

# The Power in Unifying Your Single Source of Truth in Product Management

The single source of truth (SSOT) refers to aggregating data from several internal systems and bringing it all to one location. SSOT is not a specific product or system associated with it, such as using Asana to manage tasks. It also is not an information management strategy like maintaining a knowledge base for complex products.

Rather, SSOT is a concept or a state that the data exists in. Modern organizations are pivoting to SSOT because data quickly becomes siloed in its sheer vastness and end users need to be able to find what they need as quickly and efficiently as possible.

For instance, Google strives to be the SSOT for brick-and-mortar businesses. If a user wants to find a nail salon near them, the SERP (search engine results page) pulls from as many data sources as it can find, so the user can find out what they need. The nail salon's phone number, address, operating hours, website, social media pages, and whether they allow online bookings will be shown along with both Google reviews and external trusted rating sites like Yelp. The Google SERP brings in data from many different sources so that the user has it as their SSOT without needing to do any further searches for data. The user wants to know where the nail salon is and if they're open, but also if they take good care of their customers. Social media and review site images also give them an idea of specific services offered.

## [Why is a SSOT Important for Effective Product Management?](#)

When it comes to organizational data, creating a SSOT has become so crucial because data easily becomes siloed. Entire departments can operate as black boxes when there is only one place to go for verifiable data, and it creates time-wasting inefficiencies when the end user cannot find what they're looking for.

In turn, this constricts collaboration across departments: how does R&D know which features should be created, removed, or improved upon if customer relations data is not visible to them? How do product portfolio managers know that the product managers underneath them are managing profitable and successful projects that satisfy their customers' needs?

This is especially true in product portfolio planning. When product leaders must analyze reams of siloed data with multiple tools, transparency becomes opacity and visibility is drastically reduced for all involved in the planning process. Product portfolio managers cannot see which products align with initiatives and which ones are not even generating revenue. Product managers' visibility is restricted to a single product rather than an entire product line, not to mention whether dependencies exist.

Chief product officers and other leaders often seek out SSOT architecture through means like an enterprise service bus, which aggregates numerous sources on a regular basis similarly to Google business SERPs, but for internal data.

However, a more efficient way is through a master data management system specifically designed for a product management function like Craft.io.

### How is a SSOT Unified for Ideal Product Management?

By being able to identify cross product line dependencies with lively connected roadmaps that demonstrates how investment in the product is easily justified, a unified SSOT gives teams and leadership a top-down view of visible data throughout the organization.

Team leaders often need to assemble data on up-to-the-minute roadmaps that demonstrate to executives and stakeholders whether a product is worth continual investment. With Craft.io, they can allocate their time to more important duties since roadmap data is aggregated in one place. By toggling between multiple views like swim lanes and Kanban to communicate data points, the data presentation can be customized depending on the end user consuming it.

Products and product lines themselves can also feel siloed from the rest of the organization's processes and purpose. By making data visible across departments and throughout a product line, product managers can have a more harmonious relationship with leadership by demonstrating how the products connect on both top-down levels with strategic planning and bottom-up product development to the organization's overall business objectives.

Ultimately, eliminating these data silos and communication inefficiencies also means taking your product to launch much faster-- and time is money. Start your free trial of Craft.io today to build your unified single source of truth.