Technology

A global public safety technology company sought to build out a Competitive Intelligence (CI) function from the ground up - with Knowledge360® they were up and running in no time at all.

Overview
For over 20 years the client focused on branding, product development, rapid growth and, most recently, social media for a wide-ranging prospect audience. When they took a step back and looked at their competitive strategy, they recognized that there were holes in their process for gathering and sharing intelligence, and getting it into the hands of the people who needed it most.

The Challenge - *Gather together the siloed information and make it actionable and impactful for different business groups*

The client had a large, geographically dispersed workforce, including "feet on the street" in their sales and marketing departments. Although these individuals all had access to real-time information that was shaping the competitive landscape, that information was siloed and not easily shared between business groups.

Due to the diverse product portfolios of the different groups and inadequate knowledge sharing capabilities, there were often redundancies in their outsourced strategic analysis and insights. They needed a tool that enabled these teams to work independently while remaining connected to the larger organization. They also needed a central hub where raw and finished intelligence, data, and analysis could be securely stored, accessed by authorized users, updated, and distributed throughout the enterprise.

The corporate team would then have a holistic view of the competitive landscape - allowing them to focus on setting strategy for product development, marketing, and sales.

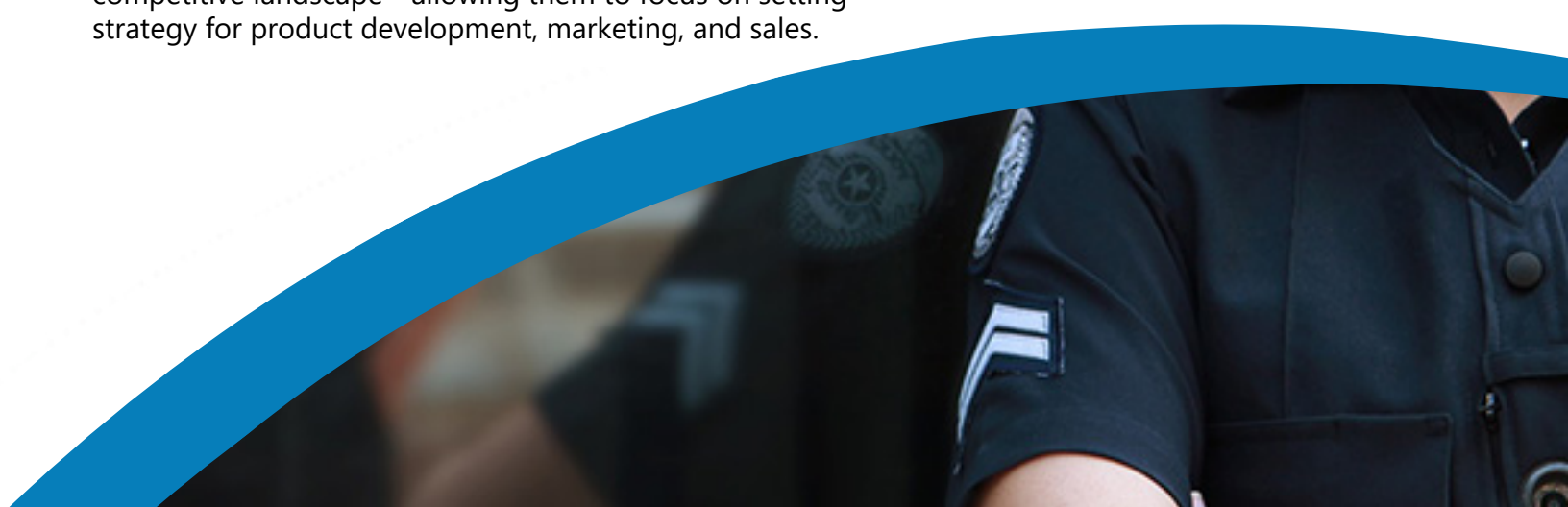*"Having data that is both easy to digest and easy to share is so important."* - Head of CI

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Approach - *Eliminate redundancies, centralize intelligence, make it widely accessible*

Drawing upon insights from our Professional Services team, the client was able to identify redundancies and inefficiencies in their current processes and focus on opportunities for change. Empowered with a preliminary analysis of their competitive intelligence efforts, the client was able to implement Knowledge360® to fill in gaps and provide a centralized platform for data gathering, analysis, collaboration, and dissemination.

Using Knowledge360®'s intuitive Field Intelligence capability, all of the competitive intel that had been stagnating and inaccessible within individual business groups (shared drives, emails. etc.) was aggregated and made available to everyone at the click of a button. This function alone greatly improved their ability to establish best practices and rapidly disseminate new and useful information throughout the enterprise.
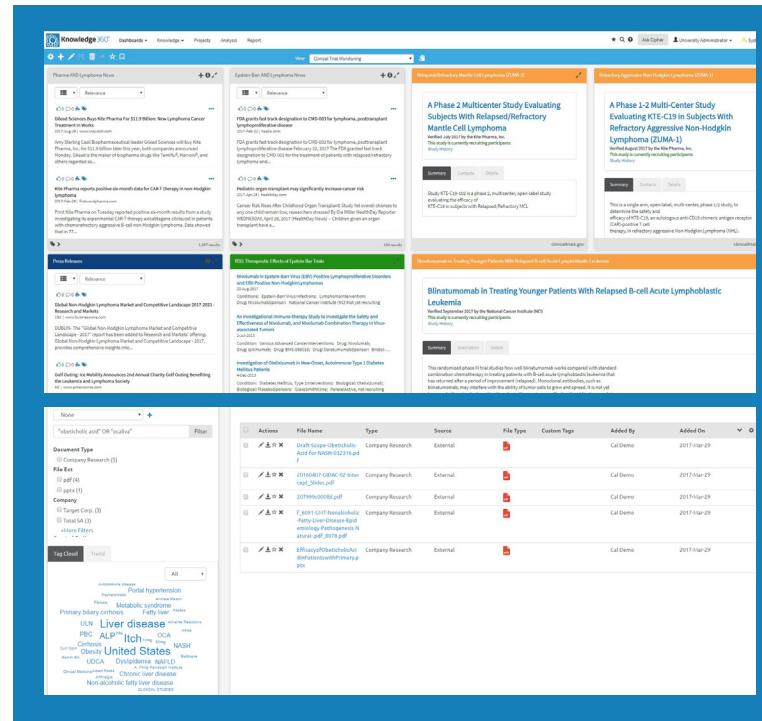
In their day-to-day work, the CI team uses the widget-based visualization tool to help narrow their focus to the data feeds that Knowledge360® provides in its "out-of-the-box-ready" solution. The efficiencies that are created allow the team members to spend much less time on data collection and much MORE time on analyzing the data.

Results - *Effective competitive landscape monitoring for a new product launch*

The client recently used Knowledge360® to track and manage the release of a new product into the market. Using Dashboards, the client was able to see the "buzz" that this was creating as well as monitor the response of their competitors. They then built out a Battle Card for their Sales reps in Knowledge360® to arm them with key talking points when entering into a competitive situation in the field.

The data was captured, analysis performed, actionable knowledge created, and quickly distributed to those who need it — all from within the Knowledge360® platform.

Future Plan - *Power the strategy for the company in the months and years to come*

After this successful launch, the client is further exploring the possibilities created by Knowledge360®. They are excited to continue down the path of a long-term partnership with Cipher and, through their feedback, help to guide the development of Knowledge360® in the months to come.