

# Driving stakeholder engagement as a global life science company

Elekta is a global life science company focused on radiation oncology. During the past 20 years, developments in the industry have been dramatic, both due to rapidly evolving technologies and also increased competition from disruptive niche players. The highly competitive landscape, as well as an internal strive for effectiveness made Elekta initiate one common intelligence process for all divisions, functions, regions, and product areas.



## The problem

Diverse focus and many parallel intelligence processes. Difficulties in sharing information and insights across teams and regions. Also, Elekta experienced they were spending too much effort on reactive ad-hoc initiatives, instead of being proactive.

## The goal

Reducing time spent on gathering data, enabling more time spent on analysis and interaction with stakeholders. Quicker response time when supporting sales teams in tender processes, integrating more proactive intelligence deliverables to key projects.

## The solution

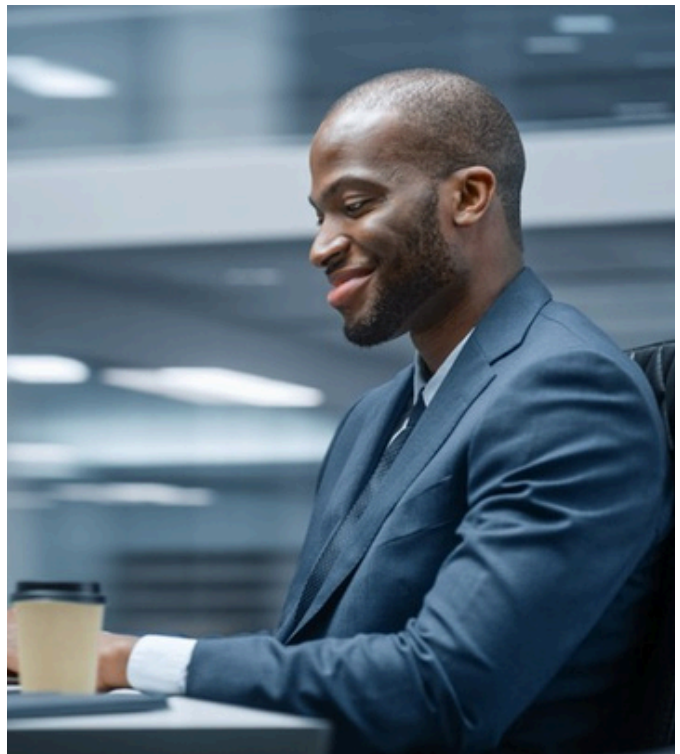
A new process and workflow is enabling easy and transparent sharing of tasks and knowledge across teams and product areas. This established a cross-functional and cross-geographical framework for structured knowledge sharing, analysis, and reporting.

"Infodesk's platform enables transparent coordination of our intelligence processes, across teams, product areas and regions."

Infodesk Client

## The outcome

The new intelligence process is organized with the Infodesk platform as the backbone. It enables easy and transparent task assignment across divisions and functions, making it possible to get a holistic overview on topic areas taken care of by different analysts. This allows Elekta to manage the work and share relevant insights across teams. To support the analysis process, the Intelligence Team leader started to invite senior executives to monthly intelligence roundtable discussions, "Scheduled reflection meetings". The agenda of the meeting was to review and discuss the report prepared by the intelligence team, with focus on consequence analysis from different perspectives (e.g. Marketing, R&D, Operations, Regulatory Affairs). The meeting would agree on prioritization and suggested actions, which made the final report a highly appreciated deliverable for the Executive team.



## Key takaways

1

The new process greatly improves collaboration and efficient co-creation of insights across teams, functions, and regions.

2

Leveraging collaborative workspaces within the Infodesk software, allows stakeholders with varying perspectives to contribute their insights to one common conclusion.

3

An intelligence platform unlocks hidden potential. It increases both Intelligence productivity and impact by improving the collaborative workflow and providing global access to Intelligence deliverables.



## Intelligence. Activated.

From intelligence to impact. Infodesk drives informed action. Infodesk gives you the clarity, confidence and proof to act, when action matters most.

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.

[Learn more](#)