The Need

A major global financial services and risk management company relies on delivering data to more than 36,000 customers as its primary revenue stream. But legacy technologies, diverse customer needs and manual processes made that challenging. The full product range was difficult to navigate, trials were limited to sample data sets, and post-sale fulfillment cycles were slow. There was a heavy burden on customers to find what they needed, prove it was useful and integrate it into their environments.

As the market leader, the company knew it had to offer a better experience and sought to address those pain points by improving data integration, customization and flexibility. They wanted to standardize and automate data delivery and formatting, while giving customers the power to set their own preferences for both.

The Solution

The company deployed Harbr’s collaborative data exchange as a self-service, custom-branded platform for customers to find, assess and consume all their data products through an individually-tailored experience.

The company soon realized that Harbr would not only meet the initial requirements, but offered other high-value capabilities they could capitalize on.

- **Secure Collaboration** - The company can set up secure collaboration spaces for any customer who needs support to meet a unique need.
- **Combine, Model, Analyze and Maintain Data** - The platform allows customers to engineer and combine data products into custom products, which are maintained by the platform and delivered based on customer preferences.
- **On-Platform Data Access** - Data access can be limited to ‘on-platform’ only. This allows the company to expose data without losing ownership and customers to derive insights without the cost and effort of moving data to their environments.

Additionally, the company is able to get a complete view of their entire data ecosystem for the very first time. They can manage and measure their products, pipelines, collaborations and customers to a level that wasn’t previously possible.

Customer at a Glance

Leading global provider of financial and risk data and services

*Headquarters: New York*
*Employees: 13,000*
*Customers Served: 36,000*
LOOKING AHEAD

Beyond enhancing its customer experience, the company can now collaborate with its customers to unlock new commercial opportunities such as joint product development and delivering value-add data services. Additionally, by simplifying and automating data product delivery, the company has expanded its addressable market to include smaller companies that may have lacked the necessary technical capabilities or resources.

Harbr has both improved how the company delivers services today and opened new possibilities for monetizing its data and services well into the future.

“The ability to launch and maintain innovative products and technologies that anticipate changing customer requirements in a timely and cost-effective manner is a key factor in maintaining market share.”