

Industry: Life Sciences

From Fragmented Data to Strategic Clarity: How a Global Leader Harnessed Intelligence with Northern Light SinglePoint™

Summary

Client: A top five global life sciences company

Stakeholder: Global Director of Strategic Analytics

Enterprise-Wide Implementation: Market and competitive intelligence research portal utilized by 15,000 professionals, including C-level executives, across multiple business units worldwide

Business Impact:

- Over \$5 million saved annually in research time
 - Enhanced executive decision-making through daily strategic insights
 - First corporate-endorsed enterprise application of generative AI
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Transforming Competitive Intelligence into a Strategic Asset

A global leader in its industry with over 100,000 employees faced a critical challenge: fragmented market research and competitive intelligence (CI) resources were limiting its ability to leverage insights strategically. Recognized as a Fortune 50 All-Star and one of the World's Most Admired and Innovative Companies, the organization required a transformative solution to amplify its leadership and accelerate future innovation.

"There was no single, globally accessible, and readily searchable repository for our market research and CI assets," explains the company's Global Director of Strategic Analytics. "We relied on Microsoft SharePoint, but it wasn't designed to be the single source of truth for competitive intelligence across the enterprise — which is exactly what a corporate CI function should be."

The Director knew that creating an industry-leading competitive intelligence platform required seamlessly integrating vast and diverse data sources into a single, dynamic, and easily accessible hub — one that empowers users with instant, actionable insights. Reaching this level of integration and efficiency is a technically complex undertaking, demanding advanced technology, precise engineering, and a relentless focus on innovation.

Seeking a solution to unify vast and diverse data sources into a single, dynamic platform, the company turned to Northern Light — an ideal partner with an AI-powered platform built for seamless intelligence aggregation and accessibility.

Powering Executive Decision-Making with Actionable Insights

While product managers and marketers frequently utilize the platform for research, the company's Executive Digest newsletter has become an indispensable tool for senior leadership.

"A senior leader requested a daily summary of critical industry insights delivered to her inbox each morning," says the Director. "We curated the content to her priorities, ensuring every item was succinct yet actionable."

Initially distributed to 40 executives, the newsletter now reaches 442 global leaders, delivering high-level intelligence on regulatory changes, AI advancements and competitor strategies. Additionally, the CI team provides just-in-time alerts for key industry events answering the pivotal question: "What does this mean for us?"

Pioneering Generative AI to Accelerate Intelligence

The company's CI platform became the first corporate-endorsed enterprise application of generative AI, significantly enhancing research efficiency while maintaining compliance and security.

"Northern Light was instrumental in getting our GenAI application approved through legal, IT security, and regulatory reviews within six months," the Director notes. "It was recognized as a model for responsible AI deployment."

In its first year, the AI-powered system answered over 6,000 intelligence-related questions, drastically reducing the time required to extract key insights. "GenAI isn't replacing human intelligence — it's amplifying it," she adds. "Instead of spending weeks analyzing reports, professionals get relevant summaries in minutes, allowing them to focus on strategic decisions."

Quantifiable Business Impact: Maximizing Productivity, Enhancing Strategy

By utilizing its Northern Light platform to embed CI into strategic workflows, the company realizes over \$5 million in annual productivity gains — a figure expected to grow as GenAI adoption expands.

“Competitive intelligence isn’t just about cost savings — it’s about gaining a competitive advantage,” says the Director. “You can’t develop a market strategy or forecast without understanding the competitive landscape. Our CI platform provides a real-time view of the external environment, enabling smarter, faster, and more informed decision-making.”

As competitive intelligence proves valuable across business functions — such as strategic planning, marketing, sales, and product development — democratizing access to insights has become a company-wide priority. What was once a fragmented intelligence ecosystem is now a unified enterprise resource, equipping professionals at all levels with the tools to drive growth and innovation.

Northern Light’s Impact: Powering Enterprise Intelligence and Innovation with Unified Insights

By implementing Northern Light SinglePoint™, the company transformed its competitive intelligence infrastructure, centralizing vast data sources into a single, dynamic platform. Professionals across strategic planning, marketing, and product development now have instant access to critical insights, streamlining decision-making and accelerating innovation.

The platform seamlessly integrates diverse CI sources, including scientific journals, market research, industry news, and regulatory reports, into one powerful, easily searchable resource. What began as a U.S.-based system with 2,500 users has grown into a global intelligence hub serving 15,000 professionals worldwide. Over the years, Northern Light has expanded its capabilities, incorporating an extensive range of market research, business news, patents, and scientific literature.

“Having a single, searchable repository for all this content has allowed the platform to grow,” the Director says. “Users appreciate being able to access everything they need in one place.”

The impact is undeniable: a tenfold expansion in market intelligence reach, a democratized approach to insights, and a smarter, more agile enterprise.

Looking back on the decision to partner with Northern Light over a decade ago, the Director reflects: “It’s a choice I’ve never regretted.”

As AI continues to reshape enterprise intelligence, Northern Light remains at the forefront, enabling this global pharma leader to maintain its competitive edge.

“Our role is to provide the insights that shape strategic decisions,” the Director concludes. “With Northern Light, we’re delivering intelligence that drives business success.”

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