

SITUATION

A multinational provider of clinical knowledge content and delivery technology saw a potential diversification opportunity with a new offering in the pharma space. Our client believed it had an advantage in

its analytics and AI capabilities that would enable it to successfully compete in the new market. One competitor already offered a similar value proposition.



CASE STUDY: OPPORTUNITY ASSESSMENT

SOLUTION

Line of Sight Group conducted a 'Can we Win' assessment, leveraging its capabilities in secondary and primary research, to deliver an objective assessment of the competitor's key capabilities, product features and pricing. It revealed that the competitor's AI capabilities were behind the client's but that new enhancements were being planned.

BENEFIT

Senior management used the findings 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. However, they had to move quickly before the advantage was lost. The new product debuted at a European pharma conference within weeks.

"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



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