



## C A S E S T U D Y :

# A N E E D F O R A N O N G O I N G I N T E L L I G E N C E P R O G R A M

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*"Our team is very impressed with the content you are providing! Our senior management team finds the monthly newsletter to be a perfect snapshot for their time."*

- Senior Vice President, Business Development Health Care

### **Situation:**

A mid-sized company in the health care industry recognized that its industry and markets were constantly changing at a pace that often left it surprised and flat-footed. New competitors were emerging almost weekly and M&A activity was accelerating leaving constantly new value propositions to compete against. Meanwhile, a constant barrage of email circulated throughout the company regarding market developments inciting general confusion and senior management with no clear aspects on which to focus. Our client needed to quicken its ability to understanding and assimilate the constant changes in its external environment, and to focus energy and resources on the most important things.

### **Solution:**

The company enlisted Line of Sight Group to help monitor its customers, markets and competition using a 'big-data' surveillance approach that provided filtering and distribution of relevant information to senior management, sales, product managers and others. The sales team was engaged to contribute street-level observations that helped triangulate data from other sources.

### **Benefit:**

The anxiety of surprise was reduced for the senior management team and its ability to focus on important developments was improved. Line of Sight Groups's dedicated analysts ensured that the flow of information was consistent and systematic. Over time, the company not only improved its ability to respond to changing conditions but also its ability to anticipate and take advantage of market changes before its competitors.