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Identifying Market Community Networks

CHALLENGE:

Data collection, analysis and intelligence are core functional activities of market research and intelligence service providers. Having an efficient process to analyze data and deliver intelligence based solutions to clients is fundamental to the success of these service providers. Eastport Analytics collaborated with a competitive intelligence provider who sought a more efficient process to understand the pharmaceutical research community so that they could deliver better analyses of emerging pharmaceutical industry trends. They needed a process that would enable them to:

- repeatedly identify thought leaders in the pharmaceutical research community through the analysis of large amounts of open-source data
- consistently track the relationships of the identified thought leaders with other key individuals, companies and research institutions over time
- Such insights are essential for the competitive intelligence provider to discern key market trends and opportunities to support key decision making by the provider's business customers. .

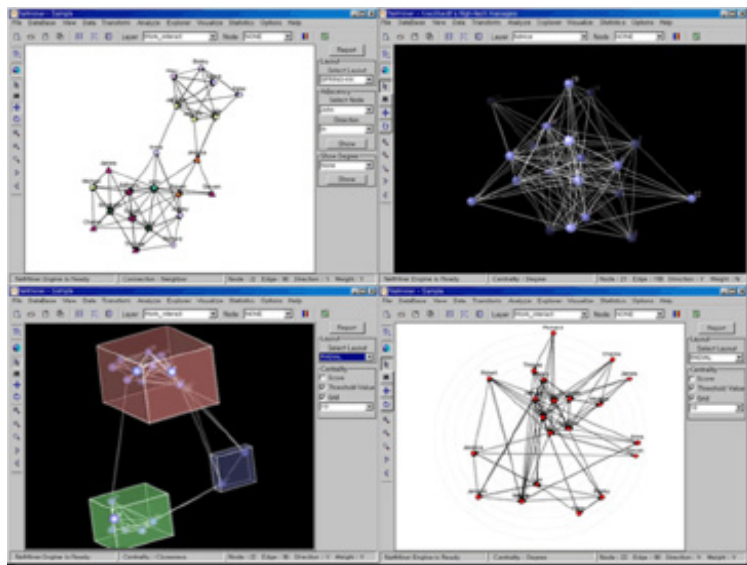


• SOLUTION:

Eastport Analytics used a structured approach to uncover and define the provider's specific needs and solution requirements. Then by combining an innovative analytical approach with the right technologies, Eastport Analytics developed an analytic support solution that enables the provider to quickly and repeatedly build and explore social networks. The networks are derived from large amounts of web-harvested secondary information automatically gathered from targeted open sources, along with manually-entered primary data collected through conferences, seminars, and face-to-face interactions. The solution also enables these analysts to graphically explore the interconnections among the data which helps them identify key opinion leaders and other meaningful links. These graphical link

A more efficient analytic process enables a Competitive Intelligence provider to speed and improve their intelligence deliverables and strengthen their customers' satisfaction

Case Story Case Story Case Story



Leveraging sophisticated technologies and tools enable analyst to graphically explore, view and communicate relevant insights.

displays are readily transferred into deliverable analytic products.

IMPACT:

Through Eastport Analytics' solution, the competitive intelligence provider has a more efficient process to capture valuable insights and identify non-obvious relationships between researchers, companies, and research institutions. These insights allow the provider to identify and understand the connections of individuals of interest and to discern specific market opportunities for their pharmaceutical clients. The solution also generates compelling link charts used by the provider to report and communicate their analyses to their clients.

By having a more efficient process to develop and deliver market intelligence, the competitive intelligence provider has gained improvements in operational productivity and increased overall customer satisfaction.

ABOUT EASTPORT:

Eastport Analytics provides innovative analytic solutions that transform information into vital insights and enable our customers to make more informed and smarter business decisions. We blend sophisticated technology with agile approaches to deliver actionable insights that improve operational performance and positively impact mission objectives.



eastportanalytics

Delivering actionable insights for better-informed decisions

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