



CASE STUDY : A NEED FOR AN ONGOING INTELLIGENCE PROGRAM

“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:

Executives at a mid-sized health care company recognized that its industry and markets were changing at such a fast pace that they often felt surprised and flat-footed. New competitors were emerging almost weekly, while partnership and M&A activity was accelerating which created constantly changing value propositions to recognize and compete against. Meanwhile, a constant barrage of email circulated internally regarding market developments inciting general confusion and senior management had no clear picture on which to focus. Our client needed to quicken its ability to understand and assimilate the changes in its external environment and focus energy and resources on the most important threats and opportunities.

Solution:

The company enlisted Line of Sight Group (LoSG) 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. Emails from the Sales team, previously circulating randomly, were channeled to the LoSG analyst for input into the repository where they could be triangulated with other data sources and analyzed more strategically.



Benefit:

The anxiety of surprise was reduced for the senior management team and its ability to focus on important developments was improved. LoSG'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.

