



Connect data directly to business

Maysano connects business objectives, use cases and data products in one operating model.



The problem is **economic**, not technical.

INVESTMENT

30%

of CDAOs say measuring data, analytics and AI business impact is their top challenge.

PEOPLE

30–40%

lower projected cost when reusable data products support multiple use cases.

DATA

80%+

of AI projects fail according to estimates reviewed by RAND, with business context and leadership problems among the leading causes.

Organizations are investing heavily in data and AI **without a managed connection** between business objectives, use cases, data products and delivery.

Business and data speak different languages.



The relationship between business demand and data supply is **rarely managed as a system.**

The missing business and product layer.

Maysano connects the language of business intent to the language of enterprise data.



One connected model from **objective** to **value**.

The original business intent stays connected as work moves from idea to operational delivery.



No lost context between strategy, product, governance and execution.

Build fewer. **Reuse more.** Capture more value.

Without portfolio visibility, organizations repeatedly build similar data capabilities for different use cases.

Without portfolio visibility



30-40%

lower projected cost
in McKinsey examples
using reusable data
products.

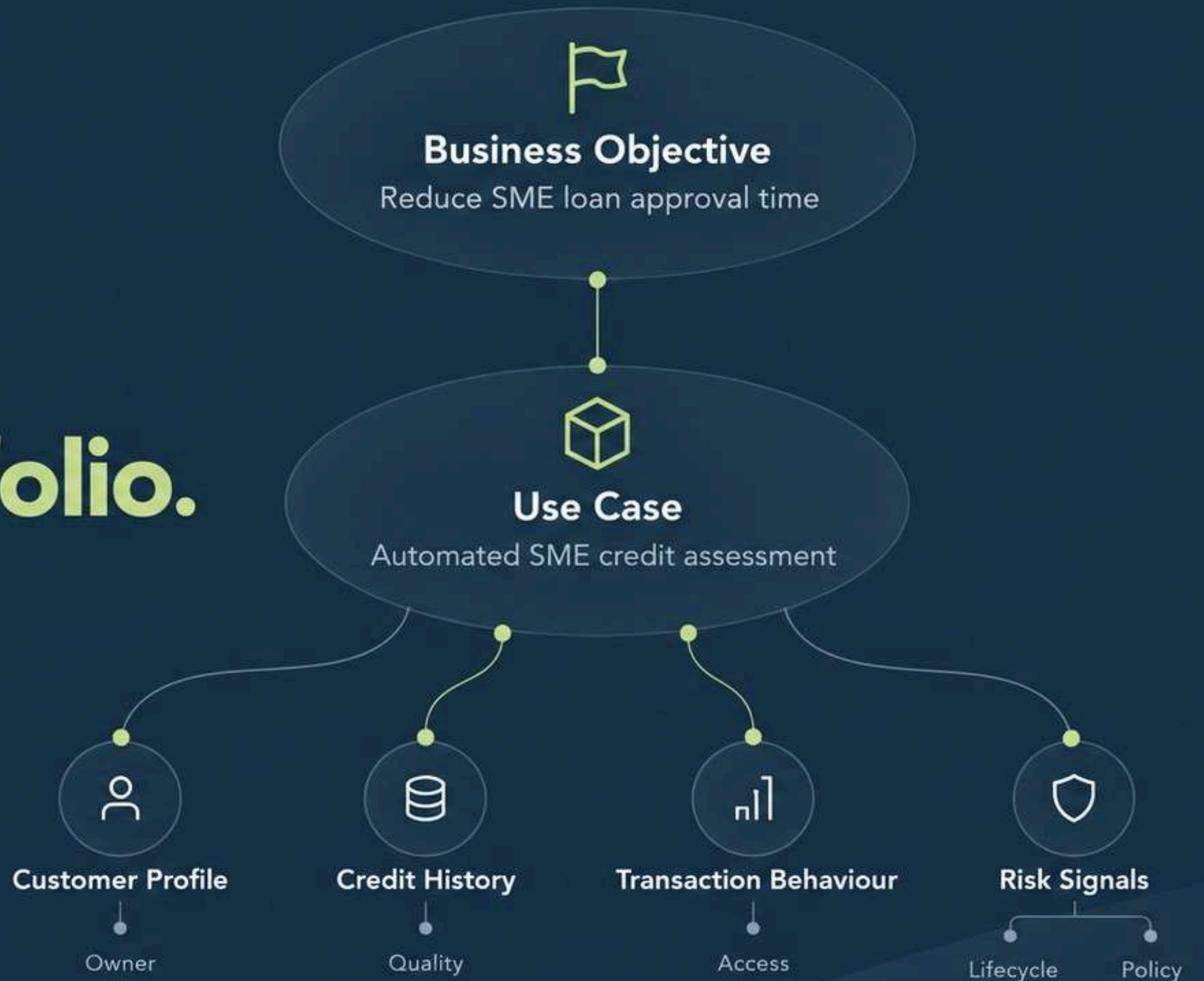
With portfolio visibility



When relationships across the portfolio are visible, **one reusable capability can support several business needs.**

From business goal to data product portfolio.

Show how one business objective creates demand for a connected set of reusable data products.



Maysano makes the required data capabilities visible before they become fragmented delivery work.

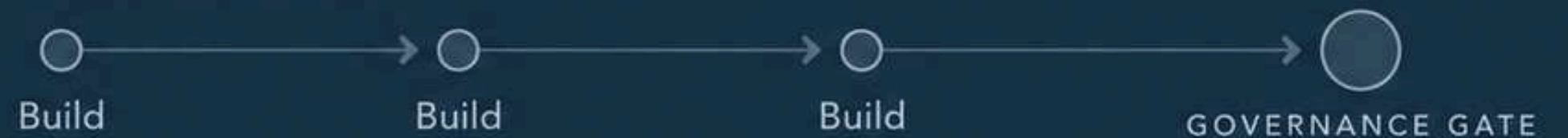
Governance happens while the work happens.



Minimum Lovable Governance

Controls and evidence attach to the product during its lifecycle instead of appearing as a late approval gate.

Traditional model



AI raises the price of **missing context**.

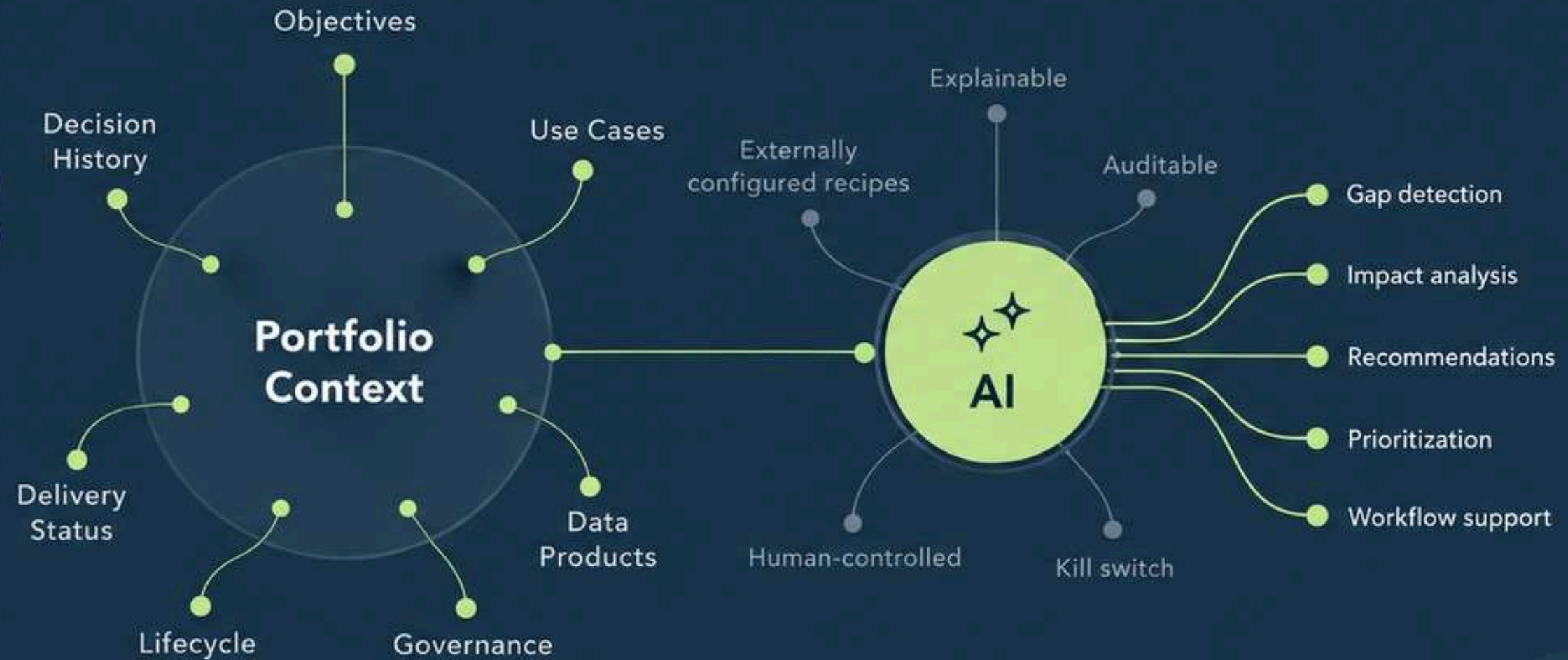
When AI operates without business context, ambiguity becomes automated.

Agents need to know why something exists, who owns it, what depends on it and which rules apply.



Give AI portfolio context before giving it work.

AI works against the connected
business and data portfolio,
not an isolated prompt.



From business discussion to managed data product work.

Maysano keeps the original business context connected as discussion becomes managed delivery.



We build **on top** of your data and metadata estate.

Maysano does not replace data management or metadata management. It connects business objectives, use cases, data products, governance and delivery across the existing estate.



Use Maysano **with the stack you already have**. Add metadata management **only when needed**.

Connect your data portfolio to the business.

See how Maysano connects objectives, use cases, data products, governance and delivery in one operating model.



Book a 30-minute live demo →

See your own portfolio through a connected business and data model.

maysano.com