



USE CASE - AUTOMATED INNOVATION & RESEARCH MONITORING

CONTEXT

A large Swiss industrial company needed to automate its market and competitive news collection and analysis process due to increasing number of subjects to monitor. The objective of the project was to develop an efficient and tailor-made solution to acquire, tag and visualize news as well as distribute to the relevant stakeholders.

SOLUTION

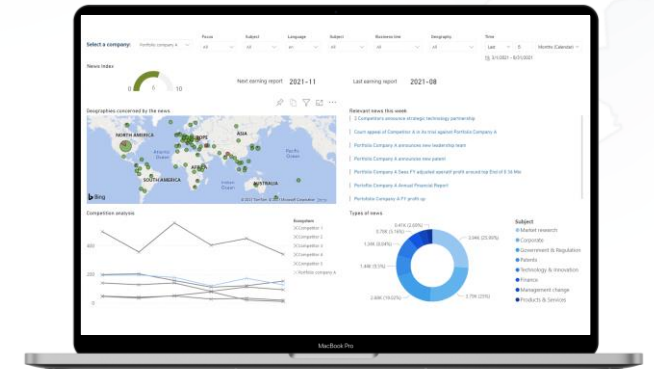
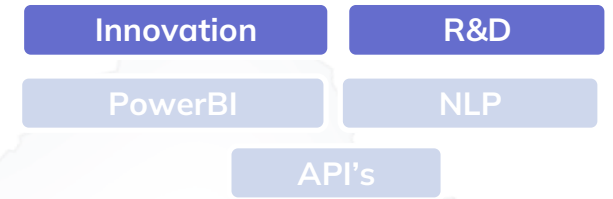
A dashboard that automatically gathers and analyses data from 80'000 sources and tags news with:

- Geographies, companies and people concerned
- Client's business lines concerned, with relevance score
- News type (regulatory, management change, financial statement, patents, etc.)
- Sentiment and urgency analysis
- Auto-translating news

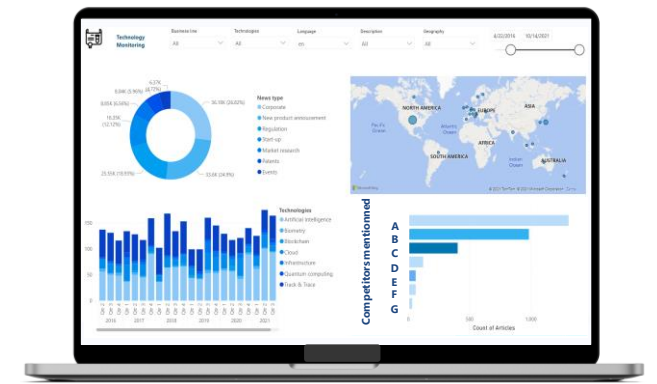
The system is now up and running and used both as an advanced decision model for Market intelligence as well as a “self-service” for other departments such as R&D, Sales and management.

BUSINESS IMPACT

- Adhoc research time drastically reduced (eg – Competition innovation in the last 2 months)
- Market Intelligence team focused on high-value research due to self-service intelligence platform
- Newsletter production time drastically reduced
- Additional coverage due to removal of language



**Dummy dashboard*



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