The Denodo Data Marketplace

From Data Chaos to Data Democratization: Enabling a Marketplace of Trusted Insights

Modern data platforms like lakehouses have made great strides in centralizing data for analytics and AI. But while they excel at serving technical users, the tools they provide often leave the average data consumer behind. Without a semantic layer to translate complex data structures into business-friendly terms, users struggle to understand what data is available, what it means, and whether it can be trusted. This challenge becomes even more significant as organizations adopt AI applications that depend on trusted, well-governed data. This lack of clarity forces business teams to depend on IT for data discovery and interpretation, slowing decision-making and limiting agility.

At the same time, even with a lakehouse in place, not all data resides there. Real-time operational systems, SaaS applications, and datasets subject to data residency requirements often remain outside the lakehouse. As a result, organizations still face fragmentation, making it difficult to deliver complete, timely, and trusted data to everyone who needs it.

The Denodo Platform address these challenges by delivering a **true data marketplace experience**—empowering users of all technical skill levels to easily explore, discover, and access trusted data products from a single, intuitive interface. Acting as the central access point for data self-service, the data marketplace combines powerful search and metadata capabilities with built-in governance, enabling users to make informed decisions without relying on IT. Paired with the Denodo Platform's real-time, semantic approach to data delivery, organizations can accelerate insights, boost productivity, and advance their data democratization initiatives—safely and at scale.

SOLUTION
Data marketplace

WEBSITE
www.denodo.com

PRODUCT OVERVIEW
Denodo is a global leader in data management, powering trustworthy AI agents and applications. The Denodo Platform, an award-winning logical data management solution, transforms enterprise data into reliable insights for AI, analytics, and self-service initiatives. Organizations worldwide use Denodo to deliver AI-ready, business-ready data in a fraction of the time compared to traditional data lakehouses, achieving up to 4x faster time-to-insight, 345% ROI, and 10x better performance.
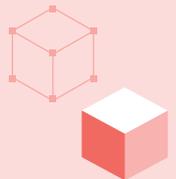
Business Challenges

In a fast-paced, data-driven world, business users need timely, secure access to reliable data to make informed decisions. But in most organizations, access to that data is anything but easy.

IT teams are overwhelmed by constant data access requests. Existing tools and processes are too complex for non-technical users, making it difficult for them to independently access and use data. As a result, IT is bogged down with routine tasks rather than focusing on strategic initiatives.

Meanwhile, business users struggle to understand what data exists, whether they can trust it, and how to use it. This lack of transparency often leads users to work around formal data channels—duplicating data or using unauthorized tools—which introduces security, compliance, and governance risks.

These issues delay decision-making, create operational inefficiencies, and increase the likelihood of costly errors or regulatory missteps.

The Role of a Data Marketplace

To unlock the full value of enterprise data, organizations need more than centralization—**they need a marketplace-style experience** that empowers users to find and use the data they need, when they need it.

A data marketplace offers a user experience similar to an online store—enabling users to browse, search, and explore available data products, complete with business context and details that help build trust in the data. With conversational interfaces and AI-assisted discovery, users can interact with data in more intuitive ways, lowering the barrier to data-driven decision making. Unlike open-access environments, a true enterprise marketplace provides guided self-service with embedded governance, so data can be accessed responsibly and securely.

This vision comes to life through the Denodo Data Marketplace, which serves as a central hub for self-service, governed data. Whether a user is a business analyst, a data scientist, or a line-of-business leader, they can easily find data assets categorized and presented in business-friendly terms—while security, access, and compliance controls are seamlessly enforced in the background.

More than just a documentation station, the marketplace operationalizes access to governed data products. Users can run queries, request access, and perform ad-hoc exploration directly within the interface—without needing IT intervention. Users can run queries, request access, and perform ad-hoc exploration directly within the interface—without needing IT intervention. They can also see whether a dataset is already used in reports or dashboards in tools like Power BI or Tableau, enabling reuse instead of starting from scratch. And if there are questions about data meaning or provenance, users can trace lineage to understand where the data came from and how it's been transformed. Coupled with the Denodo Platform's real-time data delivery and semantic layer, it provides a foundation for trusted, high-impact self-service analytics at scale.

Denodo Data Marketplace

The Denodo Data Marketplace transforms data discovery and access into a curated, consumer-friendly experience. Here's how it delivers this:

CONVERSATIONAL ACCESS TO DATA
Business users can ask questions in natural language through a conversational interface, helping them quickly discover trusted data products and insights without needing to understand underlying data structures.

INTUITIVE SEARCH AND EXPLORATION
Users can easily find the data they need through keyword search, filters, tags, and categories—without needing to understand technical data structures.

RICH METADATA AND BUSINESS CONTEXT
Each data product is clearly described and documented, including business definitions, data lineage, and usage details—so users know what they're working with and how to use it effectively.

ACCESS MANAGEMENT AND GOVERNANCE
Role- and usage-based access controls and request workflows restrict users to seeing only see what they're entitled to see. Policies are enforced consistently behind the scenes, maintaining governance while enabling flexibility.

COLLABORATION AND CURATION
Users can rate, review, and comment on data assets, while data stewards can monitor usage and feedback to promote trusted content and retire outdated assets—fostering a culture of continuous improvement.

SEAMLESS INTEGRATION WITH THE DENODO PLATFORM
Users can go beyond discovery—executing queries, launching BI tools, or accessing data via APIs—without needing to move or replicate data. It's self-service with real-time access, built in.

Why Denodo

The Denodo Platform delivers more than a catalog—it creates a unified, governed, and intuitive experience that enables organizations to scale self-service data access with confidence. While some vendors may offer individual capabilities, Denodo brings them together in a way that's greater than the sum of its parts.

Designed for the data consumer, the Denodo Data Marketplace offers an intuitive, search-driven interface that enables anyone—regardless of technical skill—to explore, discover, and use trusted data. Users can uncover insights and make informed decisions faster, without relying on IT.

GenAI-powered features such as conversational data access, natural-language-to-SQL translation, and self-service data preparation wizards remove technical barriers and accelerate time-to-insight. Meanwhile, data engineers benefit from a reusable, governed delivery model that simplifies support and scales efficiently.

Because the marketplace is fully integrated with the Denodo Platform, users interact with live, governed data. Usage metrics, endorsements, and feedback loops help build trust, while embedded policies align every interaction with enterprise governance.

With the Denodo Data Marketplace, organizations can empower everyone—from data scientists to business users—to make smarter decisions, faster, in a secure and compliant way.

Customer Spotlight: Sicredi

Sicredi, Brazil's largest credit union system, needed a way to empower data analysts and business users across 108 credit unions with fast, secure access to trusted data—without adding complexity or burdening IT.

By deploying the Denodo Platform, Sicredi created a unified data layer and introduced a marketplace-style experience through the Denodo Data Marketplace. With rich metadata, semantic tagging, and intuitive search, business users can easily find and access the data they need, while governance and compliance are centrally enforced.

The results? Faster data delivery, reduced reliance on ETL processes, and a major leap forward in data democratization.

Read the full story to see how Sicredi is turning trusted data access into business value.

Next Steps

If you're exploring ways to improve data access, drive adoption, and deliver greater business value from your data investments, now is the time to connect with one of our subject matter experts.

Our team can walk you through a personalized demo of the Denodo Platform, showing how a marketplace-style experience can simplify data discovery, build trust, and empower users across your organization. Or, take it a step further by participating in a **Discovery Workshop,** in which we'll dive into your specific environment, explore use cases, and identify **quantifiable business value** tailored to your goals.

Whether you're just getting started or looking to scale your data self-service strategy, we're here to help you unlock the full potential of your data.