

# Surfacing innovation

Merging powerful technology and human insight to deliver timely and targeted strategic business intelligence for a global pharmaceutical company.

## The background

The business intelligence group within a global pharmaceutical company was tasked with strengthening the company's position in one of its key markets. By identifying new innovations suitable for investment, they hoped to solidify their place as an industry leader. The group's primary responsibility was analyzing emerging influences in the market, including:

- Start-up companies
- Competitor movements
- Intellectual property filings

Despite this, most of the team's effort was spent gathering relevant information rather than analyzing it. The team only had access to limited content sources, which meant they had an incomplete view of the market landscape. This resulted in missed opportunities for growth and a slower response time to market threats.



## The challenges

### The information avalanche



The team was struggling to keep up to date with the ever-changing landscape.

### Information silos



Information silos were hiding critical insights from key stakeholders.

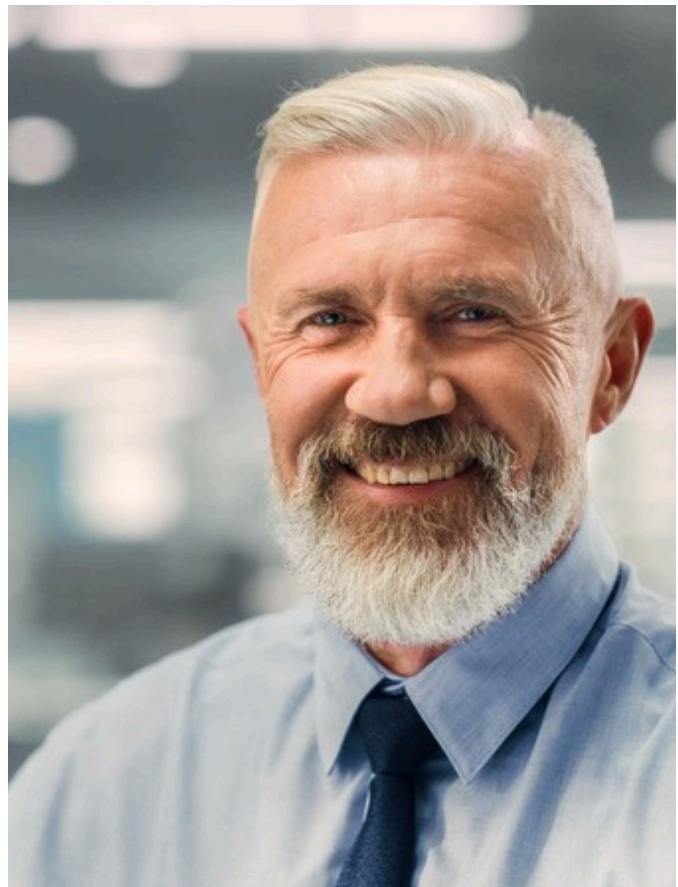
### Slow strategic planning



Strategic planning processes were slowing down due to lack of insight.

# The solution

To identify opportunities for innovation and facilitate research, the company leveraged Infodesk to deliver targeted updates to end-users. With this powerful technology, human analysts have been able to gain actionable intelligence from a wider set of information sources - where they need it, when they need it.



# The result

The time the team spends collecting information has been greatly reduced, leaving them more bandwidth for analysis and delivering actionable intelligence to drive key business decisions. Due to the increase in the number of information sources utilized, strategic planning is happening with a more robust view of the market in mind. The decision-making process has been accelerated through internal communications that deliver highly targeted and relevant information to key stakeholders, in a format that is easy to use.

## The Infodesk benefits

### Real-time insights



Real-time insights maximize opportunities and minimize threats in the market.

### Confident decision-making



Quick and easy access to critical insights empowers confident, data-driven decision-making.

### Faster innovation



The team has a better understanding of how to innovate in an increasingly competitive landscape.

## About Infodesk

From intelligence to impact. Infodesk drives informed action. Infodesk is the SaaS solution that transforms intelligence into action. It helps teams identify what matters, embed insights into workflows and stay prepared for anything, with full traceability and design optimized for high-pressure environments.

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