

Knowledge360® Market Trends and Competitive Intelligence As-A-Service Case Study

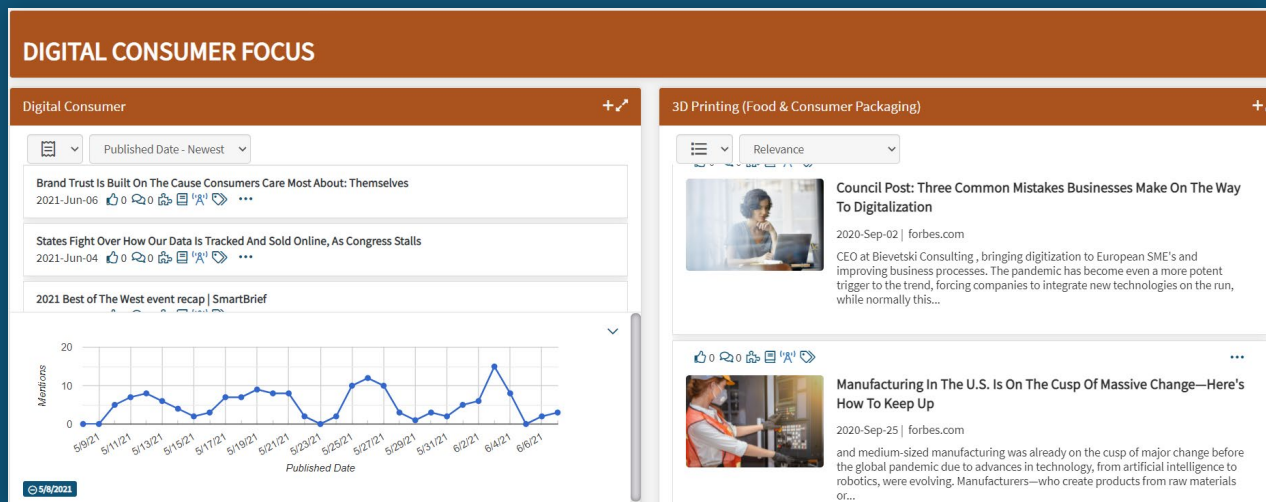


The Need

The insights team at a CPG manufacturer was tasked with staying on top of industry news and competitive activity for their main business units and monitoring the progress of several macro trends that could have significant impact on their business.

Unsurprisingly, our client did not have enough time in the day to review countless internal and external data sources, RSS feeds, and competitor websites and was not looking to invest the time required to learn another new platform.

To absorb this new foresight role, the client needed a partner with the expertise, technology, and analytic support to gather the relevant data, news and information and turn it into something meaningful.



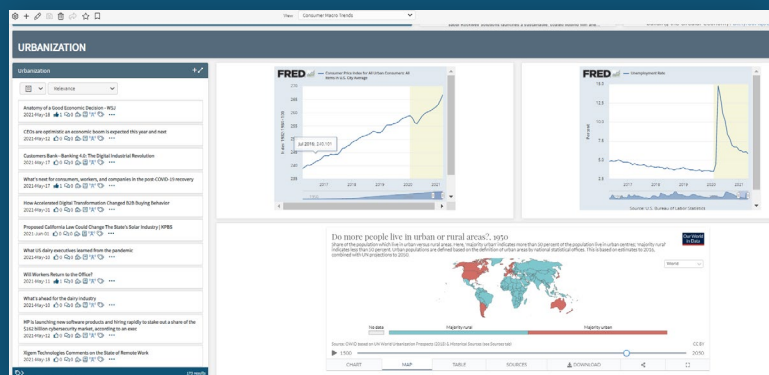
The Solution

The client came to us with four macro trends and two core business units. In short order, our team of analysts translated the areas of focus into something that could be monitored real-time.

Using a combination of Knowledge360's AI and our expert support, we automated the gathering, curating, and sharing of the client's external and internal intelligence, and then delivered the most important elements to the insights team so they could spend their time focusing on the story and its impact on their business.

Specifically, K360's capabilities efficiently and effectively monitored the industry trends, competitor activity, real-time news, and investment activity using custom dashboards and our team interpreted the most essential information and then shared it as:

- **Daily news and alerts to the client's inbox**
- **Weekly summaries for the brand teams**
- **Quarterly newsletters for leadership**
- **Category, brand, and customer dashboards for internal collaboration**



The Result

By deploying AI and machine learning along with a few trusted humans, the Cipher team efficiently separated signal from noise and automated the delivery of market intelligence and competitor activity to the insights team and their business partners on a regular basis. The client experienced all the benefits of a custom designed market and competitive intelligence platform without the time commitment and responsibility of learning new technology.

Knowledge360's innovative semantic search technology, combined with its unique entity-based architecture, helped discover hidden relationships within our clients' data. Additionally, it prevented duplicative work and cost redundancy by removing information silos on the client-side.

Working on the clients' behalf, we also removed the time investment required to collect and organize data. K360's advanced search features enabled our team to perform complex Boolean searches and drill down on trends through layers of filters pre-loaded into the system, further expediting the information sorting and prioritization.

The intelligence gleaned from the platform and our support team significantly improved the efficiency of the insights team and as a result increased the team's visibility across the organization.

To learn more about how Knowledge360 Market Trends and Competitive Intelligence As-A-Service can be used at your organization, please contact us.

[Contact Us](#)



"In my role I need to stay on top of industry trends, competitive activity and M&A which was becoming a full-time job. Knowledge360 Market Trends and Competitive Intelligence As-A-Service has streamlined the real-time delivery of this information giving me an opportunity to act on the data rather than search for it."