LATTTICE
HAVE A CONVERSATION WITH YOUR DATA

DATA TILES
ZERO CODE DATA TOOLS

BOARDROOM EDITION

Why AI is exposing the limits of traditional data programs.

From data projects to decision-ready data products.

A DECADE OF INVESTMENT

So why are business teams still waiting?

Most organizations do not have an AI problem.
They have a trusted-data problem.

THE LANDSCAPE

The Great Data Disconnect.

Organizations have invested heavily in cloud, warehouses, lakes, governance, analytics, dashboards and AI. The assumption was simple: better technology would naturally lead to better decisions. The reality, in most enterprises, is that business teams still wait for trusted information.

WHAT WE BUILT

Powerful foundations.

Cloud platforms, lakes and warehouses. Catalogs, lineage and governance. Analytics, dashboards and now AI.

- Modern data stack
- Governance program
- Analytics platform
- Cloud migration
- AI investment underway

THE GAP

Built for storage, not decisions.

Governance often improves control but adds complexity if it isn't active at the point of use. AI now exposes this gap, because it depends on trusted, governed, reusable data.

- No clear ownership at the metric level
- Trust earned per-report, not by design
- Reuse is rare; teams rebuild from scratch
- AI inherits every upstream weakness

WHAT THE BUSINESS FEELS

Still waiting.

Executives, operators and analysts experience the same friction whatever the underlying architecture. Five quotes recur across every industry we work with.

- “*I still wait weeks for a trusted number.*
- “*Two reports. Two answers.*
- “*Nobody owns this metric.*
- “*I don't trust what the AI told me.*
- “*We rebuild this every quarter.*

The challenge is no longer collecting data.
It is making trusted data available at the moment decisions are made.

THE ANALOGY

Raw Data vs. Data Products.

The value isn't in the ingredients alone — it's in turning trusted ingredients into a packaged product that people can safely and confidently consume.

RAW DATA

Like cocoa, sugar, milk, cocoa butter, lecithin and vanilla on a supermarket shelf. Useful in isolation — but the burden of combining, validating and labeling falls entirely on the consumer.

DATA PRODUCT

Like a finished, branded chocolate bar. Packaged for purpose, quality assured, versioned, labeled and governed — with clear ownership and full lineage back to the source ingredients. Ready to consume with confidence.

THE JOURNEY · FROM RAW BEANS TO A TRUSTED BAR

STAGE 01

Raw & scattered

Chocolate

Cacao beans on the farm. Sugar cane in the field. Milk in the dairy. Vanilla beans on the vine.

Data

CRM, ERP, billing, IoT, spreadsheets, third-party feeds — all raw, all siloed, each in a different system.

STAGE 02

Each on its own path

Chocolate

Beans fermented, roasted, ground into cocoa. Cane refined into sugar. Milk pasteurized and dried. Vanilla cured and extracted.

Data

Each source migrated, cleaned, modeled and quality-checked in the warehouse — useful in isolation, still not a decision.

STAGE 03

Combined & trusted

Chocolate

Cocoa, sugar, milk, cocoa butter, lecithin and vanilla — combined in the right ratios, batch-tested, labeled , branded.

Data

Multiple processed sources fused, governed, owned, versioned and published as a data product — ready to drive a decision.

Raw data is an ingredient.
A data product is something the business can pick up and trust.

ANATOMY

The Eight Things Every Data Product Carries.

A data product is more than a clean table. It is a complete, governed package — eight elements that travel together so the business, applications and AI systems can consume it with confidence.

01

Trusted source data

Provenance is known; lineage is intact.

02

Business context

What it means, when, and to whom.

03

Clear ownership

A named, accountable business owner.

04

Certified definitions

Agreed metrics — one truth, not ten.

05

Quality expectations

Freshness, accuracy and completeness SLAs.

06

Access policies

Right people, right systems, right moment.

07

Lineage and evidence

Defensible — every number can be traced.

08

Reuse across teams & AI

One product. Many decisions. Compounding value.

REALITY CHECK

If business teams still need a specialist to interpret every metric, you may have strong data engineering — but you do not yet have true data products.

THE SHIFT

From Data Projects to Data Products.

Most data initiatives are still run as projects: deliver an output, hand it off, move on. Products are different — they are owned, maintained and reused, compounding value with every new consumer.

TRADITIONAL DATA PROJECT

Outputs

Delivered. Done. Decays.

- ✕ Built for one initiative
- ✕ Delivered once
- ✕ Often technically owned
- ✕ Governance added later
- ✕ Rebuilt for each new use case
- ✕ Business users rely on request queues
- ✕ AI requires extra preparation

DATA PRODUCT

Assets

Owned. Reused. Compounds.

- ✓ Built for ongoing reuse
- ✓ Continuously owned and maintained
- ✓ Visible business ownership
- ✓ Governance built in by design
- ✓ Existing assets support new use cases
- ✓ Business users self-serve within guardrails
- ✓ AI consumes trusted, certified inputs

Projects create outputs.

Products create assets.

Products compound value over time, as more teams, applications and AI systems consume the same trusted foundation.

AI READINESS

Why This Matters for AI.

AI inherits whatever data foundation it is built on. Without trusted, governed, reusable products, models and agents amplify ambiguity rather than resolve it. The ladder below is how leading organizations sequence the work.

READ THE LADDER FROM THE BOTTOM UP

Each rung depends on the one beneath it.

Trusted data products come first. They make governed access possible, which in turn enables confident business decisions. Only then does AI have a foundation it can stand on — inputs with lineage, definitions and ownership it can verify, reuse and explain.

Skip a rung and AI inherits the gap.

04 AI readiness

Models and agents fed verifiable inputs with lineage, definitions and ownership.

03 Business decisions

Confident, repeatable, defensible decisions across the enterprise.

02 Governed access

Right people, right systems, right moment — without specialist gatekeeping.

01 Trusted data products

Refined, governed, owned and reusable business signal.

AI readiness is not a model problem.
It is a trusted-data problem.

WORKSHEET

Executive Readiness Assessment.

Eight questions. Score each from 0 (not at all) to 3 (consistently true). Use the totals to anchor an honest leadership-team conversation.

	QUESTION	0	1	2	3
1.	Business teams can access trusted data quickly when decisions need to be made.	☐	☐	☐	☐
2.	Data ownership exists outside IT and engineering functions.	☐	☐	☐	☐
3.	Key business metrics have clear and agreed definitions across teams.	☐	☐	☐	☐
4.	Governance supports access rather than slowing delivery.	☐	☐	☐	☐
5.	Teams regularly reuse existing data assets instead of rebuilding them.	☐	☐	☐	☐
6.	Trusted data is readily available for AI initiatives.	☐	☐	☐	☐
7.	Data products have accountable owners and defined service expectations.	☐	☐	☐	☐
8.	Decision makers trust the information they receive without needing to verify it.	☐	☐	☐	☐

0–10 FOUNDATIONAL

Data remains difficult to access, trust and scale. Invest in data-product thinking before pursuing AI readiness.

11–18 EMERGING

Strong foundations exist, but reuse and business ownership are inconsistent. Targeted governance and product ownership will accelerate progress.

19–24 DECISION-READY

Trusted data products are enabling decisions and supporting AI adoption. Focus on scope, scale and operating model maturity.

The conversation generated by this assessment is often more valuable than the final score.

TAKE IT INTO THE ROOM

Five Questions Every Executive Should Ask Next Week.

Five short prompts. Each one is designed to surface where the organization is still operating as a collection of data projects — and where data products would compound value.

01

Which business outcomes currently depend on manual data requests?

Reveals where decisions are bottlenecked by ad-hoc analyst work.

02

Which trusted data products already exist in our organization?

Often: fewer than people think — and rarely owned outside engineering.

03

How quickly can we publish a governed metric end to end?

A practical proxy for how product-shaped our data operating model really is.

04

Where are teams rebuilding the same information again and again?

Each rebuild is value lost — and a candidate for a reusable product.

05

What trusted data would an AI agent safely consume today?

If the honest answer is 'very little', AI investment is ahead of foundation.

THE NEXT PHASE OF TRANSFORMATION

It is not about collecting more data.
It is about trusted, reusable data products for people, applications and AI.