



# Harman Connected Services IoT Services

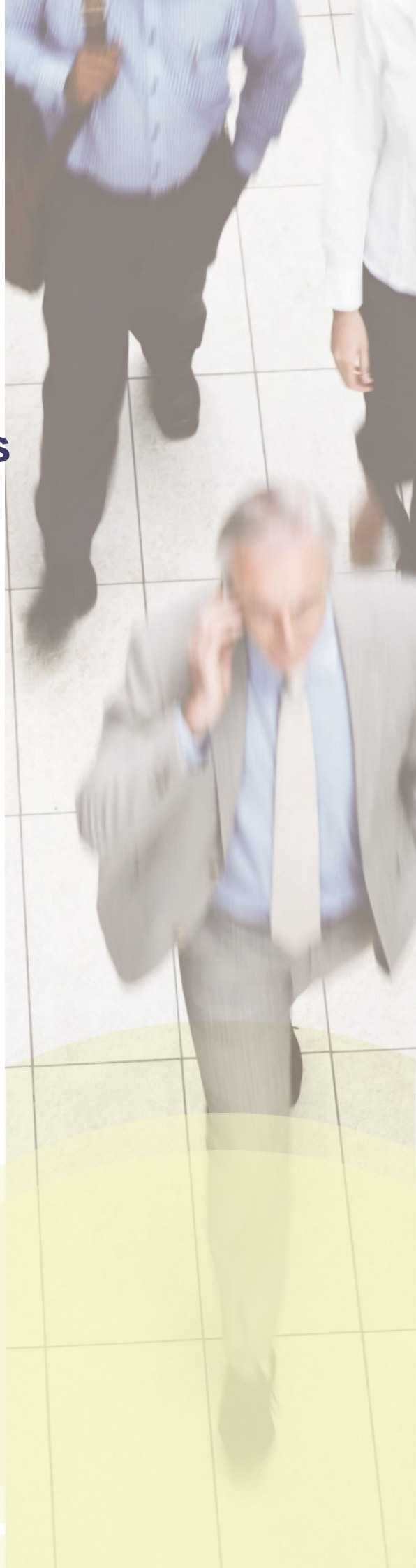
Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's IoT services vendor assessment for Harman Connected Services is a comprehensive assessment of Harman Connected Services' IoT service offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for IoT services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IoT sector.

## Key Findings & Highlights

Harman Connected Services (HCS) is a subsidiary of Harman International, and one of its four units along with Connected Car, Lifestyle Audio, and Professional Solutions. HCS is structured in three units/targets three client segments:

- Automotive
- Mobile device manufacturers and communication service providers
- "Software Enabled Businesses".

HCS develops its IoT service capabilities through its mobile device manufacturer and communication service provider (MDMSCP) line of business.

The company perceives its USPs to be:

- A consulting unit to drive pre-sales consulting
- Its onshore-based design organization, to accompany IoT projects towards customer interactions, e.g. in large stadiums, engaging with fans, providing Wi-Fi access, and offering discounts and cross-sell opportunities
- Its engineering and embedded software capabilities across client sectors
- Its analytics capabilities.

HCS has ~50 IoT clients.

## Scope of the Report

The report provides a comprehensive and objective analysis of Harman Connected Services' IoT service offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components, accelerators, and "platforms"
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy
- Analysis of the company's strengths, weaknesses and outlook.



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## Report Length

8 pages

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