



## CASE STUDY : PRODUCT ENHANCEMENT OPPORTUNITY ASSESSMENT

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*"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 of the technology into the product, our client wanted to understand what enhancements would provide maximum differentiation from its competitors.

### Solution:

Line of Sight Group (LoSG) designed a study comprised of a deep analysis of the competitions' offerings. We collected data from competitor companies, customers, suppliers, consultants and other sources. This data was used 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 of the industry and emerging innovation to inform our client's strategic planning process.

### Benefit:

Our client was able to use the insights to direct its development resources and confidently prepare its product for introduction knowing that the enhancements would be both valuable to the market and differentiated from the competition. It was able to invest in those critical product enhancements and bypass several other expensive initiatives that it discovered were of marginal value to the market.

