

Alation Data Products Marketplace

Catalogs help us find and understand data — yet they don't deliver on business outcomes when data must feed frontline decisions, AI agents, and AI applications. The Alation Data Products Marketplace empowers every team to build, use and trust AI-ready data by packaging it into governed, purpose-built data products designed for reuse and value.

Build Data Products with No Code

With Alation Data Products Builder, data teams can build and evaluate certified, governed, and AI-ready data products without writing code. Stewards and producers use natural language to identify, combine, and document datasets while the system embeds data policies and governance by default. What once took weeks now happens in a single session, transforming data into reusable, business-aligned products that ensure trust, accelerate adoption, and maximize impact for both humans and AI.

Chat with Your Data in Plain English

Business users can chat directly with data products to get trusted answers — no SQL or analysts required. Metadata-aware AI agents ensure every response is accurate, explainable, and governed by built-in context, policies, and access controls. Users can explore datasets, joins, and definitions for full transparency, while feedback continuously refines relevance and accuracy. These same products power AI agents and applications, turning governed insights into automated decisions and measurable business outcomes.

Enforce Standards at Scale

Governance isn't an add-on — it's built in. Every data product in the Alation Data Products Marketplace is automatically validated against your organization's standards for metadata completeness, quality, ownership, and compliance before publication. Once certified, these products continuously enforce policies on access, freshness, and quality, ensuring teams always work with the latest, compliant data. Governance travels with each product, powering confident decisions, automated workflows, and trustworthy AI at scale.

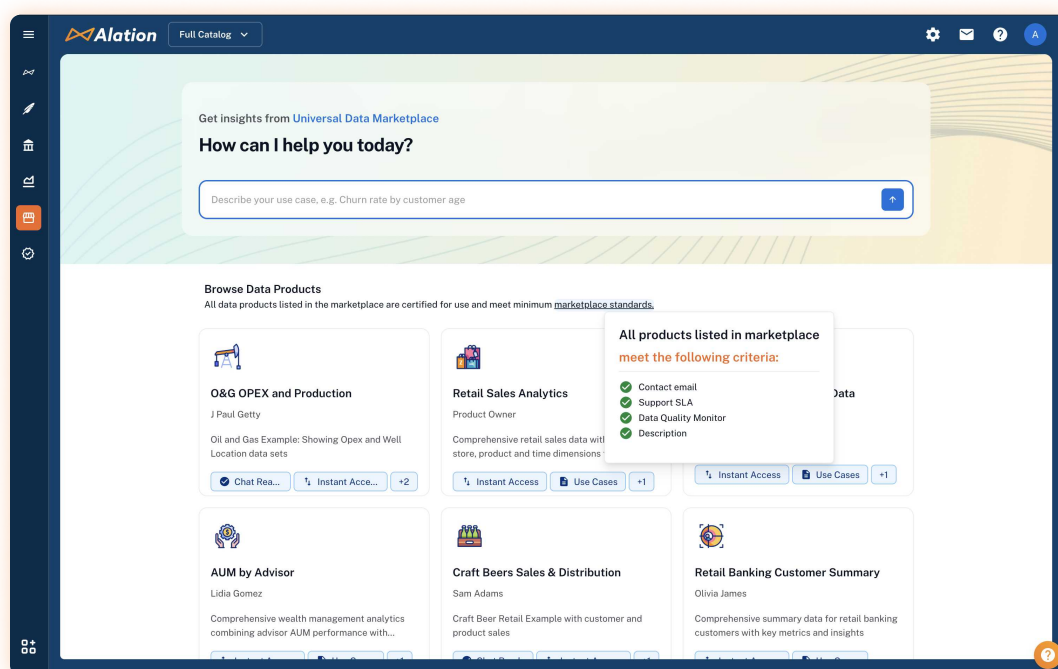


Figure 1: Browse the marketplace for valuable, discoverable, and governed data products.

Key Benefits



Build Effortlessly

Create certified, governed, and AI-ready data products — no code required — using an AI-assisted Data Products Builder.



Chat Confidently

Ask questions in plain English and get trusted answers from data products that power analytics, automation, and AI applications.



Govern Purposefully

Enforce policies, quality, and compliance automatically with governance that travels with every data product.

Key Capabilities

Certified Data Products Marketplace

Centralized marketplace for certified, reusable data products — curated for both business users and AI.

Data Products Builder Agent

Accelerates product creation using agentic AI, powered by rich metadata and business context, with built-in governance.

Governed Access Request Workflow

Gates access to data products through simple, scalable request-and-approval workflows for managed distribution with no manual policy setup required.

Intelligent Data Product Discovery

Helps users and AI agents quickly find the right data product using natural language search and AI relevance ranking to solve specific business problems.

Interoperable AI-Ready Data Products

Delivers machine-readable, context-rich data products based on the Open Data Product Specification (ODPS) that are instantly consumable by AI agents, pipelines, workflows, and BI tools.

Chat with Your Data

Lets anyone query data products in plain English and get trusted, metadata-aware answers with full transparency.

Continuous Improvement

Provides built-in dashboards with usage analytics and stakeholder feedback to help data product managers prioritize which products to invest in or evolve — ensuring value to the business.

Learn more about Alation Data Products Marketplace at alation.com/product/data-products-marketplace/

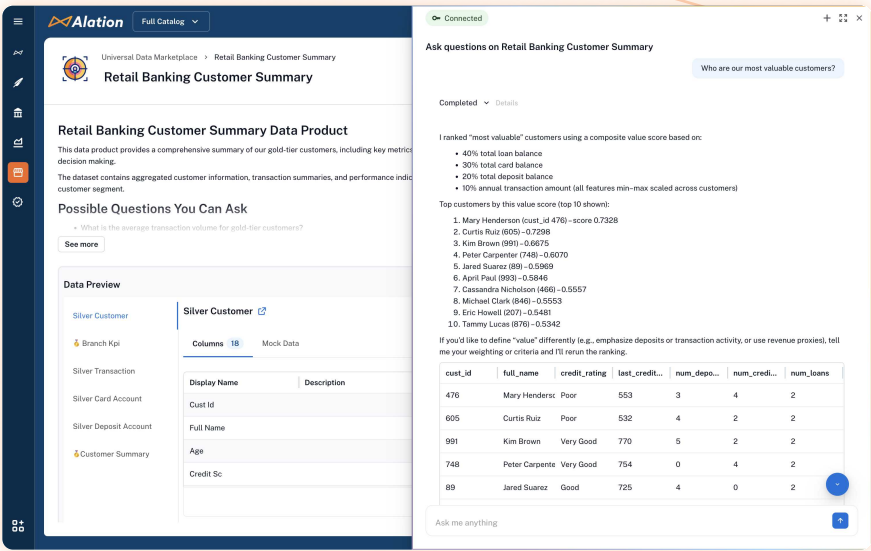


Figure 2: Chat with your data in plain English — get trusted answers, 60% more accurate with metadata-aware agents.

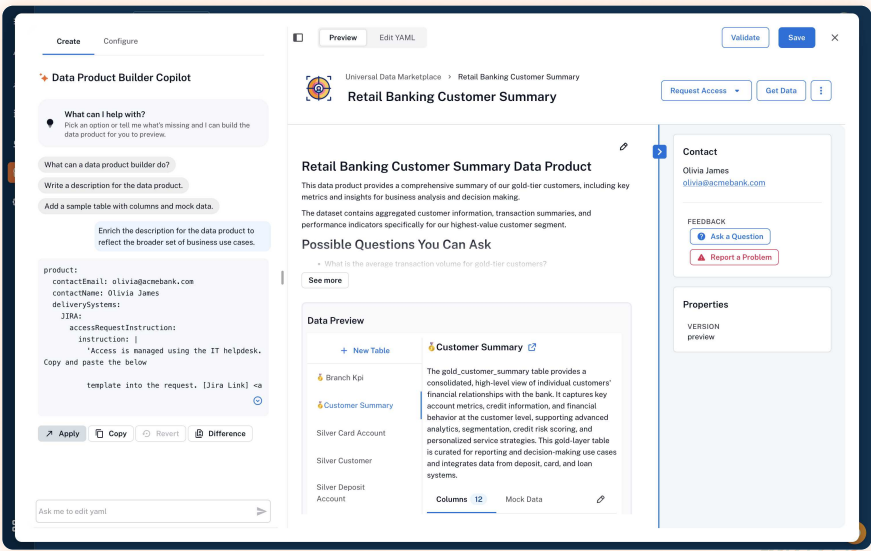


Figure 3: Build and enrich governed, AI-ready data products with Alation Data Products Builder.

About Alation

Alation is the data intelligence company. Nearly 600 global enterprises — including 40% of the Fortune 100 — rely on Alation to realize value from their data and AI initiatives. Customers such as Cisco, DocuSign, Nasdaq, Pfizer, and Samsung trust Alation’s platform for [self-service analytics](#), [cloud transformation](#), [data governance](#), and [AI-ready data](#), fostering data-driven innovation at scale. Headquartered in Redwood City, California, Alation has been recognized five times by Inc. Magazine as one of the Best Workplaces. To learn more, visit www.alation.com.