

Independent Study quantified 474% ROI from Huwise data product marketplace

Independent Total Economic Impact study conducted by Forrester Consulting on behalf of Huwise identifies payback in under six months

BOSTON, MA, UNITED STATES,
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-- Deploying a data product marketplace solution from [Huwise](#) delivered 474% ROI, payback in under 6 months and \$6.5 million in net



Huwise logo

present value over three years for a 10,000 employee company. These are the topline findings of a [Total Economic Impact™ \(TEI\) study](#) conducted by Forrester Consulting and commissioned by Huwise. Huwise's data product marketplace delivered these benefits by ensuring data adoption

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Forrester Consulting's TEI demonstrates how Huwise's data product marketplace delivers ROI of \$4.74 for every dollar invested, greater business impact, improved productivity and increased agility.”

Franck Carassus, CSO and co-founder of Huwise

and confident data consumption at scale by business teams and AI. This accelerates data reuse and provides value at scale.

Quantifiable benefits identified in the independent study for a composite 10,000 employee company over three years were:

- 50% reduction in time business users spent searching for data, improving productivity and delivering \$4.5 million in savings
- 50% reduction in data preparation time for data experts, saving 3 days per month, per person. This equates to \$3.0 million in savings
- 4x reduction in duplicated work through sharing of governed data products, saving 10 days per year, per data expert. This frees up time for higher-value work, as well as saving \$223,000
- 720 hours per year saved for IT, with self-service data access dramatically cutting requests for data reports, and tool consolidation cutting license costs by 50%. This totals \$111,000 in savings

Alongside these financial gains, Huwise also delivered non-quantifiable benefits by turning data

into business impact. It increases value from existing data investments by providing a data foundation for agentic AI deployments, enabling accessibility, strengthening user engagement and data culture and boosting organizational agility.

Franck Carassus, Chief Sales Officer and Co-founder of Huwise said:

"Organizations face key obstacles in scaling data usage and value to the wider business and AI. They have to overcome fragmented data landscapes, low trust in data from business users, limited visibility, a lack of data reuse, and slow, IT-driven data access that does not scale. [Forrester Consulting's](#) TEI demonstrates how Huwise's data product marketplace resolves these challenges and delivered ROI of \$4.74 for every dollar invested. For a 10,000 employee organization, that's a 474% return, with payback in under six months. Benefits aren't just financial - by centralizing data, Huwise makes it easily available through secure self-service and delivers greater business impact, improved productivity and increased agility."



Franck Carassus, CSO and Co-Founder, Huwise

Forrester Consulting's TEI is based on interviews with four Huwise customers from the banking & finance, insurance, technology and energy & utilities sectors. These findings were aggregated and combined into a single composite organization with 10,000 global employees.

Built on over 15 years of experience, and based on an intuitive, e-commerce marketplace-style experience, Huwise's data product marketplace solution is designed to increase data consumption and value. It enables organizations and their employees to provide secure, compliant self-service access to data in the right formats to deliver usage by both humans and AI.

Tangible benefits and measurable business impact

Customers interviewed for the TEI outlined the benefits they are receiving:

- VP of Enterprise Data & Analytics, Enterprise Software: "Huwise helps us focus on productivity and trust. Someone can assemble an analysis in an hour that used to take a week because the data is already available."
- Chief Data Officer, Financial Services: "With Huwise, users can explore the data without coding and technical expertise. It gives more autonomy to end users...."
- VP of Enterprise Data & Analytics, Enterprise Software: "We retired 278 dashboards... and expect to take about \$10 million of cost out of the old environment."
- IoT & Smart Sensors Data Lead, Energy & Utilities: "We managed to reduce our dependence

on IT, and saved time and money by using some features directly on the Huwise platform."

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