

Competitive intelligence for a Fortune 50 tech MNC

1. Situation & Challenges

At the Asia-Pacific headquarters of the client, data about the client's market, products, competitors and customers were fragmented and available in different formats at different places. Intelligent data for decision making was limited, all the more complicated by the inaccessibility of available data.

2. Our Approach

We analysed the information needs of business users and conducted a thorough evaluation of the available data. Based on the inputs of business users, we developed a comprehensive web portal framework. Data from different sources was obtained and formatted to populate the portal framework.

3. Results

Our framework helped the client consolidate data in a single location, and enabled business users to access data by market, such as competitors across markets, product performance across markets, etc. The improved data availability assisted decision-making by client managers across business units.