

Harbr + Nomad Data help accelerate data monetization

When you work jointly with Harbr and Nomad Data you can drive incremental revenue, accelerate your sales cycle, expand your TAM, and better understand your customers, all while remaining in complete control of your data and privacy.

- **Drive revenue growth.** Increase sales throughput with Harbr's private storefronts and incremental high-quality lead volume from Nomad Data, all without lifting a finger.
- **Accelerate your sales cycle.** Push leads through your funnel quicker with Harbr's self-service tools for buyers and Nomad Data's pre-qualified leads based on specific use cases.
- **Expand your addressable market.** Deliver customized, high-value data products with Harbr's platform and address new buyer segments by anonymously exposing them to Nomad Data's wide customer base.
- **Better understand your clients & prospects.** Track customization and evaluation of your data products with Harbr to better understand your clients and engage with prospects' needs earlier with Nomad Data's use case-based leads.

How a Harbr customer benefits...

A Harbr customer with high-value data assets uses Harbr as their core data commerce channel. They may also list some of their data products on public marketplaces, but for their highest value data products and strategic relationships it's important they provide a controlled, branded, and private customer experience.

This Harbr customer decides to privately and anonymously list their data products with Nomad Data to expand their reach. Once the description of the data products are loaded into Nomad Data, the Harbr customer starts receiving qualified leads based on live use cases. The customer determines if they'd like to follow up on each lead, and since they manage their data products on a private Harbr instance they can invite the buyer to trial the data product on their Harbr platform, without the ability to export any data.

How a Nomad Data customer benefits...

An Enterprise company listing their data products on Nomad Data has seen an increase in the leads and interest in their data products. The Enterprise likes that they are able to control access and select what buyers/businesses are able to buy their data - unlike the traditional big-box data marketplaces. Though, after Nomad passes off the lead to the Enterprise, some sales seem to stall - hung up on all the logistical problems associated with traditional data sales. The Enterprise only feels comfortable sending over small, sample datasets because once they send these samples across, the Enterprise no longer has control over their data.

This Enterprise company decides to build their own private data storefront with Harbr. Their Harbr storefront allows them to package, market, recommend and control their data products - including who has access to them. The Enterprise can allow their potential customers to trial their data products, helping to expedite sales cycles, all without losing control over their data.

Harbr_

Harbr is a private storefront for your data products. Harbr helps grow your data business in the following ways:

1. Drive revenue. Harbr storefronts drive 5x net new revenue than public data marketplaces like Snowflake and AWS.
2. Accelerate sales cycles. Close deals 50% faster thanks to self-service discovery, evaluation, and integration/delivery of your data products.
3. Data trials made easy. Retain custody of your valuable data while allowing your customers to view samples and trial datasets in a secure sandbox environment.



Nomad Data is the world's marketplace for commercial data, connecting you to qualified buyers with live use cases matched to your data.

The double-blind matchmaking process efficiently connects buyer and provider at the point of search through natural language processing and machine learning. Buyers describe their problem in complete thoughts, allowing providers to better understand the need before choosing to engage a qualified lead.

Providers stay anonymous until they wish to engage with each request, offering a unique channel for providers who do not wish to be listed publicly. There is no paperwork required and you never upload your data, as transactions take place off platform.