



CASE STUDY : COLLABORATIVE EXTERNAL KNOWLEDGE MANAGEMENT

“A few things in particular about the LoSG team. We really value their expertise in our industry – healthcare. Also, LoSG gives us a cost-effective way to complete projects that our staff cannot get done due to resource issues; we just don't have enough people or access to some of the resources that LoSG does.”

**CI/Market Research Team
Health Care Industry**

Situation:

A client in the medical device manufacturing industry had employees scattered worldwide and analysis of its global competitors was being done independently in department and geographic market ‘silos.’ The outputs were also in a variety of formats including Word documents, PowerPoint presentations, Excel, and others. The problem was that nothing was standardized and no one had a complete picture of the competition and how our client stacked up to a large number of global and regional competitive solutions. This left the client extremely inefficient and highly vulnerable to blind spots (i.e., beliefs that you are competitively superior when you are not).

Solution:

Line of Sight Group’s Market-i intelligence platform was easily customized to mirror the company’s global presence and the unique nature of its market and industry segments. Our analysts helped populate the platform with content from around the company to create market and competitor profiles having it ready for rollout within one month. Training was done and a systematic process was put in place to enable the company’s designated analysts and stake holders around the globe to contribute and access intelligence in real time.

Benefit:

Through the collaboration on the intelligence platform, the client gained instant cost efficiencies by eliminating redundant



activities and providing easy document and knowledge retrieval. Most importantly, it changed the previously fragmented process into a knowledge system and began to assemble a clear picture and understanding of their competition, markets, industries and customers.

