

SITUATION

A medical device manufacturer had employees scattered worldwide. Analysis of its global competitors was done in geographic market 'silos' and was completely uncoordinated. No one had a complete picture of the

competition. Not only was it extremely inefficient but it also left the organization highly vulnerable to competitive blind spots (i.e., beliefs that you are competitively superior when you are not).

CASE STUDY: EXPOSING BLIND SPOTS



SOLUTION

Line of Sight's Intelligence2day platform was easily customized to mirror the company's global presence and the unique nature of its market and industry segments. A dedicated analyst collaborated with the company's analysts to manage content and deliver coordinated reporting. Analysts could focus on their own market while having a unified view.

"A few things about the LoSG team. We really value their expertise in our industry - healthcare. Also, LoSG gives us a cost-effective way to complete projects that our staff cannot get done due to resource issues; we just don't have enough people or access to some of the resources that LoSG does."
Director, CI/Market Insights , Health Care

BENEFIT

Our client gained immediate cost efficiencies by eliminating redundant activities. More importantly, it changed the previously fragmented process into a knowledge asset and provided a more realistic picture of the competition, giving visibility to its own strengths and weaknesses, and changing some key assumptions.



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