



REIGNITE GROWTH WITH INFORMED DECISIONS

Deliver smart, personalized, and automated insights for your customers





We live in a digital-first, connected ecosystem. Sensors, devices, IoT, and cloud are all-pervasive, and data pours in from all corners. It is estimated that around 463 exabytes¹ of data will be generated every 24 hours by 2025. While such a massive volume of data creates many possibilities, it poses its own set of challenges too.

Evolving market dynamics have put infomediaries under pressure to find new monetization opportunities and accelerate ROI. Moreover, the pandemic created rapid shifts in trends, leading to data changing overnight. This influx of new data needs to be analyzed quickly to uncover insights that can drive business growth right through to 2025.

Operational transparency and AI/ML-based algorithms to analyze advanced data sources like social media sentiments are imperative now. Greater data integrity levels and a vertical-agnostic approach to data curation, engineering, and correlation can arm infomediaries and market research companies with capabilities to succeed in today's market.

Unlock Hidden Potentials with End-to-End Data Processing

HARMAN can help you realize the true potential of data with an innovative data monetization approach. Our customer-centric solutions, deep understanding of data, advanced analytics, and end-to-end platforms can help you deliver truly transformational results. Drive differentiation across the fields of data orchestration and enrichment, business modeling & advanced analytics, business intelligence, platform engineering, and professional services.

Intelligently realign business by infusing context into end-to-end data processing. Reduce the total cost of ownership, improve operational efficiency, and derive meaningful insights for revenue growth. With HARMAN, you can break down silos and harness new data sources in real-time to deliver actionable insights at speed. Leverage our data monetization, digital transformation, and advanced analytics solutions to leap ahead of the competition.

1: <https://www.weforum.org/agenda/2019/04/how-much-data-is-generated-each-day-cf4bddf29f/>

Our Work – Driving Differentiation Across the Value Chain

Decoded Consumer Buying Patterns

Integrated data from ~100K stores and ~100K panelists to derive near real-time insights about shopping behavior, interactions between consumers and stores, and the marketing mix.



Unlocked New Brand Opportunities

Captured & pre-processed social media data using web scraping and various machine learning approaches to understand the types of social media conversations between shoppers/consumers.



Enhanced Product Quality

Established attribution between warranty claims and the DTC codes from the vehicles, and causal relationship between various DTCs to enhance product quality and reduce warranty claims.



Enabled Intelligent Document Classification

Built an adaptable, consistent, rule-based, and flexible Construction Document Ingestion System (CDIS) to reduce the processing time of around 20 formats of construction-related documents.



The HARMAN Advantage

We are a SAMSUNG owned company with 15+ years of experience and 1500+ professionals skilled in data management, data science, and commercial and open source technologies. Global enterprises bank on us for business analytics and big data services to gain a competitive advantage. We can guide you towards revenue enablement, customer engagement, operations automation, and better business performance tracking.

Our deep understanding of strategic decision-making across business verticals combined with the experience of implementing large, connected data systems helps us offer solutions that deliver more dollars per data unit. Compared with ideal and actual scenarios, the aggregated, anonymized, and enriched information provided by HARMAN can significantly optimize resource utilization and cut down the associated costs for retail, CPG, automotive, media, supply chain, and other industries.

Our Products and Solutions



Data Orchestration & Enrichment

Convert data from 35+ sources into consumable, standardized formats while ensuring zero duplication, anomalies, inconsistencies, and edge cases. Predict missing values and provide cleansing recommendations using AI/ML learning algorithms and completely automated, scalable, and centralized processing. Ensure continuous learning with in-memory, trained models, repeatable workflows, and linkage with metadata for enhancements.



Platform & Design-led Experience Engineering

Modernize your existing platform/mobile app architecture and drive digital transformation with our expertise in platform engineering, visualization & UI enrichment, AI/ML-based testing, agile development, and automation & DevOps enablement. Realign your software product lines to meet customer demands with our design-led experience engineering and domain-led whiteboarding.



Business Intelligence

Enable automatic scheduling and delivery/dispatch of best-in-class and pre-canned reports with our BI Center of Excellence (CoE). It is capable of dispatching ~50,000 refreshed reports every week. You can create guided insights workflows to train new users on a guided analysis path, connect 3rd party visualizers & access platforms, control access of report information, and ensure in-platform collaboration across users and groups.



Advanced Analytics

Leverage our highly customizable analytics & semantic modeling solution to enable the provisioning of analytics suites for different verticals. Get hyper-personalized insights in near real-time, capture positive/negative sentiments, use demographic clustering to identify segments, understand the targeted audience, and implement recommender systems to prevent failure. Deploy text mining, NLP, and statistical prediction models for timely completion of trials, and descriptive analytics for generating trends.



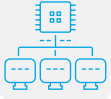
Infrastructure & Accelerators

Provide support to applications and infrastructure with automation & reusability frameworks. Leverage metadata-driven architecture to implement solutions with customizable configurations and monitor data operation cycles for a large number of implementations. Also leverage our cross-functional expertise for the adoption of modern workplace productivity platforms, standardization of endpoints, modernization of data center servers, consolidation/virtualization of databases, etc.



AI-Led Enterprise Log Data Analyzer (ELDA)

Customize your platform with accelerator components to implement log data analytics as per enterprise needs quickly. Monitor, organize, search, visualize, and analyze ever-increasing log volumes for a range of use cases like anomaly detection, predictive maintenance, clickstream analytics, market basket analysis, fault prediction, etc. Perform data ingestion, storage, and analysis in batch and real-time using open-source technologies to enhance user experience. Implement log analytics faster with reusable data and ML pipelines and a variety of customizable AI/ML use cases.



AI-Powered OCR Solution

Extract line items intelligently with NLP and ML-led OCR on unstructured data documents. Get increased OCR accuracy and fewer errors with our AI-enabled spatial clustering of logical image blocks and OCR application solution on individual logical blocks. Improve textual data extraction from complex and unstructured layouts like infomediaries, retail, recruiters with a solution that identifies information irrespective of image quality, and easily handles overlapping fonts.



Ready to explore new growth avenues?

Partner with HARMAN to manage increasing data volumes at speed while supporting complex analytics models.

Connect with us: askcs@harman.com

ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®. HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.

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