



CASE STUDY: LEAPFROGGING THE COMPETITION

Situation:

An established leader in the medical device community places high value on product innovation to assume their leadership position. The company wanted to anticipate and have adequate time to plan responses to any major product announcements by their direct competitors. Being caught unprepared and entirely reactive is a scenario in which their leadership didn't want to be caught. They were aware a major competitor was planning a new offering but had no additional insight into the timing and strategy.

Solution:

The company enlisted Line of Sight Group to provide our Strategic Intelligence Program (SIP) to monitor and provide early warning on technology developments of their competition and new competitors. As part of the program, Line of Sight monitored and alerted the client to several key indicators on the competitor's launch strategy including trademarking, product testing and tease announcements.

Benefit:

With this knowledge, our client avoided being blindsided by the announcement. In fact, knowing the information early, they were able to develop a response plan to immediately counter the launch with a major announcement themselves. They were so prepared that they released this announcement within an hour of their competitor's announcement.

