

Generate insights using Harmoni

The collaborative investigation platform for market research data.

Harmoni is Infotools' powerful cloud-based software, purpose-built for market research data. From data processing through to analysis, reporting, visualization, dashboards, distribution, and data alerts, Harmoni does it all. It's a true data-to-understanding solution to help you get the most out of your market research data.



Harmoni user roles

Competitive advantages in a customer-centric world come from deep insights into what consumers think and how they act. Achieving this in a timely manner requires market research data at your fingertips.

Harmoni is designed to cater for different types of users – everyone from insights professionals to data gurus to frontline decision-makers. We've lined up the features and functionality with what each type of user needs to help them be more effective, efficient and successful in their roles.

Harmoni Viewer

Viewers use data to measure progress, assess growth, understand market position, and evaluate the competition. Viewers turn the insights discovered by others into meaningful action – and this is where the true value in your data culminates and is revealed.

Harmoni Explorer

Explorers use data every day to support better understanding. As insights often lie deeper in the data, Explorers go beyond standard reports to find answers to specific questions as they arise. With sufficient training, Explorers thoroughly analyze the data and build specific, customized analyses and visualizations.

Harmoni Creator

Creators are the true data expert, people with a deep understanding of how to process, integrate, and organize raw data. Creators are experts in complex analysis, delivering data in a form that empowers others to work more effectively, understand people, and make better decisions.



Expert implementation, insights services & support

Our expert insights services team has proven experience in delivering long-term value, with numerous 10+ year relationships with some of the world's most renowned brands. Through our professional services, support, and software, we enable organizations to be truly data-driven and act on deeper insights with greater confidence.

Harmoni pricing

Our pricing is simple and easy to understand. There's no minimum users, no unexpected extras, mandatory add-ons, or data volume costs. You can use Harmoni however is best for you.

Harmoni Viewer

By allocation

with paid licenses & services*

- ✓ View stories and dashboards that have been shared with them.
- ✓ Save their own stories from dashboards and stories that have been shared with them.
- ✓ Export saved stories and dashboards directly to PowerPoint and Excel.

Harmoni Explorer

\$2,000

USD user/year

- ✓ View stories and dashboards that have been shared with them.
- ✓ Save their own stories from dashboards and stories that have been shared with them.
- ✓ Export saved stories and dashboards directly to PowerPoint and Excel.
- ✓ Browse projects that have been shared with them.
- ✓ Access the project tree for drag and drop analysis and visualization.
- ✓ Construct new variables for their own use.
- ✓ Save and share analyses through stories.

Harmoni Creator

\$4,900

USD user/year

- ✓ View stories and dashboards that have been shared with them.
- ✓ Save their own stories from dashboards and stories that have been shared with them.
- ✓ Export saved stories and dashboards directly to PowerPoint and Excel.
- ✓ Browse projects that have been shared with them.
- ✓ Access the project tree for drag and drop analysis and visualization.
- ✓ Construct new variables for their own use.
- ✓ Save and share analyses through stories.
- ✓ Add and update data.
- ✓ Combine multiple data sources and harmonize into single project trees.
- ✓ Create, combine, group, shape, align, re-label and design data in the project tree.
- ✓ Include custom variables, weights, measures, bases.
- ✓ Construct new variables and make them available to other users.
- ✓ Create, edit and update projects. Publish projects to other Creators and Explorers.
- ✓ Save and share analyses through stories (data views, similar to creating presentation slides).
- ✓ Create online dashboards and reports
- ✓ Collaborate with others or work independently.

*Implementation & insights services & support customers receive up to 200 annual Viewer licenses: 10 per Explorer license and 20 per Creator license.

Annual Viewer licenses are available for purchase in bundles of 10 for US\$500. Volume pricing available.

Volume pricing is available for Explorer licenses: 1-5 users at \$2,000 per user per year, 6-10 users at \$1,800 per user per year, 11+ users at \$1,650 per user per year.

We provide a full suite of professional services alongside our software to support you and ensure your success. Additional fees for setup and training will apply.

Quoted fees are in USD and are billed annually. "Per user" means individual named users. i.e. Having multiple Harmoni users will require a separate license for each person. The full software license agreement is available on our website at infotools.com/harmoni/software-license-agreement.

(C) 2025 Information Tools Ltd. All rights reserved.