

# Quest Launches Automated Data Product Factory to Accelerate AI-ready Data Delivery

**Abstract:** Quest Software has launched its Quest Trusted Data Management Platform, featuring the Automated Data Product Factory, the industry's first and only unified, SaaS-native solution purpose-built for delivering trusted, AI-ready data at speed and scale. The platform converges data modeling, data cataloging, data quality, data governance and internal data marketplace capabilities and delivers AI-powered, data model-driven data product creation in a single, automated workflow. This solution is significant because it directly addresses the enterprise data delivery bottleneck, where organizations spend months and hundreds of person-hours building one-off, non-reusable data projects across multiple disconnected teams. By using Quest's AI-powered automated data products factory, organizations can consolidate data product production to build trusted, reusable AI-ready data products in days rather than months, providing an immediate return on investment and acceleration of AI solutions with the trusted data required for success.

## Key Highlights

- Omdia research finds that 81% of enterprise data teams are duplicating work across projects, and 97% acknowledge that one-off data work wastes resources and budget.<sup>1</sup>
- The new Quest Trusted Data Management Platform, featuring the Automated Data Product Factory, accelerates data products delivery and empowers data trust and readiness from data modeling to AI-ready data.
- Our research shows that 94% of organizations are increasing their investments in data readiness for AI.<sup>2</sup> Data products are at the core of deploying AI at scale.

<sup>1</sup> Source: Omdia Custom Research commissioned by Quest Software, *The Value of Automating Data Product Delivery*, February 2026. All Omdia research references in this Brief are from this research survey unless otherwise noted.

<sup>2</sup> Source: Enterprise Strategy Group (now Omdia) Research Report, *Data Readiness for Impactful Generative AI*, April 2025.

# Enterprise Data Delivery Needs to Change for AI Success

The enterprise data landscape is at an inflection point. Organizations are investing heavily in AI, with 94% of organizations increasing their investments in AI readiness initiatives to support their AI investments.<sup>3</sup> The data foundation required to power AI at scale simply does not exist in most enterprises today. The concept of data products as packaged, governed, reusable data assets has emerged as the leading architectural pattern to close this gap. Omdia research confirms that 92% of organizations now deliver data products in some form, yet half still rely on a hybrid approach to data delivery that combines structured data products with ad hoc, one-off projects that lack consolidation or trust verification.

## Market Insight

82% of enterprise data teams report duplicating work across projects, wasting an estimated 28% of total data team workload on redundant effort.

The challenges are compounding. Omdia's research reveals that 81% of enterprise data teams are duplicating work across projects, driven by data silos, limited visibility into existing assets, and trust issues that lead teams to rebuild rather than reuse others' data. Nearly 70% of data projects require significant rework after initial delivery. This results in organizations spending a large part of their data team's

effort on one-off, non-reusable projects, work that 97% of respondents acknowledge wastes meaningful resources and budget. This operational drag is not sustainable at a time when enterprises need to accelerate—not slow down—their data delivery to fuel AI initiatives.

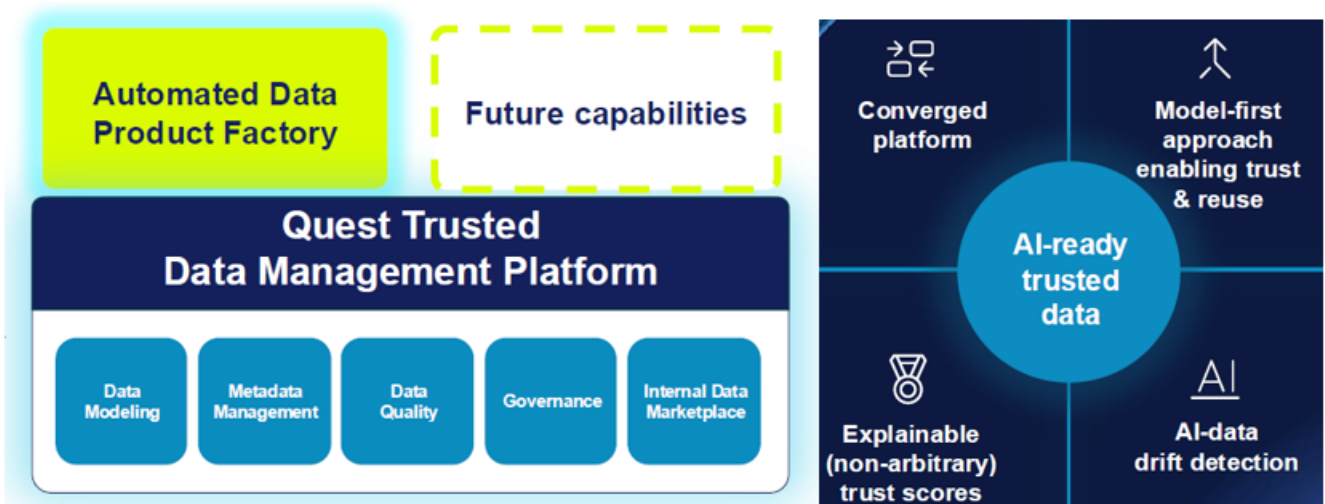
What organizations need is a converged, automated approach to data product delivery, one that collapses the traditionally siloed disciplines of data modeling, metadata management, data quality, and governance into a single, repeatable workflow.

## Quest Software's Automated Data Product Factory: End-to-end Trusted Data Delivery

The Quest Trusted Data Management Platform, featuring the Automated Data Product Factory, spans from data modeling through data cataloging, data quality, data governance, and into an internal data marketplace, all within a single, converged platform. The platform takes a model-first approach, where users initiate data product creation through an AI-driven interview process that identifies existing reusable assets, maps to the organization's data estate, and automatically generates the modeling, quality rules, lineage, and governance artifacts needed to produce a trusted data product. Quest reports that one early adopter, a global financial services firm, saved 750 days of manual effort and \$360K per data product created, compressing delivery from months to days.

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<sup>3</sup> Ibid.

**Figure 1.** Quest Trusted Data Management Platform


Source: Quest

A distinguishing capability of the platform is its 9-component explainable trust-scoring framework, which evaluates data products across dimensions such as data quality, governance completeness, timeliness, lineage, user ratings, and relevance. The framework provides dynamic, customizable trust ratings of Gold, Silver, or Bronze, which adjust automatically as underlying data changes. These ratings give data consumers within the organization immediate visibility into the trustworthiness of any data asset for AI or analytics use. According to Quest, the overall platform delivers data products 54% faster from data model to AI readiness.

## Analyst Insight

Quest's Automated Data Product Factory addresses what is arguably the most persistent bottleneck in enterprise data management: the gap between wanting to deliver trusted, reusable data products and having the integrated tooling to actually do it at scale. Traditionally, data modeling, cataloging, quality profiling, and governance have been handled by separate teams using different tools on different timelines. By converging these disciplines into a single automated data products delivery workflow, Quest is eliminating the handoffs, redundancy, and rework that consume the majority of the data team's effort. The model-first approach is particularly significant, as it starts with AI-assisted modeling and automatically discovers reusable components from the existing data estate, directly attacking the massive levels of duplicated effort found across organizations.

With nearly 40 years of enterprise data management experience and a customer base spanning 90% of the Fortune 500, Quest is well positioned to cross-sell this capability to its existing customers, as well as new customers. The timing is perfect, as organizations are investing heavily in AI but are quickly realizing not only the challenges of building data foundations for each AI use case but also the massive duplication of effort they face without a consolidated data product strategy.

**“The convergence of data modeling, quality, metadata, and governance into a single automated platform is exactly what enterprises need to move from talking about data products to actually delivering them at scale. Quest’s explainable trust scoring is a standout capability; it gives data consumers the confidence to use data for AI without having to validate it themselves.”**

- Stephen Catanzano, Senior Analyst, Omdia

## Conclusion

The enterprise data management market is at a tipping point. Organizations cannot afford to continue spending months and thousands of person-hours building one-off data assets that cannot be reused, governed, or trusted for AI. The shift toward automated, end-to-end data product delivery is not optional; it is a prerequisite for realizing value from AI investments. Technology providers that offer the ability to converge data modeling, metadata management, quality, and governance into a single automated workflow, while providing explainable trust scoring and built-in reuse, should be strongly considered by organizations seeking to accelerate their journey from raw data to AI-ready data products. The Quest Trusted Data Management Platform and Automated Data Product Factory represent a powerful solution, and organizations evaluating their data product strategy should include this solution in their assessment.

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