



CASE STUDY :

COMPETITIVE KNOWLEDGE MANAGEMENT

A few things in particular about the LoS team. We really value their expertise in our industry – healthcare. Also, LoS 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 LoS 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 in independent department and geographic market 'silos' in a variety of formats including Word documents, PowerPoint presentations, Excel, and more. 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 blindspots.

Solution:

Line of Sight Group's Market-i intelligence platform was easily customized to reflect how the client does business and helped populate it with content from around the company. It was in place and ready for rollout within one month. Profiles were created and a systematic process was put in place to enable designated analysts and stake holders in different departments and markets to contribute and access intelligence in real time.

Benefit:

The client gained instant cost efficiencies by eliminating redundant activities and providing easy document and knowledge retrieval and, more importantly, changed the previously fragmented process into a knowledge system and began to assemble a clear picture and understanding of their competition and their markets, industries and customers.