



CASE STUDY:

MARKET SHARE OPPORTUNITY ANALYSIS

"Hi Steve and Jennifer, You were amazing!! Great presentation overall and also great insights and texture, and nuances presented for the Executive Summary and answers to their questions. THANK YOU!!! You have made this study a great success!!!"

- **Competitive Intelligence Manager - Health Services Industry**

Situation:

A multinational provider of clinical content and delivery technology believed that it had an opportunity to gain significant share in its target market. One of its key competitors had recently been acquired by a larger competitor operating in the same space, and our client believed that the smaller player would be integrated into the larger. If true, this would provide an opportunity for the sales team to pick up new business.

Solution:

Line of Sight Group leveraged our capabilities in secondary and observational research along with our capabilities in primary in-depth interviewing to deliver an inside look at the product, supply chain and customer base. First, we validated the strategic intent – consistent with its history, the parent company would fully integrate the smaller player's personnel, brand and product. Second, we quantified the competitor's content and mapped the production process. This revealed that the same content was being delivered in multiple categories and being counted multiple times. Third, we assembled a client list from open sources that proved to be highly accurate.

Benefit:

Our client was able to do several things with the learnings from the analysis. First, the Sales and Marketing teams could put resources into crafting a campaign. Second, the analysis revealed differentiation opportunities. For example, the competitor claimed that it had the largest content library in the industry, but the analysis uncovered that our client actually had more content. Third, they could segment the competitor's client list and target those that would most likely value our client's offering. The bottom line is that they gained several new customers, and then enlisted Line of Sight Group to conduct win/loss interviews to further sharpen their value proposition.

