

Packaging Executive Credits Industry Intelligence Inc. with Confidence in Multimillion-Dollar Decisions, Aligning Global Teams

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CHALLENGES

In the world of packaging, it's imperative to make business decisions based on the latest industry research and trends. But that tsunami of information can also overwhelm a team. That's why the Director of Packaging Technology and Engineering for a leading pharmaceutical company championed to have Industry Intelligence be his market information partner as he took on a new role leading a team that handles packaging and procurement activities across the U.S., Europe and Asia. His challenge? How to align cross-functional teams around the globe and feel confident they had the right information to stay on top of the latest industry developments without being overloaded.

SOLUTIONS

Industry Intelligence created custom, market-specific reports that are mapped to meet the team's unique needs. The daily report helps his team get on the same page about issues like sustainability, carbon neutrality, supply chain management, R&D, customer and supplier news, and competitor updates. He also uses Industry Intelligence's comprehensive dashboard to delve deeper into topics of interest. Now, sharing information with his team is easy and often spurs dialogue over email or at the next team meeting. The report also helps identify information "that may be outside the awareness of our sales force or technical knowledge database."



Industry
Expertise



Accurate
Information



Timely
Delivery

AT A GLANCE:

- Industry: Pharmaceuticals
- Company Size: \$44 Billion
- Employees: 83,000
- Tools:
 - Market Intelligence
 - Daily Reports
 - Dashboard Mapping
- Business Teams Supported:
 - Packaging Development
 - Procurement Group

BENEFITS

Industry Intelligence gets the team on the same page in just minutes every day. The service helps everyone feel confident they are prepared to make the right business decisions.

The information provided by Industry Intelligence puts "the wind in the sail of our decision-making," he said. He views the market intelligence service as an "influencing tool" that can "help us create a business case, and it adds fuel to the activities we're already doing," he said.

"What we're doing has multimillion-dollar impacts to our business, our industry, our customers," he said. "This service gives you the sense that you're on the right track. You're doing the right things."

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"Industry Intelligence helps us understand where we sit in the industry and helps us answer perhaps the most important question: Are we on the right path?"

*Director of Packaging
Technology and Engineering*

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