



# HELIX

Analytics Enablement Platform

# HARMAN Analytics

*CASE STUDY*

D&A is in our DNA

## Company Background

*HARMAN, a Samsung company.*

HARMAN 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 connected services. HARMAN's talented workforce and innovation strength create value for our stakeholders by enabling rich experiences through the connected car, connected enterprise and connected lifestyle.

- HARMAN's portfolio of legendary audio brands includes AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®
- More than 50 million vehicles on the road today enjoy an enhanced driving experience, thanks to HARMAN audio and infotainment

## Use Case

As a company on the cutting edge of technology, HARMAN has a big focus on speed and modernization both internally and externally. While this is fantastic for their customers, it can introduce challenges internally, especially in the data & analytics space. Prioritizing speed to insights often has several tradeoffs, the most insidious of which is unhealthy decentralization, or "silofication" as it has become known. This is due to having a centralized entity, usually IT, that is responsible for creating, managing, and governing all analytics for all users, which invariably results in bottlenecks that prevent users from getting to the insights they need quickly.



Over time, this erodes trust and users seek out other ways to get their insights, such as hiring their own team or consultants and instantiating “shadow IT” organizations within their functions so they can access the data they need when they need it instead of going to the centralized entity. While this strategy can allow users to access data faster, it also leads to a whole host of other issues, not the least of which are security concerns, inaccurate or inconsistent reports, and wasted spending on education and development. With HELIX, companies can achieve the best of both worlds by centralizing processes, standards, support, and access while decentralizing ownership and education, leading to everyone getting what they need when they need it without unnecessary overhead. With HELIX, the HARMAN Analytics team enables thousands of users, analysts, and developers to get the data, education, and support they need to achieve true self-service analytics at scale. This is their journey over the past 24 months:

## Challenges

- In many cases, business users didn't know where to go to get help with their use cases or which tools to use, how to access those tools, or even what the options available to them were.
- There was significant duplication of efforts and no systematic way to learn what others have created.
- The BI and Data development teams were bogged down with ad-hoc requests for solution-building and general analytics support, leaving little time to innovate and a mountain of backlog that kept growing and growing.
- With all their time spent triaging these ad-hoc requests, there was no time left to create a clear approach to enabling knowledgeable and empowered citizen developers.
- The limited resources and personnel available on the analytics teams were unable to fully support and manage a comprehensive analytics effort across the enterprise.



## **Approach – HELIX as the Solution**

On launch, HELIX instantly provided the core structure, processes, education, and toolsets to empower a small core team at HARMAN to provision, educate, and maintain a comprehensive and productive analytics program across the entire HARMAN enterprise. Within a week of implementation, HELIX was set as the centerpiece of the operation and provided the single source of truth to drive cohesive and value-driven analytic solutions.

The approach that HELIX employs to managing analytics is much more than process flows, configuration management tools, and user accounts. Backed by decades of knowledge in the data & analytics space, HELIX harmonized HARMAN's existing analytics toolsets and corporate applications into a cohesive environment that focused their key resources into a tangible process for analytic operations.

HELIX specified the structure to establish a living community that empowers their users with tailored content, tips, and support, along with self-paced computer-based training modules and a managed training engagement follows our Governance Through Education® approach for enabling capabilities within HELIX, based on the user's education level.

Splice™, the BI Version Control System inside HELIX, allowed for application developers to work safely in a shared environment with preserved history, version management, and one-click rollback capabilities. This system helps developers improve consistency and reduce duplication of effort, while encouraging collaboration and easier development cycles.

To scale the support process through decentralized ownership, HELIX Sequencer™ provided a controlled and informed process for managing workflow through the analytics organization for stakeholder approvals, private and group communications, and much more. The effectiveness of Sequencer™ comes from its seamless integration throughout the HELIX platform and can provide nimble process management while keeping enterprise process management solutions updated and connected through real-time integrations.

## **Impact**

The implementation of HELIX was transformational for HARMAN. Through the implementation of HELIX, they were able to realize the full potential of their existing enterprise solutions and multiply the effectiveness of their team. They went from a paradigm of several dozen specialty application developers to over 300 citizen-developers working seamlessly to meet data-driven requirements across the company. Education and engagement flourished from a stove-piped shop with extensive wait times and a lot of back-and-forth between teams to an organized and efficient operation that can easily service many thousands of business users, analysts, developers, and stewards every day.

## Conclusion

As a leader in delivering IoT and connected, autonomous vehicles, where flying cars are becoming more reality and less fantasy, HARMAN needed analytics to “just work” and to scale without hiring an army of support staff. They needed insights at their fingertips without barriers to access and clear paths for cultivating citizen developers. HELIX delivers that for them, managing their entire analytics experience, centralizing access and support and decentralizing education and ownership.

Using HELIX, HARMAN’s knowledge workers across all business functions consistently gain new business insights and the HARMAN Analytics team has been able to establish new levels of trust and credibility. Within a few short months using HELIX, HARMAN saw over 300% increased analytics adoption. With fewer silos and improved morale and momentum, thousands of users now effectively leverage information and HARMAN has become the truly data-driven organization they envisioned.



With Customer Scorecards Analytics (Ford, CFA, GM), we were able to drive 15% improvements year-over-year in green measures. This is a result of visibility to insight that we now have in Qlik and self-serve analytics capabilities that are now available in HELIX.



In the past with an army of 200-300 people working for weeks, we could not get the same results we've seen with HELIX and HARMAN Analytics.



Without the support of the Analytics team, we would have been unable to react to the challenges fast enough to keep our plants going [during COVID]. The power and productivity unleashed with the help of the HARMAN Analytics team and HELIX is a game changer for us. This will drive a significance culture change in our organization to finally be able to effectively use all the information available in our many systems, in real time.



## About HELIX

HELIX is a PaaS (Platform as a Service) technology that empowers everyone across any enterprise to access and use data effectively. HELIX has been in active development since 2018. We currently service thousands of users across many Fortune 1000 companies and we are expanding every day. We were in stealth mode as a startup within Axis Group since we started and officially launched to the public in 2021.

Our customers have seen tremendous benefits from using the HELIX Analytics Enablement Platform, such as over 100% increases in the adoption of data and analytics, and because HELIX can be managed with minimal staff, we regularly see operational savings in the millions of dollars.

Our mission is to continue creating technologies, methods, and education that help teams and individuals get the most out of their data and analytics experiences.

For more information about HELIX or how you can bring HELIX into your organization, please contact **[sales@helix-analytics.com](mailto:sales@helix-analytics.com)**