



DataLabs

THE **AUTOMATION-FIRST** **PLATFORM** BEHIND YOUR MODERN DATA ENTERPRISE

Turn Raw Data into Intelligent Products – INSTANTLY!

THE DATA DILEMMA: TOOLS MULTIPLY, VALUE DOESN'T

An abundance of tools. A maze of code. But the real gap? Clear, data-driven decision-making

MOVE BEYOND THE POINT SOLUTIONS

OF FRAGMENTED DATA AND ANALYTICS TOOLING



WHICH INCREASES ENGINEERING BURDEN AND DELAYS INSIGHTS



2.5x

Companies building data & AI capabilities are **2.5 times** more likely to outperform peers

2024 McKinsey report



But **42%** of organizations are now abandoning most of their AI initiatives

CIOdive.com 2024

Masters
Emergents

52%

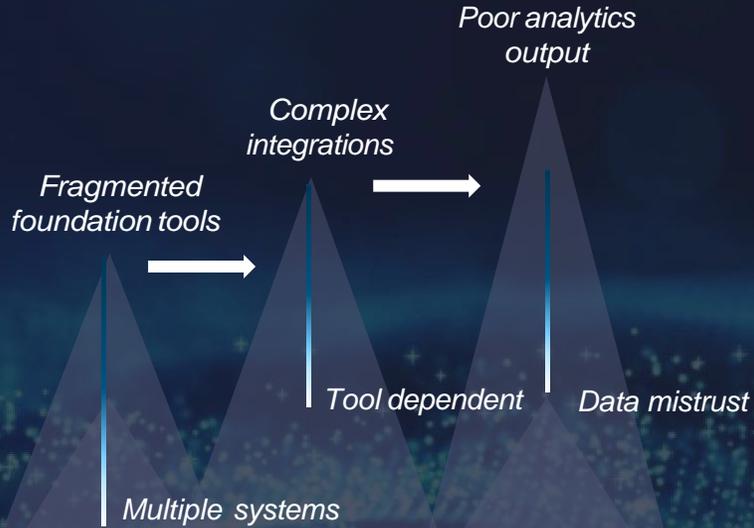
And **74%** of AI emergents with **52%** AI masters are unable to scale AI due to **lack of intelligent data infrastructure**

74%

IDC 2024

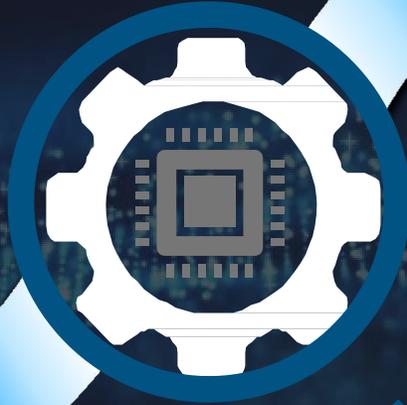
NEED OF THE HOUR

ACCELERATED INTELLIGENCE = UNIFICATION x SIMPLIFICATION ► MEASURING VALUE



▲ Complexity ▼ RoI

- 1 LOW USER ADOPTION
- 2 LONGER DEPLOYMENT TIME
- 3 LOW BUSINESS VALUE



▼ Complexity ▲ RoI



OUR VISION

Build metadata-driven products within weeks instead of months



FEATURE SCALABILITY - THROUGH MICROSERVICES & DEVOPS



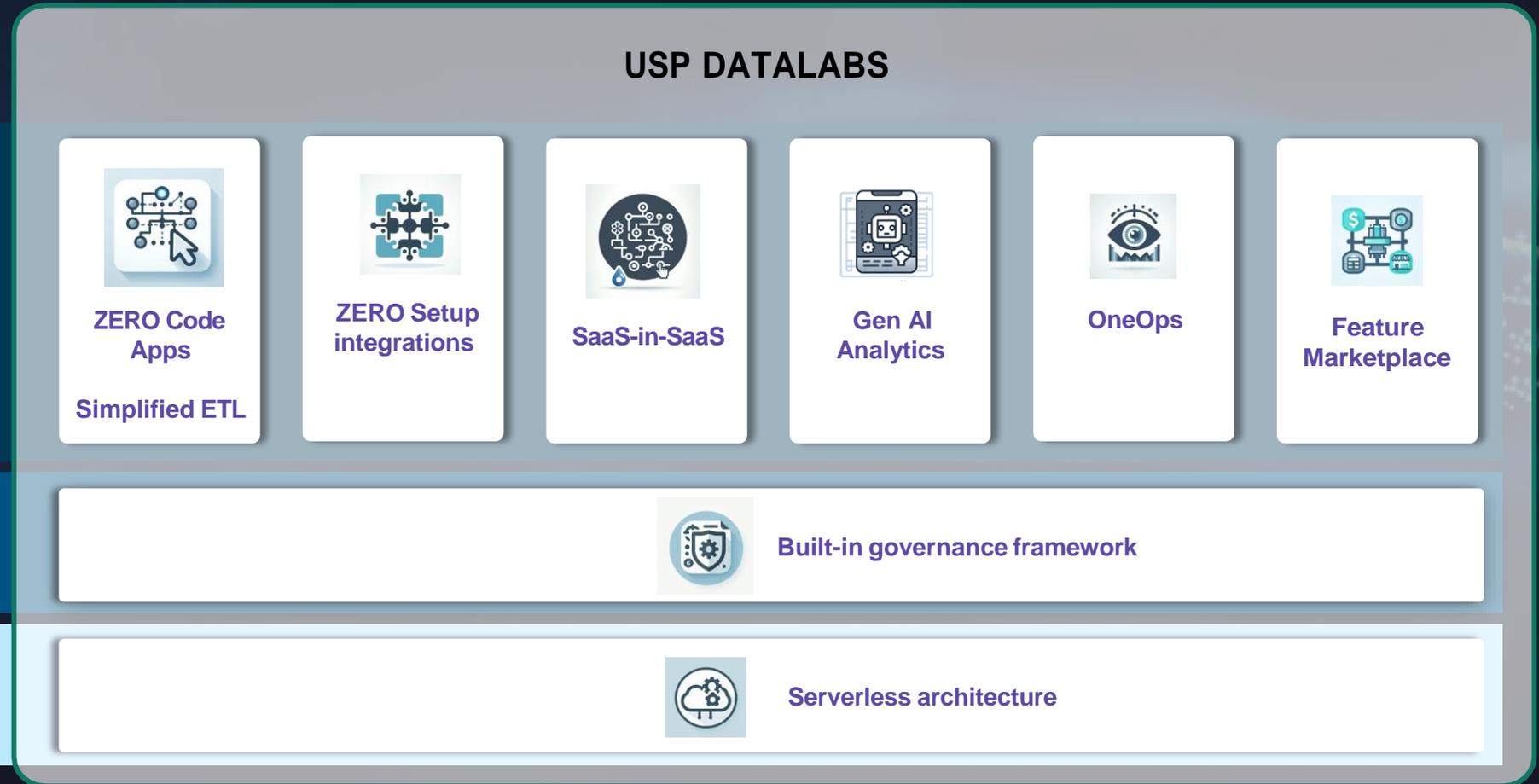
EMBEDDED GOVERNANCE



SPANNING THE TECHNOLOGY LANDSCAPE

USP DATALABS OVERVIEW

A UNIFIED AUTOMATION LAYER FOR DATA, AI AND PRODUCTIZATION



FROM CHAOS TO CLARITY: A TRANSFORMATION WITH USP DATALABS

USP DataLabs helps you focus on the journey, while the platform assembles the individual parts



CURRENT REALITY



FRAGMENTED TOOLS



USP-ACCELERATED PLATFORM

1 UNIFIED ZERO-CODE PLATFORM

Complex stack

Limited AI innovation

Custom built tools



Siloed Data

Poor data quality

Fragile governance



Built to unify and connect

Native DQ engine

Governance by design

Minimal resource req.

Gen AI agent creation

Feature democratization



9-12 months to rollout



Value activation in 6-8 weeks



Pilot-level, one-off Gen AI



Production-grade, reusable Gen AI



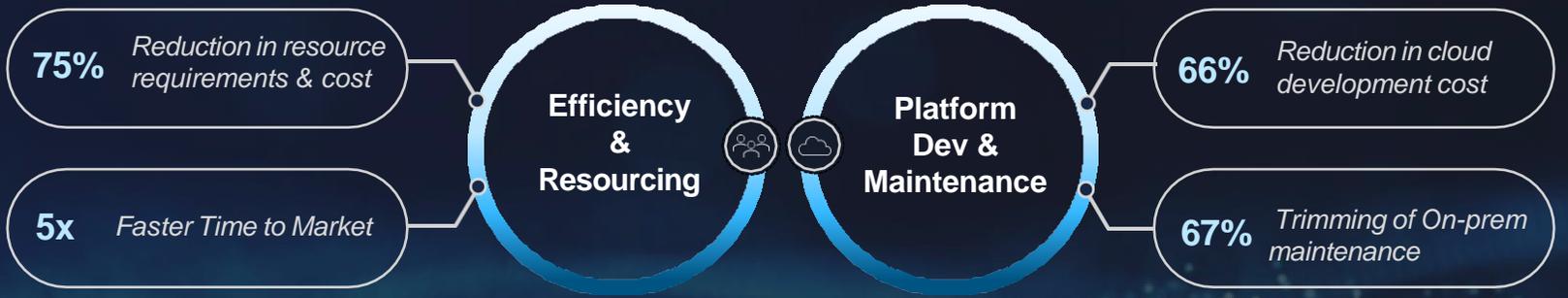
High cost, low RoI



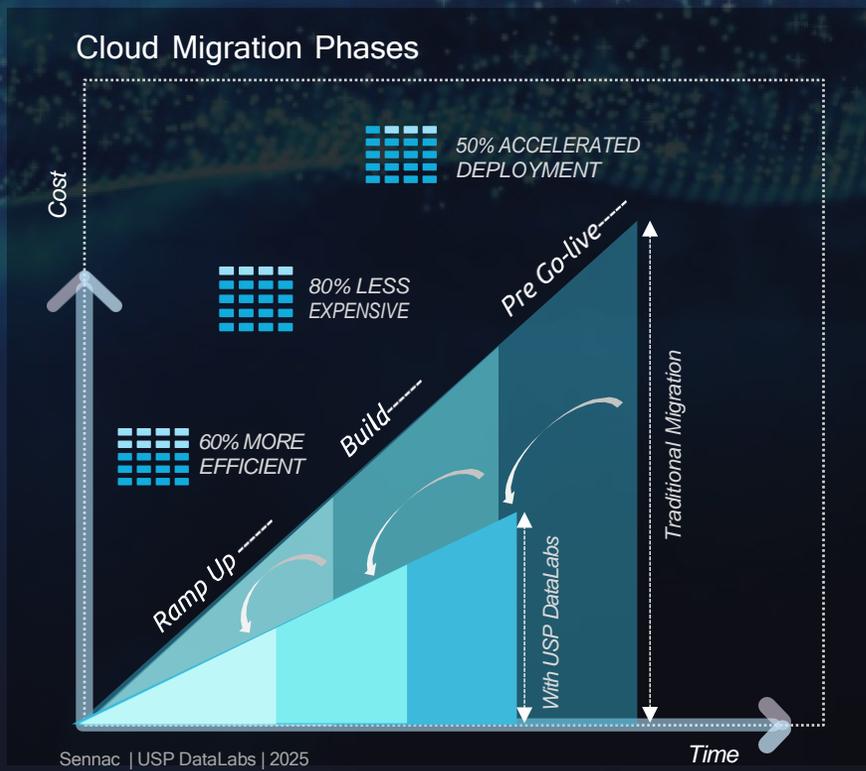
40-90% lower Total Cost of Ownership



DATA ESTATE MODERNIZATION LEVERAGING USP DATALABS CAN REDUCE **~70% IN TOTAL COST OF OWNERSHIP**



A typical mid-size migration with USP DataLabs can provide potential savings of **~1.8Mn EUR**



DISRUPTION ACROSS LEVERS

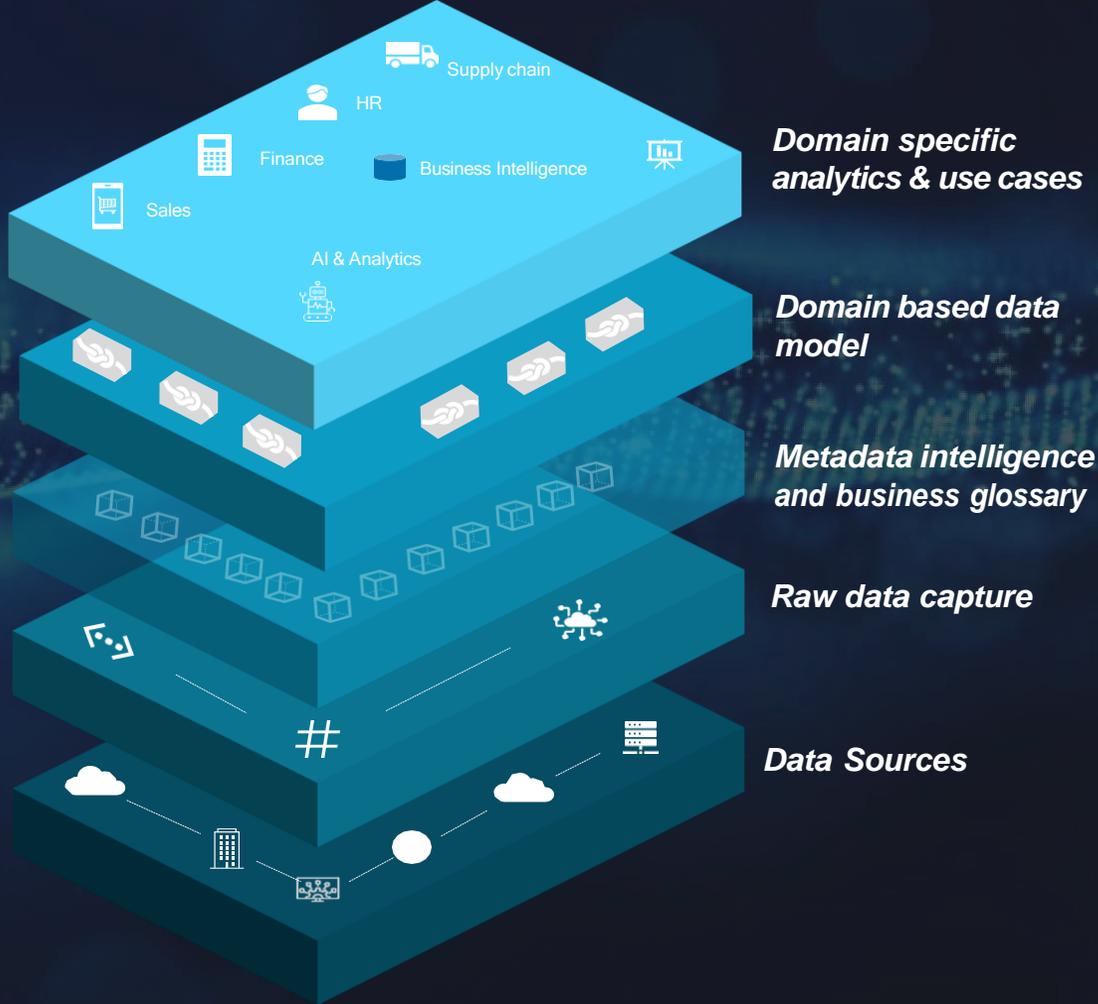
- Expense rationalization by **avoiding multi-tool licensing**
- Faster cutover from legacy avoids **parallel infra costs**
- Minimal ramp-up time** due to config driven workflows
- Automated deployment & metadata driven-config **reduces QA/testing time**

DELIVERING MORE THAN THE CORE

- Activate value in 6-8 weeks**
Compared to 9-12 months in traditional approach
- Production-grade, reusable Gen AI**
Not a pilot or one-off Gen AI implementation

USP DATALABS TAKES THE COMPLEXITY OUT OF DATA MESH IMPLEMENTATION

Delivers automated acceleration of the two most complex principles, overcoming common implementation hurdles and integrating as required



USP DataLabs empowers decentralized teams with automation and built-in marketplace for easy sharing...

DOMAIN ORIENTED DECENTRALIZATION

Automates the creation of silver-layer domain datasets and gold-layer dimensional models auto-generated from business glossaries

DATA AS A PRODUCT

Out-of-the-box marketplace capabilities allow publishing, discovering, and requesting domain data products — making data consumable

...while complementing the existing tools and frameworks to deliver a data mesh-based organization

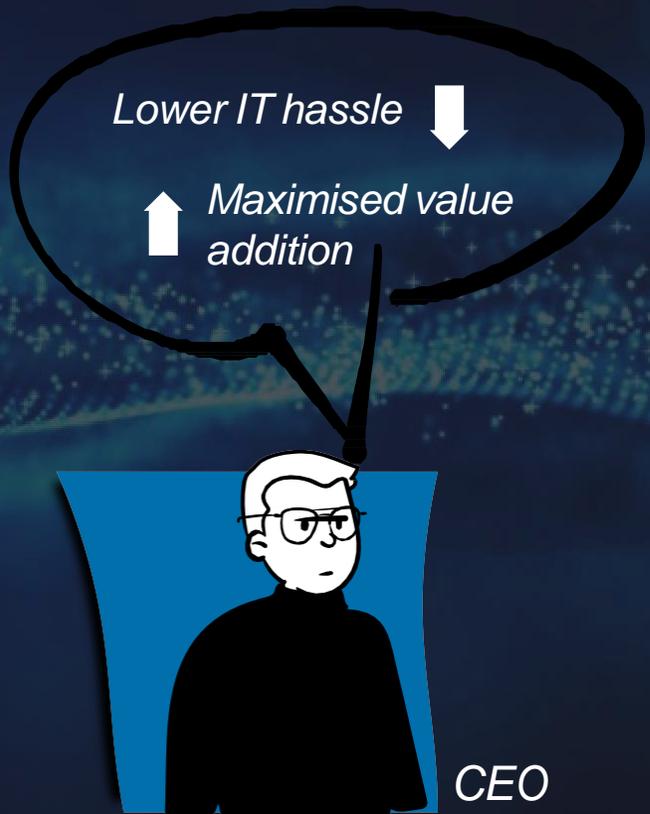
SELF SERVICE DATA PLATFORM

Aligns with the data cataloguing and data trust specific tools in the data landscape

FEDERATED GOVERNANCE

Integrates the current governance frameworks and principles to align with data mesh adoption

USP - A STRATEGIC ENABLER FOR C-LEVEL SUCCESS: FROM EFFICIENCY TO INNOVATION



CFO

Lower TCO, shorter payback cycles, reduced resourcing needs...

The CFO whiteboard features a money icon, the title 'CFO', and the text 'Lower TCO, shorter payback cycles, reduced resourcing needs...'. An illustration of a man in a white shirt and tie stands behind the whiteboard.

CIO

Reduce stack complexity and improve deployment velocity...

The CIO whiteboard features a server rack icon, the title 'CIO', and the text 'Reduce stack complexity and improve deployment velocity...'. An illustration of a woman in a patterned jacket stands behind the whiteboard.

CDO

Centralize automation, data quality, and AI workflows....

The CDO whiteboard features a brain with gears icon, the title 'CDO', and the text 'Centralize automation, data quality, and AI workflows....'. An illustration of a man in a dark suit holding a document stands behind the whiteboard.

CTO

Enable metadata-driven, automated deployments & faster innovation cycles....

The CTO whiteboard features a lightbulb icon, the title 'CTO', and the text 'Enable metadata-driven, automated deployments & faster innovation cycles....'. An illustration of a man in a white shirt holding a laptop stands behind the whiteboard.

UNIFIED BUSINESS ACCELERATION

USP unlocks time, trust, and transformation - What modern leadership and value creation is all about....

OUR FAST-TRACK ENGAGEMENT MODEL IS NIMBLE AND HARMONIZED WITH YOUR CURRENT LANDSCAPE

3 ENGAGEMENT MODELS

TURNKEY ONBOARDING
We Deliver, You Take Over

1



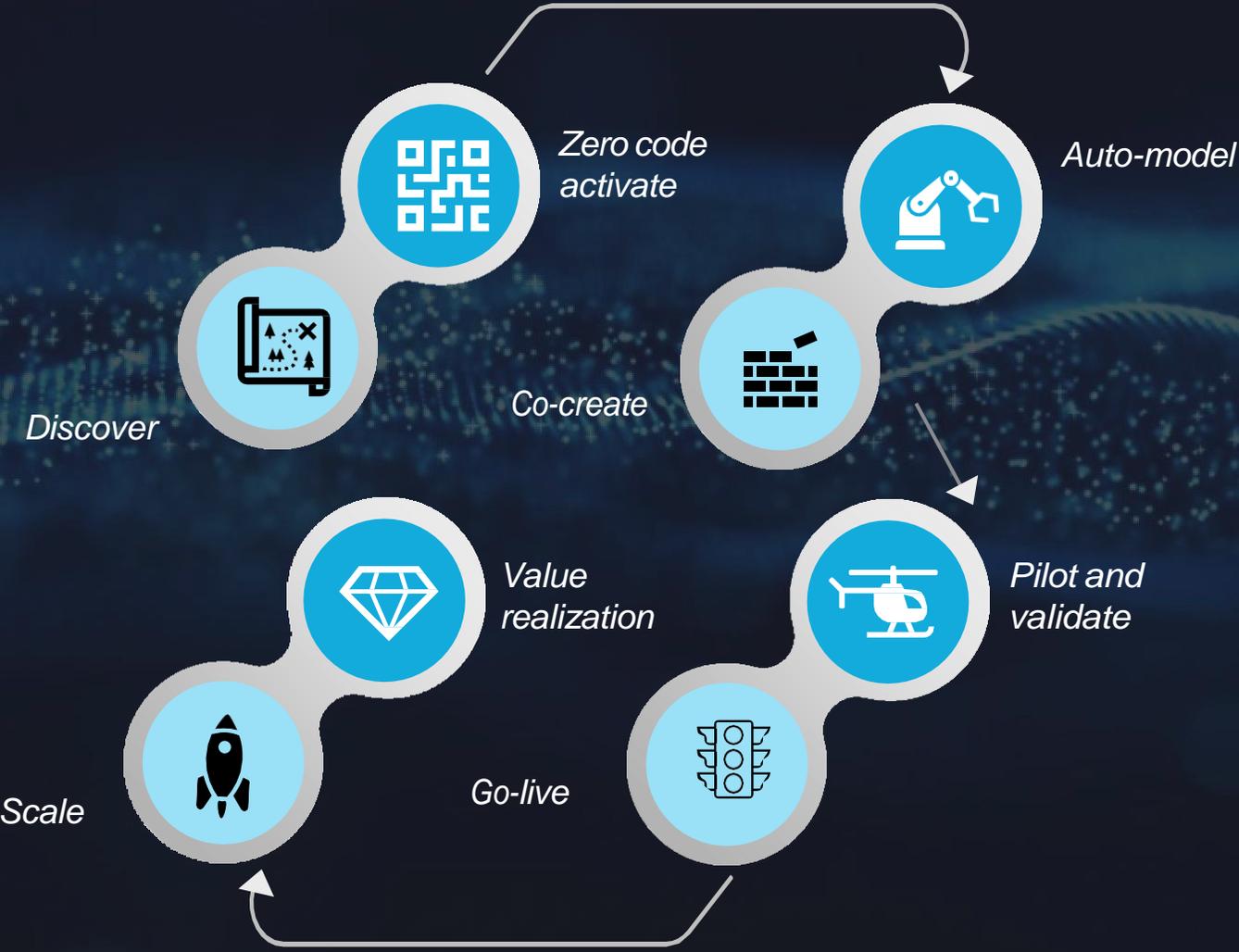
GUIDED ENABLEMENT
We Train your Team and Co-pilot to launch

2



COLLABORATIVE DELIVERY
We Support your SI with On-the-Job Expertise

3



USP DATA LABS STANDS APART FROM OTHER AVAILABLE PLATFORMS IN THE MARKET ACTING AS AN ONE-STOP SHOP FOR DRIVING A DATA-POWERED ENTERPRISE

TECHNOLOGY DIMENSIONS	USP DATA LABS	DATABRICKS	SNOWFLAKE	DATAIKU	FIVETRAN + DBT
Zero Code ETL	✓ Metadata runtime, No code deploy	! Lakeflow Designer (new, limited coding)	✗ Requires SQL or external tools	! Low-code interface, some code needed	! ELT only, SQL/DBT transforms
Deploy-less Executions	✓ Instantly generate apps from configs	! Serverless jobs, but code under the hood	! Auto-scaling warehouses, managed infra	! DSS managed, yet still deploys models/apps	! Depends on infra where DBT runs
SaaS-in-SaaS	✓ One-click internal/external APIs	✗ Internal apps only	✓ Snowflake Native Apps support external distribution	! App deployment via plugins/white-labeled UI	✗ Tools only, no application layer
API Marketplace	✓ Metadata runtime, No code deploy	! No API generation—data sharing only	! No API generation—data sharing only	✗ Plugin-driven, not auto	✗ Not available
Gen AI Analytics	✓ Embedded RAG + LLM orchestration	✓ Agent Bricks & MosaicML integration support	! Partners, not native	! Code-centric AI recipes	✗ No built-in AI support
Zero Setup Integrations	✓ Schema-agnostic, morphing, user-defined conversions	! Connectors + drag-no-code	! JSON support, but limited morphing logic	! Connectors available, transformations manual	! DBT-based transformations
Governance & Observability	✓ Field-level ACL, lineage, built-in monitoring	✓ Unity Catalog + observability	✓ Row/column ACLs, time-travel, auditing	! Model & flow governance	! Metadata limited via DBT lineage
Business Glossary	✓ Built-in glossary + semantic modeling	! Unity Catalog data assets, no business model	! Metadata via app frameworks	! Glossary available in enterprise version	✗ None
Zero Code ML & Gen AI	✓ No-code ML builders + Gen AI Agents	✓ Mlflow, Ada pipelines, open-source LLM support	! Snowpark + partner AI tools	! AutoML and visual modeling interface	✗ None

**We automate what others
still engineer.....**



appendix

A true business advantage

70%

5x

67%

~ Reduction in Total Cost of
Ownership

~Faster time to market of
Data products

~Savings on efforts spent in
Data engineering