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C A S E S T U D Y :

PRODUCT INNOVATION / DEVELOPMENT OPPORTUNITY

"Line of Sight gave us an objective view of our business and where it was headed. It was not what we hoped to hear, but their assessment was on target and gave us the context and facts we could take to our board and begin making some needed changes."

-Chief Executive Officer, Health Care

Situation:

A mid-sized technology company needed to meet some aggressive growth targets over the next two years and needed to identify opportunities for potential new products.

Solution:

Line of Sight Group's analysts conducted a landscape analysis of how customer demand was changing and how that demand would be fulfilled by the competition to identify 'white space' opportunities for potential new products.

Benefit:

The client was able to understand where potential opportunities would exist. It was able to prioritize the opportunities based on the estimated size of the opportunity and its own capabilities, and invest in deeper analysis leading to decisions on where to invest.