

THE DATA COMMERCE REVOLUTION

How to capitalize on the fast-changing
data commerce landscape.



Today's Data Commerce landscape is rapidly changing. After years of investing in data and analytics, organizations with rich insights are bringing data products to market and building new data businesses. Public data marketplaces don't work for them, disintermediating customer relationships, and increasing cost and complexity. Customers are also increasingly ambitious, demanding more support, collaboration, and flexibility than ever before.

To be successful tomorrow, you'll need to do the following today:

- **Build** a higher value proposition by evolving your data products to solve real customer problems and maximize your returns.
- **Grow** your business sustainably, with a great customer experience, expanded product breadth, trusted relationships, and a deep understanding of your customer needs.
- **Scale** without limitations by giving customers automated, self-service capabilities to discover, trial, customize and integrate data products.

Trusted by some of the world's largest businesses, Harbr is the only Data Commerce Platform that enables you to build, grow and scale the high-value data business of tomorrow.

Accelerate to scale

Harbr's Data Commerce Platform will accelerate your journey, expanding your portfolio of high-value data products, creating a branded experience that meets your customers' needs, and easily overcoming technical and security blockers:

- Securely collaborate with customers to develop high-value data products.
- Deliver a fully-branded, trusted experience.
- Deploy into any cloud and effortlessly interact across technologies.

Harbr at a glance:

140+
Organizations

750+
Users

1.1k+
Data Products

4.2k+
Data Product
Subscriptions

High-Value Data Products

Collaborative Exploration

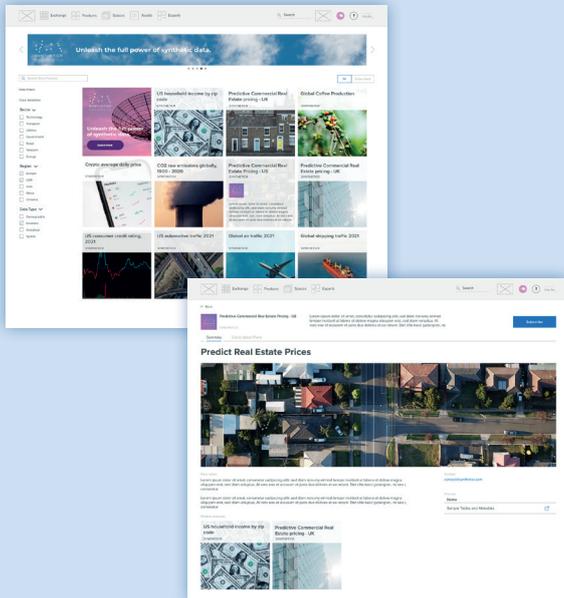
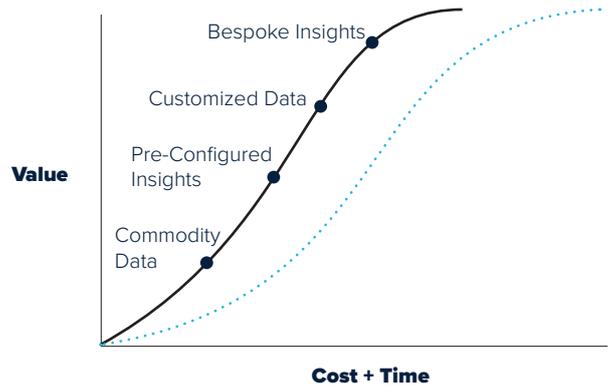
Identify use cases and optimize value propositions by working directly with your customers.

Model Execution

Customers can use your models to create their own unique products that are ready to integrate.

Automated Customization

Create bespoke products that can be automatically updated on an event-driven basis.



Your Business, Your Customers

Relationship Management

Complete control and ownership of your customer relationships with end-to-end visibility.

Fully-Branded

Brand your platform to sit seamlessly alongside your broader digital presence.

Market-Ready

Deploy the world's leading Data Commerce experience right out of the box.

Maximize Your Addressable Market

Flexible Connections

Meet customers where they are by connecting the platform to a wide range of technologies.

Open-Source Integration

Ensure broad compatibility while minimizing deployment costs.

Multi-Cloud Deployment

Deploy your platform into your own cloud account or have Harbr host it for you.

