

One Data Introduces New Business Case Builder: Platform for Business and Data Teams Optimizes Data Product Development and Transforms Data Teams into Value Centers

- **New Business Case Builder directly links technical solutions with business outcomes**
- **Data products align with business goals from the start**
- **Data teams are perceived as value-creating units rather than cost centers**

Passau, October 10, 2024. In an era where data is crucial for the success and competitiveness of companies, many businesses face the challenge of no longer viewing their data teams as mere cost centers but as value-creating units. Moreover, business and data teams often work in isolation, leading to unaligned goals and project delays. With the introduction of the new Business Case Builder (BCB) – unveiled today at the Data Product Impact Summit for data experts and business decision-makers – One Data addresses this issue by providing a unified platform for teams to plan and execute projects together. This directly connects technical solutions to business outcomes.

An Interactive Canvas for Data Products

From its experience with clients across various industries, One Data has identified a common challenge: business and data teams often work in isolation, leading to poor communication, misaligned goals, and delays. The Business Case Builder was designed to close this gap and provide a unified platform for planning and executing projects collaboratively. This allows companies to link technical solutions directly to business results, thereby maximizing the value of their data products.

“With the Business Case Builder, we offer our customers a solution that ensures data products align with business goals right from the start. One can think of the Business Case Builder as a collaborative and interactive canvas for data products,” explains Dr. Andreas Böhm, CEO and Founder of One Data GmbH. “By improving collaboration and providing access to real-time information, the entire development process is significantly accelerated.”

Planning Data Flows and Data Lineage

The Business Case Builder offers a central user interface with a canvas layout that makes planning data flows clear and organized. Key information such as descriptions, values, and responsibilities can be captured directly, while an integrated asset library provides access to existing data products or place-holders for products yet to be developed. A key feature of the BCB is the ability to plan and visualize data flows. Users can easily integrate and link existing data products. Through the automatic assignment and visualization of connections between these data sources, the BCB provides a comprehensive overview of the data landscape. Another highlight is the data lineage feature, which allows users to trace both the origins and connections of data.

“The Business Case Builder bridges the gap between data and business teams. Our goal is to enable companies to execute data projects in a shorter timeframe with a clear focus on business value,” emphasizes Andreas Böhm. “Data products lay the foundation for preparing for the age of artificial intelligence and ensuring data-driven success.”



About One Data

One Data is a German software company and an European leader in data product management. Founded by Dr. Andreas Böhm in 2013, the company – with its 200+ employees in Passau, Munich, Frankfurt am Main and Berlin – provides the first available Data Product Builder designed specifically for innovative and collaborative data teams. This enables such teams to create and use comprehensive data products, establish a data-driven culture and unlock the full potential of data. Data products built in One Data transform raw data into actionable insights, empowering businesses to make informed decisions, optimize processes, and drive innovation. The Data Product Builder streamlines the development process, reducing time-to-market for data products, ensures scalability and flexibility in handling diverse data sources, and ultimately unlocks the value of data assets more efficiently. With the establishment of a Data Product Marketplace, One Data strategically dismantles data silos, creating a central space for data collaboration and seamless sharing. The company concentrates on bridging the gap between data experts and non-technical business users, enabling them to build, manage, and share data products efficiently while ensuring interoperability and high data quality. The outcomes include more stable supply chains, more accurate forecasts, faster R&D processes, and more efficient data teams. www.onedata.ai → | [LinkedIn](#) →

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Press contact

Maria Große Böckmann
Head of Communication
One Data GmbH
+49 (0) 151 – 61731953
press@onedata.ai

Contact

Passau: Kapuzinerstraße 2c, D-94032 Passau
Munich: Prinzregentenstraße 50, D-80538 Munich
Frankfurt/Main: Eschenheimer Anlage 1, D-60316 Frankfurt/Main
Berlin: Köpenicker Str. 31, D-10179 Berlin

Web: onedata.ai
LinkedIn: [linkedin.com/company/one-data-it](https://www.linkedin.com/company/one-data-it)

Management:
Dr. Andreas Böhm, Dr. Stefan Roskos, Dr. Gregor Wiest