

Engineer Trust with Data Contracts

Build data products with a contract-first approach and deliver high-quality, governed data with confidence.



Why Contract-First Matters

Existing Data Problems

Unclear data meaning, usage, or quality



Delayed governance and reactive fixes



Low trust in data assets



Data access bottlenecks



Fragmented workflows



Contract-First Fixes

Contracts define schema, semantics, service level objectives (SLOs), and quality rules

Governance is embedded upstream, at the source, in CI/CD pipelines

Data consumers view contracts as “nutrition labels” – clear, certifiable, and trustworthy

Data products are federated, searchable, and AI-ready

Data contracts align data producers and consumers from the start

5 Attributes of Trusted Data Products

1 Discoverable

Searchable and curated in an enterprise data marketplace

2 Trustworthy

Enforced service level objectives and validated quality metrics

3 Self-Describing

Clear metadata, lineage, and documentation

4 Interoperable

Built to enterprise-wide standards

5 Secure

Contract-driven, automated access controls

4 Big Benefits of a Contract-First Approach

1 Engineer Trust at the Source

Contracts mitigate issues before they hit production.

2 Enable Self-Service Discovery

Data products show up certified, documented, and fit for purpose.

3 Streamline Governance

Governance shifts from manual audits to automated policy enforcement.

4 Build a Reliable Data Foundation

Version-control is built into contracts, supporting data product development throughout the pipeline.

How Action's Contract-First Approach Supports Data Products



Automatically update data products and contracts.

Use a dedicated API to synchronize data products and their data contracts from CI/CD pipelines.



Make trusted data products easily accessible.

Manage data products and components to enrich documentation, and publish in the enterprise marketplace.



Locate relevant data products fast.

Leverage a knowledge graph-powered search engine and optimized user interface to quickly find data products.



Simplify and expedite data access requests.

Integrate workflows to enable and manage access to data products within the platform.

Experience Measurable Impact with Action

- ✓ Fewer support tickets and data quality issues
- ✓ Increased reuse of certified data products
- ✓ Faster time-to-insight
- ✓ Higher data product adoption by consumers
- ✓ Confidence across the data lifecycle

Deliver Data That Users Trust

With Action, governance isn't an afterthought. It's embedded from the start.

 [Get the contract-first governance eBook >](#)

 [Take the interactive product tour >](#)