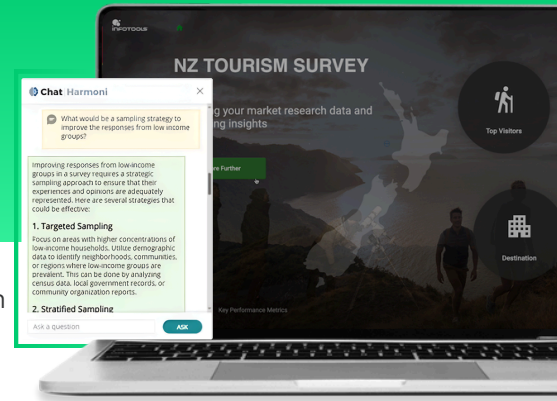


Harmoni 3.0 + Generative AI. The best of both worlds.

Imagine having access to a tool that combines 35 years of refinement and innovation in analyzing market research data with the power of generative AI. We call this tool ChatHarmoni, and it's available right now in Harmoni 3.



ChatHarmoni is an infinitely knowledgeable, expert research companion that you can bounce ideas off as you seek to ponder and solve research challenges. ChatHarmoni works with you to generate draft AI summaries of analyses within Harmoni story views (single charts, tables, record views, or verbatims).

Use the principles of prompt engineering you've learnt on other platforms to engage with ChatHarmoni as it becomes your trusted assistant. ChatHarmoni will provide initial observations that then act as a springboard for the curious to dive deeper, ask additional questions, and generate new levels of understanding.



Harmoni 3 is a completely re-engineered, cloud-based platform, purpose-built for market research data. Explore survey data through both AI and human prompts. It's a true data-to-understanding tool that gets more value out of 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

For those who 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.

Typical users: Client stakeholders

Harmoni Explorer

For people who use data every day to support better understanding. 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.

Typical users: Corporate researchers

Harmoni Creator

For true data experts with a deep understanding of how to process, integrate, and organize raw data. Producing and defining parameters of projects, Creators bring clarity and efficiency into complex reporting environments, so organizations can uncover meaningful insights and make better decisions.

Typical users: Infotools' ops team



Expert implementation, insights services, & support

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

Ask about
our Ipsos
Consumer
Confidence
Offer

Harmoni 2026 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

£1,600

GBP 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 own use.
- ✓ Save and share AI and user-generated analyses through stories.
- ✓ Use ChatHarmoni (AI) collaboratively to explore projects and analyses.

Harmoni Creator

£3,900

GBP 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 own use.
- ✓ Save and share AI and user-generated analyses through stories.
- ✓ Use ChatHarmoni (AI) collaboratively to explore projects and analyses.
- ✓ Define parameters of AI to give users organizational context & guardrails.
- ✓ 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 project tree.
- ✓ Include custom variables, weights, measures, bases, and variables.
- ✓ 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 £440. Volume pricing available.

Volume pricing is available for Explorer licenses: 1-5 users at £1,600 per user per year, 6-10 users at £1,400 per user per year, 11+ users at £1,300 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 GBP 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.
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