



## CASE STUDY:

# NEW PRODUCT + MARKET OPPORTUNITY ASSESSMENT

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*"Steve, I just wanted to let you know that we have dissected your analysis, shared it with our EU team, and used it to help our launch planning. This is a big bet for us, and we appreciate the unbiased and thorough analysis your team did. Thanks again."*

- Director of Product Strategy

### **Situation:**

A multinational provider of clinical knowledge content and delivery technology saw a potential diversification opportunity. Our client believed it had an advantage in its analytics and AI capabilities that could be vertically integrated with its clinical content that would enable it to successfully compete in the pharma market. One competitor already offered a similar value proposition.

### **Solution:**

Line of Sight Group leveraged our capabilities in secondary and observational research and in primary in-depth interviewing to deliver an objective assessment of whether or not our client could win in this space. Analysis included investigation of the competitor's production, marketing and sales assets and capabilities. Product analysis included content, key features and pricing, and revealed that the competitor's AI and machine learning capabilities were lacking, but that new enhancements were being planned.

### **Benefit:**

Our client used our analysis to move forward with the product launch. It validated their hunch of an advantage in AI capabilities that could be used to open customer doors, but they had to move quickly before the advantage would be lost. The strategy team quickly aligned with its European Union counterparts to develop a launch plan, and the product debuted at a European pharma conference within weeks of completion of the analysis.

