

**Insights in a much faster, easier way.**

**SAMSUNG**

## Background

From innovative home appliances and high-tech mobile to entertainment devices and more, consumer electronics is a segment that is fast-paced and significantly affected by trends. Product quality, superior innovation, design elegance and even safety - are driving irregular consumption patterns. Even the influence of social media is pushing television and smartphone appeal to new levels. Companies in this space need to evolve to keep up with this fast-changing market.

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When a major international consumer electronics manufacturer, Samsung Electronics, was looking to speed up its time to insights, the team knew they needed to take control of their research using technology. The existing manual method of delivering data to corporate stakeholders was clunky, time-consuming, and expensive.

The company was using static crosstab reports that often didn't include the data points needed, and each new report requested was expensive and slow. The team was reliant on an outside vendor that struggled to interpret the data. As a result, the answer to just one question from an executive team member could take weeks to deliver. By the time the data was ready, it was no longer pertinent or necessary. Their reliance on PowerPoint decks, created by agency teams to convey insights, left stakeholders with merely a static view - unable to further query the data.



# The Solution

Samsung Electronics turned to market research technology experts, Infotools, to create a solution. The Infotools Harmoni platform is a cloud-based “data-to delivery” software platform purpose-built for market research data – from data integration and processing to dynamic, interactive reporting visualization.

*“Infotools has brought state-of-the-art output to Samsung data and insights. Previous to that, we relied heavily on Tableau, traditional tables, and PowerPoint decks. Infotools has enabled Samsung to handle data in a much easier, faster way and become more independent from research vendors. More than just working with the data, Infotools has enabled us to better manage our data visualization and make it easily shareable within a fast-paced organization. Furthermore, the consulting services and customer care Samsung received from Keri Vermaak and the team are outstanding. It is almost a 24-hour support from very talented professionals.”*

- Samanta Paulino, Sr. Manager Mobile Insights Capabilities, Samsung

Infotools worked with the company’s internal team to shape the data for seven key initiatives and pull it into Harmoni. Infotools then trained Samsung’s insights team to use the platform independently. With ongoing support for complex projects or customized reporting requirements, the partnership still meant that the company team members could be more self-sufficient.

Using the power of automation and machine learning, Samsung used Harmoni to bring together data from multiple category sources into single data sets and access the insights they needed much faster. The user-friendly interface provides real-time insights based on the latest available data, presented and shared through advanced reporting, dashboards and storytelling capabilities.



# The Results

Moving to Harmoni allowed Samsung’s Insights team direct access to data to run their own analyses, quickly turn data into new insights, and bring reporting to the next level. Set up for the company’s major data-driven initiatives was fast, and data was made widely available. For example, Harmoni’s capabilities allowed the team to garner a much higher level of analysis for a complex A&U and Segmentation study involving several Samsung categories.

Because the company no longer had to request single reports to answer questions, which was costing them both money and time, they were saving on every front. Research analysts could harvest insights quickly. Having this and other studies in the Harmoni platform results in opportunities to respond quickly to executives’. In addition, because they can make custom variables and unique segments for deep-dive investigation, they leverage the data in ways they had never expected initially. This means that Samsung is now seeing more value from their investment in each survey

### Additional key benefits:

- Samsung Trackers are generating more insights than ever before, and the data is now accessible by a broad number of users.
- Dashboards are now created in an easy, fast way for existing studies to better commercialize them.
- Relationships with customers have been enhanced by the new ability to create complex, unique segments and understand shoppers’ attitudes and behaviors.
- The Samsung insights team is better able to leverage and harness data actively through the use of Harmoni.



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## About Infotools

Infotools is an award-winning market research software and services provider, used globally by some of the industry's most curious minds. We help insights professionals explore their data, answer more questions and provide greater insights. Our integrated, cloud-based software platform, Harmoni, is purpose-built to simplify the processing, analyzing, visualizing and sharing of market research data.

