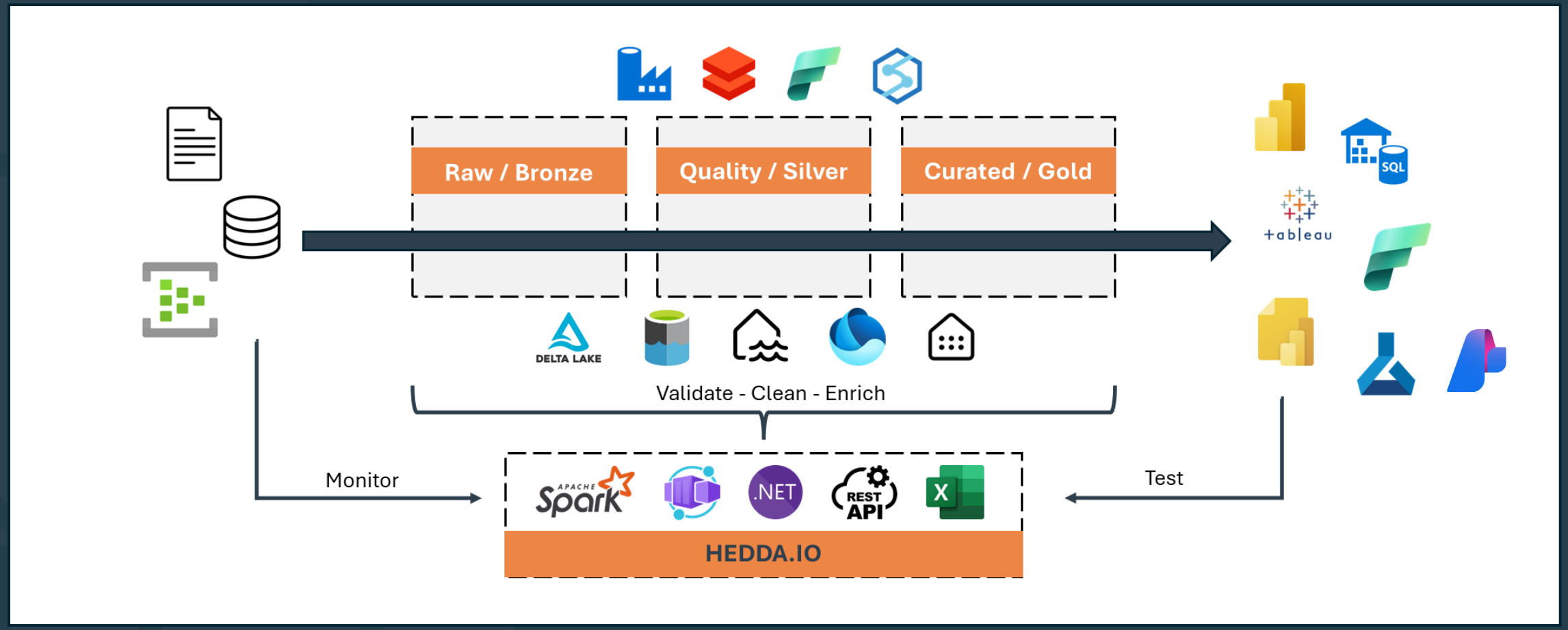
What Trusted Data Products Actually Need

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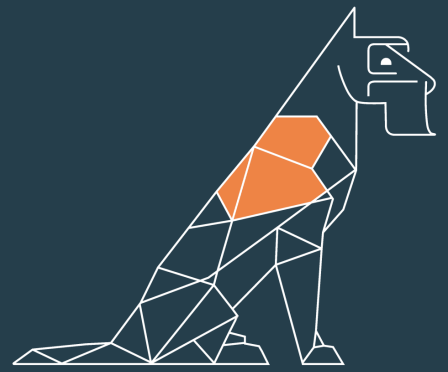
What Trusted Data Products Actually Need

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Demo



What Actually Changes

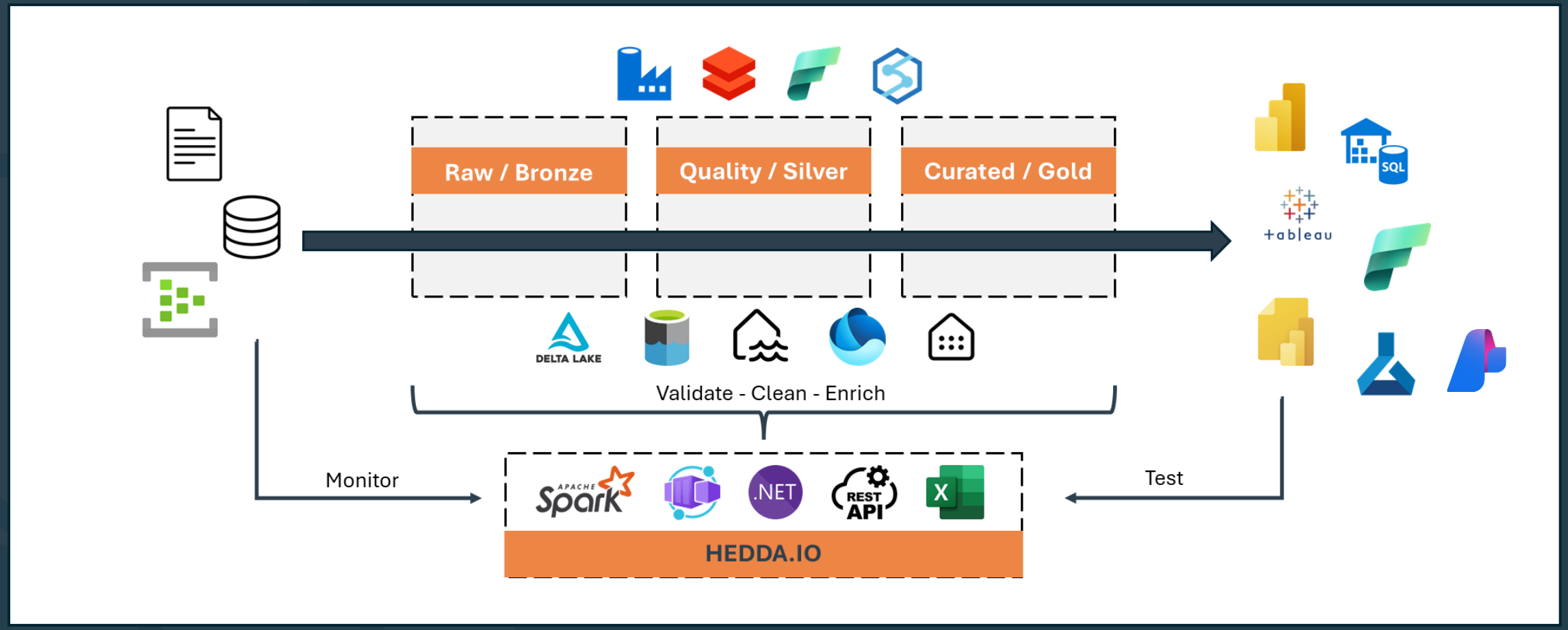


- Data quality rules are no longer part of pipeline code
- Rulebooks define quality once and apply it everywhere
- Pipelines execute rules instead of redefining them
- Quality behavior becomes consistent across the platform
- Changes are made centrally instead of in every pipeline
- Data quality shifts from implementation detail to platform capability



What Trusted Data Products Actually Need

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Segregation of duty

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I can identify incoming data streams from source system to RAW within ADF



Horst the Data Engineer



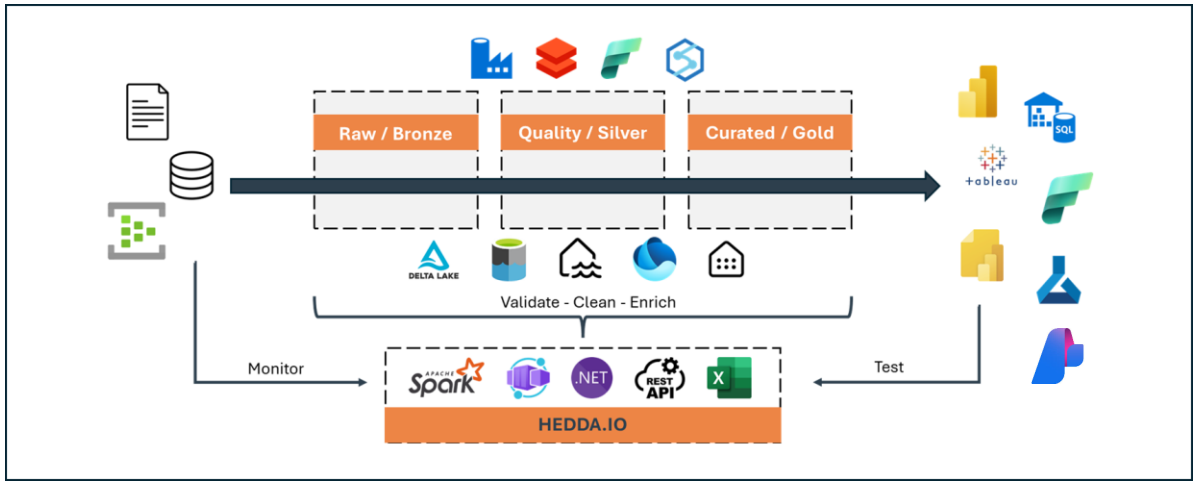
I enhance data with the correct business rule in Quality with Databricks

Heiner the Data Engineer



I load my Excel data via Dataflows to my curated data with Business Rules

Holger the Data Analyst



I am happy as our company works on the same standards that are defined by my team



Hans the CFO

I create Business Rules that define how cost centers have to be defined



Hildegard from Controlling







Helena from QA and Audit

I use the scoring and profiling to understand if our data quality has issues over time

From Checks to Trust Signals

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- Traditional quality results are hidden in logs or failures
- HEDDA exposes quality as measurable indicators
- Quality becomes visible per dataset and data product
- Trends reveal degradation before pipelines break
- Business and technical users see the same signals
- Trust is based on evidence, not assumptions.

Why This Enables Trusted Data Products

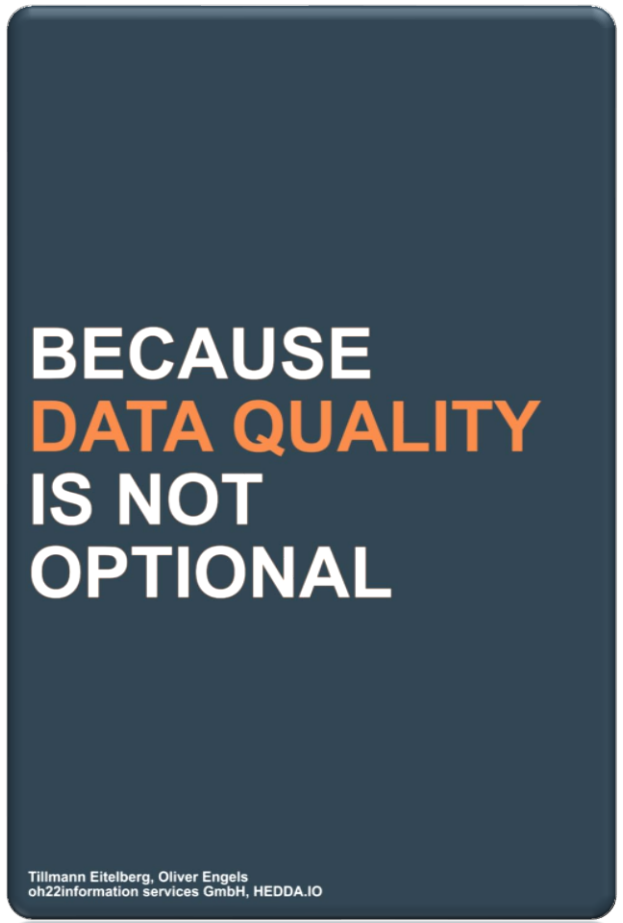


- Trusted data products require predictable behavior
- Quality expectations are explicit and documented
- Consumers understand what “good enough” means
- Quality travels with the data product
- Trust scales across teams and use cases
- Data products are reused instead of revalidated



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THANKS!

DO YOU HAVE ANY QUESTIONS?
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