

Industry Intelligence Helps Chemical Manufacturer Eliminate Blind Spots, Transform Business

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CHALLENGE

A leading specialty chemical manufacturer needed a solution to build a more collaborative company. Company leaders wanted their go-to-market strategy to be guided by purposeful market intelligence and a 360-degree view of the market landscape, as well as customer trends and their own supply chain.

However, their people were constantly chasing down problems that already had solutions – time they should have spent getting in front of trends and using insights to anticipate business needs, both internally and externally.

SOLUTION

The Industry Intelligence team provides the company with targeted daily reports, a customized online dashboard, a mobile app and integration within MS Teams – all of which helps teams identify trends and collaborate more efficiently.

Because the company now has a high-level view of the marketplace, teams can spot trends, see future opportunities and develop products ahead of the curve. Industry Intelligence's daily market intelligence also helps the company eliminate expensive and risky blind spots on issues affecting its partners throughout the supply chain.

"Situational relevance is what we have achieved with Industry Intel's platform," the company's VP of Marketing said. "On top of that, we achieve cross-functional efficiency."

BENEFITS

The company has transformed into a forward-thinking organization, thanks to Industry Intelligence's real-time news and relevant information – all delivered in easily accessible formats. Industry Intelligence meets employees wherever they are because the service delivers content directly to them in multiple ways, the VP of Marketing said. With the entire company on the same page, discussions are no longer siloed in different departments, and teams are able to work together toward shared goals.

Industry Intelligence's proprietary technology helps teams communicate trends efficiently across the company. Without it, "we would have to build that technology on our own; the financial costs and staff time to build an intelligence platform in-house could be better spent capturing new businesses with confidence," he said.



AT A GLANCE

- **Industry:** Chemicals
- **Company Size:** \$200 Million
- **Employees:** 500
- **Tools:**
 - Industry Intelligence Business Group Licensing
 - Daily + Weekly Market Reports
 - MS Teams Integration
- **Business Teams Supported:**
 - Executive Leadership
 - Marketing
 - R&D Engineers
 - Finance

“The real value of Industry Intelligence is having the expertise to understand what is relevant and what is not, then bringing it all together in one spot.”

VP of Marketing for a leading developer and manufacturer of specialized sustainable chemicals

