

# OPTIMIZING RETURN ON INVESTMENT



## Summary

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.

Harbr is a Data Commerce Platform that enables organizations to deliver refined customer experiences, high-value data products and new revenue streams.

## Take Advantage Of The Data Commerce Revolution

Over the last five years, Harbr has supported a range of organizations to build and optimize their data commerce businesses and has observed recurrent issues that can limit their potential return on investment:

- **Competition** - In an increasingly crowded marketplace businesses can struggle to distinguish their product from the alternatives. This is especially the case on public data marketplaces that prioritize generic consumer choice over specific business value.
- **Systems** - Using legacy systems to iteratively develop and maintain data products is expensive and time-consuming. This is a technical and economic blocker to addressing diverse customer needs and adapting to new market opportunities.
- **Manual Processes** - Whether it's product development, discovery or distribution, manual processes significantly limit the scalability and commercial opportunity of any data business.
- **Knowledge** - Gaining a strong and complete understanding of use cases, the precise value proposition, customer needs and the overall market is critical for building and maintaining a data business.
- **Security and Regulation** - It can be daunting to launch new data products without systems and mechanisms for managing security and data privacy given the potential for reputational damage, fines and commercial losses.

# The Harbr Advantage

Harbr addresses these blockers and provides a competitive advantage by enabling a significant return on investment (ROI) in five main themes:



**1.**

## Accelerated Time to Value

50% faster product development



**2.**

## Expanded Revenue Opportunities

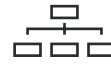
50% market expansion through lower operational costs



**3.**

## Delivering High-Value Data Products

10x higher price per data point



**4.**

## Secured Data Distribution

Avoid Expensive Data Breaches (\$4.2m on average)



**5.**

## Accelerated Integration

30% reduction in product integration cost



## 1. Accelerated Time To Value

Time to value is the interval between the initial investment and the realization of value - typically revenue - from that investment.

Harbr-enabled customers can accelerate time to value by delivering 3 key benefits:

- **Faster Sales Cycles** - Harbr accelerates product discovery with self-service search and browsing features that shorten the sales cycle, remove manual effort, and reduce costs.
- **Rapid Data Access** - Harbr enables rapid, controlled data access with centralized controls for both internal and external data, accelerating data product development.
- **Instant Product Launch** - Harbr supports the rapid launch of new products by providing a frictionless path from development to launch with automated product creation.

**50% faster  
product development**

## 2. Expanded Revenue Opportunities

Revenue opportunities are defined by the addressable market and an organization's ability to successfully compete within that market.

Harbr-enabled customers have expand their revenue opportunity through:

- **Accelerated Product Development** - Harbr accelerates product development through collaboration and automation features that support agile product development.
- **Flexible Distribution** - The Harbr export functionality provides flexibility on format, location and schedule
- **Cross-Sell Opportunities** - By inviting their customers to a storefront they control, Harbr's customers can show their full product range in an intuitive and engaging format.



**50%**  
**market expansion**  
**through lower**  
**operational costs**

## 3. Delivering High-Value Data Products

The value of a data product equates to the value it provides to the consumer minus the total cost of ownership (TCO). High value data products are 'ready to use' and can be sold at a higher price point, as they both meet the customer need and reduce the TCO.

Harbr-enabled customers create high-value data products at a low marginal cost to increase revenue and profit through:

- **High-Value Products:** Commodity data products require the consumer to undertake additional work increasing the TCO and reducing the commercial opportunity, as many organizations do not have the capability or capacity to perform that work. Harbr enables the development of high-value products at a low marginal cost through secure collaboration and automated workflows.
- **Up-Selling:** Once high-value products have been created, Harbr-enabled customers can drive up-sells by easily launching them to other customers.
- **Avoiding Churn:** Harbr-enabled customers work collaboratively to adapt data products to changing needs and provide hands-on support to increase satisfaction and avoid churn.

**10x higher**  
**'price per data point'**

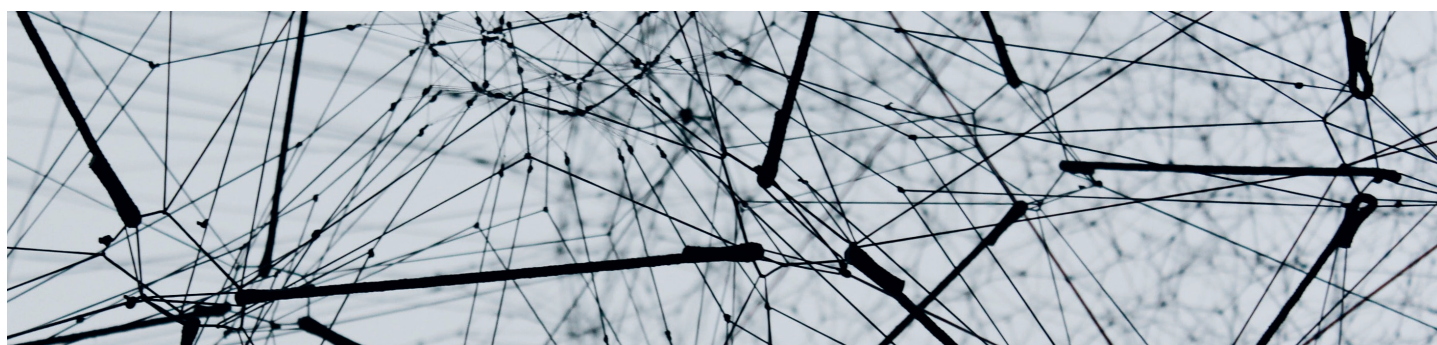


## 4. Secured Data Distribution

Unmanaged data access and distribution increases the likelihood of a data breach or compliance failure, which can result in large fines, reputational damage and commercial losses.

Harbr-enabled customers can avoid significant data breaches by tightly managing the access, use and distribution of data products through:

- **Platform Security:** Harbr provides cloud-based enterprise-grade security and can integrate with a wide range of enterprise security tools to prevent and detect security incidents.
- **Roles and Entitlements:** Organizations and users are subject to role-based entitlements to limit what they can do and enforce segregation of duties.
- **Control:** Data product owners control who can see, access, use and distribute their data products via subscription plans with the ability to set controls at an individual user level and append legal terms and conditions.



**Avoid expensive data breaches (\$4.2m on average)**

## 5. Accelerated Integration

Data businesses regularly acquire additional data assets through commercial relationships and acquisitions. Integrating these new sources into the business and developing new data products that maximize the commercial potential of the asset can be time-consuming and expensive.

Harbr-enabled customers can rapidly add new products to their platform and integrate new assets into existing products through:

- **Access New Assets:** Newly-acquired assets can easily be published to the Harbr platform where data teams can securely collaborate to integrate them into existing products or create new ones.
- **Multi-Brand Experience:** Harbr enables multiple organizations and brands to engage with customers on a single platform and make it easy to change branding as needed.
- **Contract Integration:** Platform and data product licensing can easily be migrated or switched to reduce inconsistency and avoid costs.

**30% reduction in product integration costs**

If you're building or optimizing a data commerce business, Harbr provides unique capabilities that deliver a significant return on investment. Contact us at [harbrdata.com](https://harbrdata.com)