



# Research Management

*Unlock the power of insights with comprehensive research management tools*

Market Logic's research management capability provides research organizations with the tools to manage and execute the end-to-end research process.

Research Management is part of DeepSights™ WorkSpace, which combines pioneering Artificial Intelligence (AI) with a rich set of expert tools to transform how your business collects, curates, and shares valuable market insights.

## Spot and fill knowledge gaps fast

Built for insights professionals, the research management suite of tools provides experts with an efficient way to collaborate with agencies — from commissioning projects through to completing and sharing results.

It also helps prevent duplication of effort by using AI-driven knowledge checks to remove the risk of unnecessarily repeating research. AI and automation also support the standardization of workflows and best practices across the organization, so you can ensure consistently high-quality research output.

## Address common research management challenges

- 1. Inefficient and scattered research processes:**  
Streamline workflows and reduce the time and resources spent on manual tasks.
- 2. Duplication:**  
Leverage existing knowledge assets when initiating new research — preventing redundancy and maximizing the return on knowledge investment.
- 3. Siloed research execution:**  
Avoid isolated research efforts and foster transparency across all research activities, to ensure efficient use of resources and alignment with strategic objectives.
- 4. Slow decision-making:**  
Accelerate insights delivery to inform quicker strategic decisions — and avoid costly missed opportunities.
- 5. Collaboration barriers:**  
Facilitate seamless collaboration between insights teams and business stakeholders.
- 6. Compliance risks:**  
Ensure your research activities align with internal and regulatory standards.



# Enabling streamlined and compliant market research

## **AI knowledge check**

Build on existing knowledge while avoiding duplication. Employ AI to highlight existing overlaps instantly. Work with AI to enable you to refine your research — resulting in improved quality and impact of your research.

## **Promote transparency of research activities**

View all research across locations and business units via one central location. Align research project timelines to ensure timely business approvals and responses, and to avoid overdue milestones — so you can achieve faster time-to-insight through quicker project delivery.

## **Codify best practice standards**

Apply corporate standards to your research program. Maintain consistent forms, processes, and approval structures across all locations and business units, to streamline all research.

## **Enforce watertight compliance**

Apply uniform processes to meet industry and region-specific regulations. Benefit from the flexibility to automate audit reports — saving you time on compiling input data and sharing with internal and external stakeholders.

## **Automate approvals workflow**

Design intelligent workflows to set up automated approval structures that meet your specific needs. Align and approve research projects and spending with internal experts and business stakeholders.

## **Foster effective collaboration**

Bring together a best-in-class team of internal colleagues and external agencies. Foster seamless collaboration with easy-to-use shared spaces, while retaining full control over all user permissions.

## **Manage research vendors efficiently**

Ensure only approved agencies conduct research in categories you specify and within the budgets you set. Enable full upload of research results before publication.

## **Maintain full control of research costs**

Centralize visibility of all research spend across the business. Enable better vendor negotiations through transparent research spend and performance.

## **Optimize research management for Pharma & Healthcare**

Benefit from a tailored research management suite designed specifically for the Pharma & Healthcare sector's unique needs. Achieve a seamless, collaborative research process from initiation to completion, in partnership with research vendors — while maintaining a strong focus on compliance and oversight. Our integrated system guarantees compliance with regional regulatory requirements, enhancing operational effectiveness and strategic decision-making. Obtain insights into vendor spending and performance and simplify Pharmacovigilance reporting with a clear and comprehensive project overview, which supports enhanced decision-making and strategic planning. Rely on the expertise of our seasoned professionals for top-tier industry practices and strategic counsel.



## Increase the impact of your research

- Harvest savings of 10-15% of by eliminating duplicate research and centralizing visibility of your research procurement
- Ensure regulatory compliance for your research workflows
- Achieve faster time-to-insight due to transparent, streamlined processes
- Extract audits of research projects at any time with just one click

## Transform access and use of insights with DeepSights™ WorkSpace

Liberate your insight team from the burden of managing reactive information requests.

Change the way your business works by bringing trusted insights smoothly into every step of your research and go-to-market processes.

Spot and take advantage of market opportunities faster, by equipping business leaders with the data and insights they need to accelerate smarter insights-based decisions.

Consolidate your management of data assets and leverage AI to define a powerful new approach to mastering the flow of knowledge through your organization.

## Why choose DeepSights™ WorkSpace

DeepSights™ WorkSpace marries cutting-edge AI with Market Logic's 15+ years of experience, enabling insights-driven global brands like Dyson, Tesco, Vodafone, Colgate-Palmolive, and Mars to outpace the competition. At the core, DeepSights™ technology stands apart from other AI solutions by extracting reliable, verifiable insights from your company's knowledge base. Specially trained to focus on market intelligence and insights exploration, it applies contextual understanding to all new and existing processes.

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