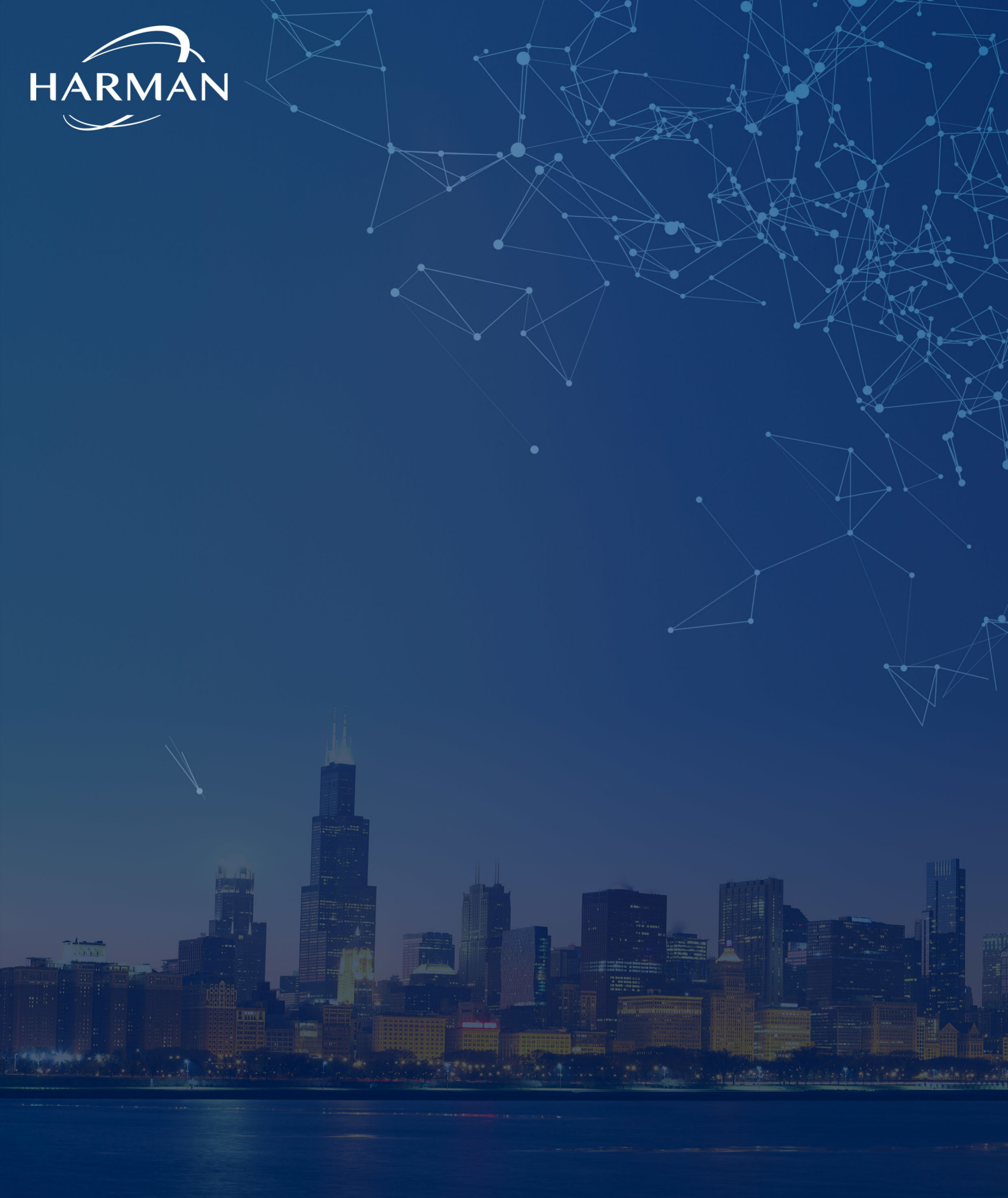# HARMAN

WHY TRANSFORMING TO A **CONNECTED ENTERPRISE** IS A MUST, NOT AN OPTION

HARMAN

ELEVATE

With mobile devices, sensors, infrastructure and machines generating large volumes of data, context is key in being able to decipher that data and draw valuable business insights.

Businesses, need to connect various groups of people including employees, customers, and suppliers to enable machine-to-machine communication that harnesses the potential of the data that is generated in silos, to compile that data into insights opening new channels of revenue and profitability. It's time to step into the era of the connected enterprise

Share on

HARMAN

6 REASONS

why transforming to a connected business is a must and not an option

Modern enterprises are constantly looking for ways to keep up with the the flux of new customer needs and aspirations. Enterprises that are succeeding in supporting this insatiable market demand and desire for innovative products, services, features and functions are finding new ways to tap into the volumes of data generated from customers, suppliers and within its business. The modern enterprise stays ahead connecting existing platforms of engagement with tools that enable data mining and visualization to provide insights that are critical to its business.

In short, the benefits businesses stand to gain by making the connected transformation are:

1 Better understanding of customer needs and expectations

2 Improved operational efficiencies

3 Faster product/service delivery and go-to-market procedures

4 Revenue growth

5 Real-time business performance insights

6 Improved overall productivity

Making the transformation into a connected enterprise begins at the cusp of experiences, analytics and devices.
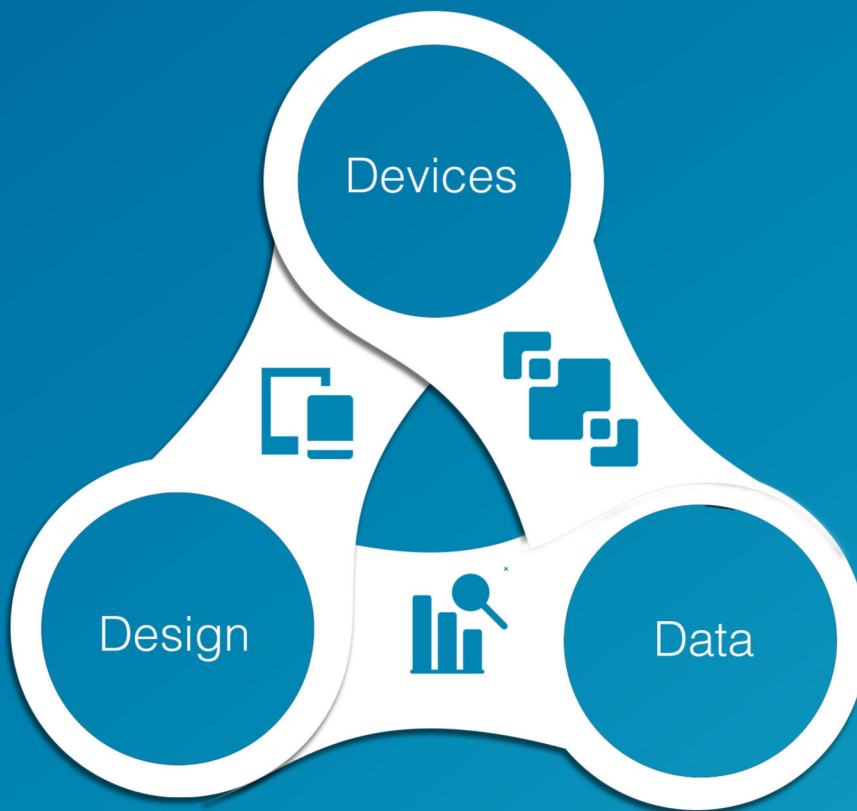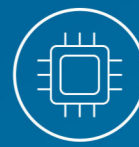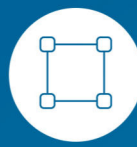
Share on 🐦 💼

HARMAN

CONNECTED ENTERPRISE

The transformation into a connected enterprise occurs at the cusp of Design, Data and Devices. In its essence, companies staying ahead in a connected world have identified the right strategy to amalgamate its infrastructure, applicattions, business intelligence and user experiences.

Devices

Design

Data

DESIGN

The experience of using a product is what elevates it from a usable product to an everyday dependency

With great experiences comes great interactions

Creating truly unique experiences not only fosters user loyalty, but also provides enterprises the potential to harness and generate data that can be used to scale its business. Companies adopting a design first methodology of building products are much closer to winning the user adoption battle and customer loyalty by catering specifically to the customer needs and demands.

Design has moved a long way towards becoming the structural pivot of any organization, with a great amount of focus on user interactivity. Enterprises are focusing on simpler user interfaces to provide users with a platform that allows them to generate data that can be cycled back to providing an enriched experience.
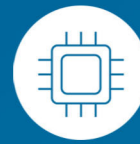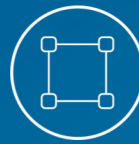
89%
Of marketers expect the customer experience (CX) to be their primary differentiator by 2017
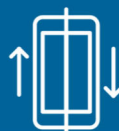
Share on

HARMAN

IoT & DEVICES

Connecting devices and allowing data to drive decisions is the future of the connected ecosystem

Smart devices.
Smart communication.
Smart tomorrow.

IoT has seen a rapid adoption rate in the last five years, and companies are looking at harnessing the existing data and combining it with new data generated across the range of devices in the enterprise.

The advances in machine learning, data integration and predictive analytics have exponentially scaled the potential of IoT, allowing devices to make autonomous decisions based on the user preferences.
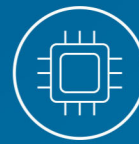
$2.5 Million
The predicted average spending per minute on IoT hardware in 2016

Share on

HARMAN

DATA

Harnessing insights from data is no longer a trend, but a necessity for businesses that are looking at scaling rapidly

Harvesting data. Generating Insights. Connecting Enterprises.

With data streaming from multiple sources and devices, there is tremendous potential for organizations to re-work strategies based on data-driven insights. However, the bigger challenge faced by organizations is being able to strategically use data to make intelligent business decisions.

Modern enterprises are investing a significant portion of budgets to overcome this 'real-time' decision making challenge, and are looking at this as a long term investment that gradually leads them to a gold mine of opportunities.
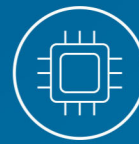
$48.6 Billion
The expected annual growth rate of the analytics industry by 2019
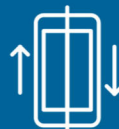
Share on

HARMAN

CLOUD

The scalability and flexibility that the cloud offers, makes it the primary choice for modern enterprises

Helping Connected Enterprises stay ahead in the modern world.

The cloud has encroached its way into nearly every enterprise either in the form of infrastructure or applications. The flexibility and operational savings that are provided by the cloud have proved reason enough for several enterprises to migrate from on-premise to cloud services.

Increasing efficiencies and helping boom the cash flow aside, the many benefits of the cloud allow better collaboration and greater control, providing enterprises the single view that it lacks to monitor its business. The lean and nimble players now have a greater advantage to help stay ahead.

$204 Billion
The expected annual growth rate of the cloud industry by 2016

HARMAN

START

Transforming into a connected enterprise requires four critical elements for your enterprise to seamlessly communicate with other critical components within the organisation and provide relevant context

Connect the EXPERIENCES
Create holistic experiences that engage the user and allow these experiences to connect with your offerings. Bring the user experience to the forefront of your customer

Connect the DATA
Harness the potential of data generated by your organization and customers. Make iterations based on demands and let analytics guide your business strategy for a profitable future

Connect the PLATFORMS
Let your internal and external platforms communicate with each other for seamless interactivity. Autonomy is the core of a smart connected enterprise.

Connect the DEVICES
Connect all devices - from wearables to smartphones and tablets, , to understand how users interact with each device , and generate data on utilization. Stay with the user at all times and provide proactive actionable suggestions

Share on

HARMAN

HARMAN
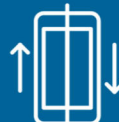
HARMAN

In today's connected world, people expect brands to deliver optimized features, functionalities and performance. The brands and ideas that will be rewarded are those that flawlessly and continuously serve growing, changing consumer needs.

As a partner to the world's leading connected brands, HARMAN brings together the capabilities in Design, Data and DevOps; enabling all devices – regardless of complexity – to connect and adapt, which translates to those brands keeping a competitive edge.

Get started with HARMAN

HARMAN