



## CASE STUDY :

# PRODUCT ENHANCEMENT OPPORTUNITY ASSESSMENT

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*"Thank you for the information. We have started this project and are very excited about the potential. Just thought you may want to know that your research was put to good use."*

**- Principal Engineer, Manufacturing**

*"I really like the report and recommendations. Great info, summary and DETAILS."*

**Director, Market Research; Health Care Provider**

### **Situation:**

A healthcare company acquired new technology that would allow it to significantly enhance its current offering to the market. Prior to integration, our client wanted to understand what enhancements would be required to ensure that its product was, at a minimum, at parity with its competitors.

### **Solution:**

Line of Sight Group designed a study comprised of a deep analysis of the competitors' offerings. We collected data from competitor companies, customers and other sources in order to identify which product attributes were required to compete in the market, and which attributes would differentiate its offering. From the information collected, we were also able to provide analysis on future direction and emerging innovation to inform strategic planning.

### **Benefit:**

Our client was able to use the insight in the analysis to confidently prepare its product for introduction. It was able to invest in critical product enhancements, and bypass several expensive initiatives that were of marginal value to the market.