



Harmonya

Harmonya Item Master Case Study

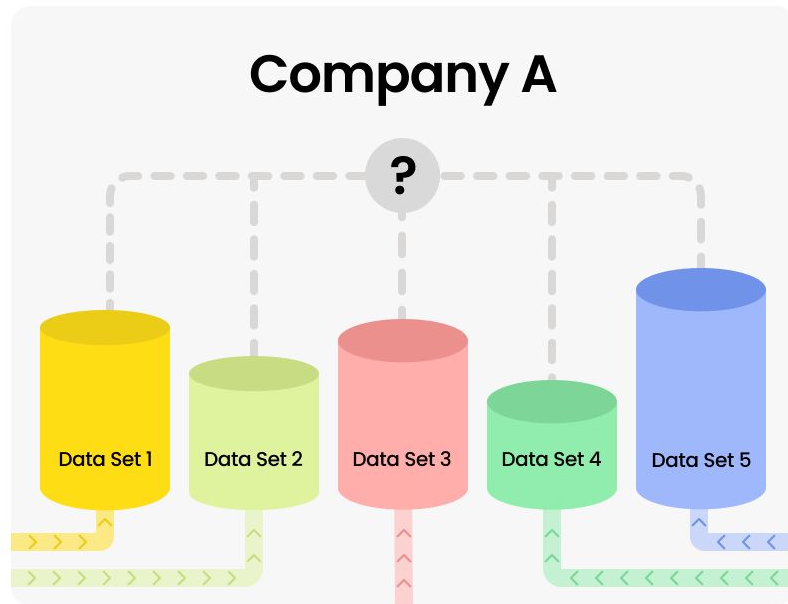
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Product data is core to retail and CPG decision making, but the data structures and attribution are inconsistent and incompatible

Like most enterprise CPGs, each year Company A purchases dozens of individual transactional data sets to understand their brands' performance and the retail landscape, uncover dynamic insights, and grow their business.

And across the board – none of their data sets speak to one another out of the box. They have different naming conventions, different structures, and different attribution.

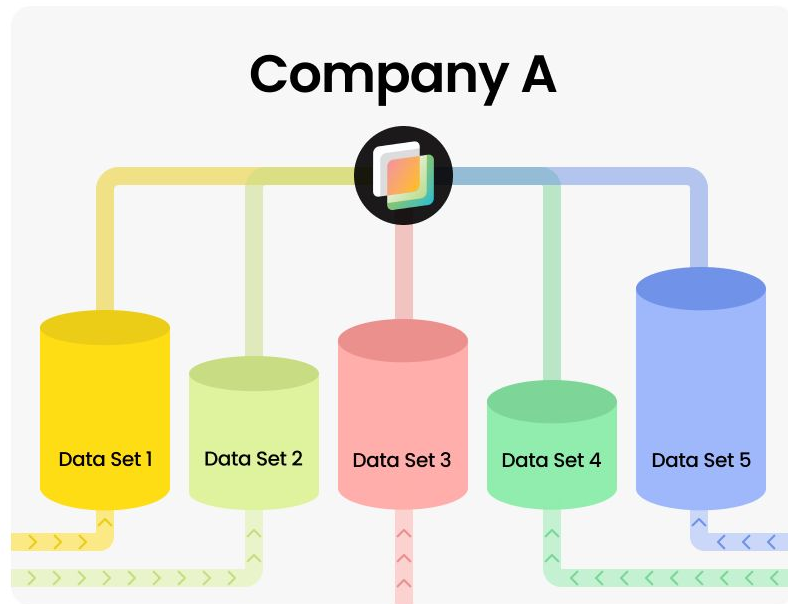


Manually wrangling and attempting to harmonize external and internal data sources is an inefficient and imperfect process

For Company A, manually wrangling the data was an inefficient and imperfect process. They needed to pay service providers millions of dollars to have a semi-consistent view of their data. Even after all of that effort, a significant amount of ad-hoc reconciliation was required to tell the story through multiple data sets of what was happening in-market and why.

Questions from HQ took days or weeks to answer, so it was difficult for teams to consistently understand their true performance and drivers. Any report or analysis painted an incomplete picture.

While Company A invested tens of millions of dollars into these data sources, they struggled to realize the full value of their investments. The external data did not reflect their internal view of the market. This caused frustration and additional pressure from senior leadership.



Company A faced a tough challenge. They needed to find a way to unlock fresh insights and automate harmonization across data sets in order to get the most out of their data and stay competitive in the marketplace.

Harmonya solves the problem of inconsistent data structure and attribution

Product Attributes from Data Provider

UPC	Brand	Manufacturer
4900007594	Cherry Cola Zero	CCNA
004900007594	Cola Cherry	Cola
49000075946	Cola	?
0049000075946	?	?

We started by harmonizing factual assets like manufacturers, brands, packages, sizes and more based on our proprietary models.

Once we had a common backbone in place, we began enriching their internal and external data with new attributes and characteristics drawn from millions of online product listings and reviews. This enriched data set was significantly more powerful and prescriptive than the out-of-the box data they had purchased.

Our machine learning algorithms then analyzed this enriched data set against Company A's internal hierarchies, learning how and why products were categorized in different ways across data sets. This would not have been possible without the Harmonya attributes and characteristics.

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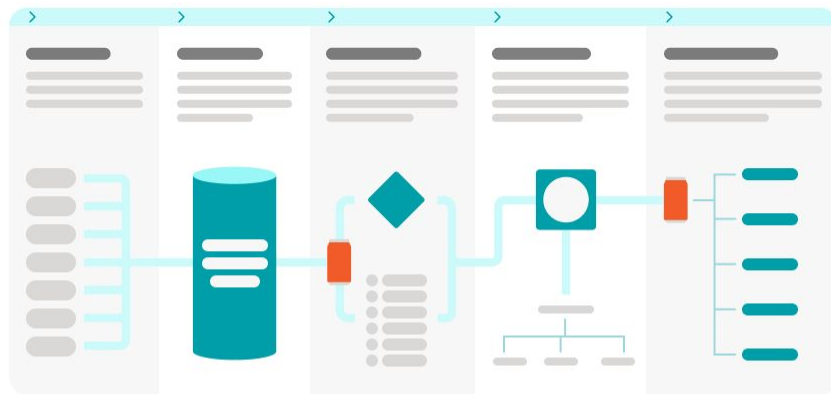
Using Company A's preferred structure and naming conventions as a training set, we configured the models to extend their internal categorizations to their external data sets based on the enhanced attributes and characteristics of the products.

After this analysis and transformation, Company A received consistent naming conventions and significantly enriched attributes and characteristics across the data sets they use to run their business.

They now had the ability to also 'flip hierarchies,' allowing Company A to look at all of their data from multiple perspectives – through the lens of their internal hierarchy, their retailers' hierarchies and their data providers' hierarchies, all with the click of a button.

This process can be done across an unlimited number of data sets.

See the full chart on the following page.



Harmonya enables companies to magnify the actionability and impact of their existing data investment

Now that Harmonya's machine learning platform understands Company A's conventions, it can quickly transform *any* data set that Company A acquires in the future to harmonize it with their internal view of the market and other relevant external structures.

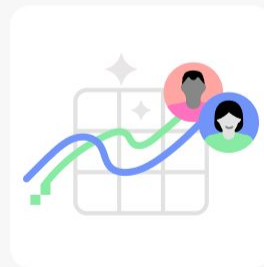
By allowing Company A to fully activate the data they already purchased, they transformed the narrative from senior management to support the operationalization of data and analytics across the enterprise. This helps Company A to **accelerate understanding of the markets** in which they operate, unlock **better insights** to grow their business, and optimize sales and marketing strategies.

COMPANY A CAN NOW:

Fully activate their data investments



Better understand the markets in which they operate



Unlock better insights to grow their business



Optimize sales and marketing strategies



Thank you.