

# Creating a Competitive Intelligence IT Strategy

## THE SITUATION

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Monitoring of the competitive environment, and acquisition and interpretation of competitive intelligence is vital to inform internal product development strategy. Knowing the competition's target indications and development milestones, and what developmental issues have already been uncovered can help steer internal development activities. A large pharmaceutical organization had recognized the need to re-evaluate their capabilities in the competitive intelligence arena and to modernize their informatics tools used to monitor, filter, evaluate, disseminate and integrate relevant competitive intelligence information from both external and internal sources.

## THE SOLUTION

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ResultWorks led the organization's competitive intelligence and informatics professionals through a series of ResultSessions<sup>SM</sup> to identify the key competitive intelligence gathering needs and priorities, review technology solution options, and develop a future capabilities landscape.

Key needs identified included:

- Automated web monitoring and data extraction capabilities
- Text mining and language analysis of web content
- Automated content classification, content management, curation and content delivery
- Processes and technologies to enable rapid human intelligence data capture
- Improved and streamlined acquisition of publicly available competitor clinical trial data, pipeline status, regulatory information, and patent data
- Integration of external data with associated internal data to facilitate comparison and decision making

A three-year roadmap was developed for construction of the necessary IT architecture and acquisition of commercial software solutions in a phased approach that delivered high priority needs first. Key elements of the informatics strategy included:

- Identification and use of commercial off-the-shelf products as much as possible
- Use of a semantic linked data model approach for search and result display context

## KEY BENEFITS

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**Strategy:** The three-year roadmap was implemented and has been revisited annually. It has proved to be an invaluable tool to help keep the priorities and focus of the different business groups and IT aligned.

**Implemented Results:** ResultWorks facilitated the solution evaluation and selection of key commercial solutions that comprise the competitive intelligence platform, including the web monitoring, content classification and content delivery solutions.

“These are the best set of documents that articulate a strategy and plan that I have seen in this organization.”

– Global Pharma VP R&D IT

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