



# DeepSights WorkSpace

*Power your business with insights — using AI to link people, processes, and systems*

DeepSights™ WorkSpace combines pioneering AI with a rich set of expert tools to transform how your business collects, curates, and shares valuable market insights. Built for enterprises with a significant investment in market data and consumer insights, this AI-powered platform equips insights teams with the next generation of capabilities — to architect a smooth flow of market-winning knowledge through your business.

## **Put insights to work at scale**

Unleash the value of your insights investment, by accelerating the speed at which fresh insights can trigger and inform market-winning decisions for marketing, product management, and strategy professionals within your organization.

DeepSights™ WorkSpace aligns your business stakeholders so that they can act in synergy to better leverage emerging market opportunities.

Enable insights teams to transcend the limits of daily admin chores — and refocus on guiding enterprises to improved business outcomes instead.

## **Address common knowledge-sharing challenges at scale**

- 1. Automate content uploads**  
DeepSights™ removes the need for manual tagging and classification of content pulled into your knowledge base.
- 2. Instantly extract relevant data**  
Surface the most relevant data to answer questions easily — without sifting through thousands of documents, reports, and articles.
- 3. Create summary reports on-demand**  
Release hours a day for insights experts to focus on delivering high-value analysis, instead of compiling summary reports. After answering specific questions, DeepSights™ assembles and synthesizes the information into concise reports within minutes.
- 4. Benefit from intuitive interactions**  
Avoid the need for training on complex tools. Just ask DeepSights™ questions in natural language straight from your standard collaboration apps, such as Microsoft Teams and Google Chat.
- 5. Maximize knowledge investment use**  
Every time it answers questions and generates reports, DeepSights™ scales effortlessly to leverage 100% of your knowledge assets for relevant insights.
- 6. Get trustworthy information**  
Minimize the risk of AI hallucinations and human bias. DeepSights™ draws accurate, relevant information only from trusted sources.



# Take insights' impact to a new level

DeepSights™ WorkSpace equips insights professionals with intuitive AI tools to uncover and publish fresh insights in a fraction of the standard industry time.\*

## Uncover hidden gems

Explore ideas with the help of DeepSights™ to ensure you find the knowledge and data that matters in seconds. Dig deeper at speed across all sources to surface new patterns in your data.

## State-of-the-art central knowledge bank

Automatically generates meta-data for all your consolidated pool of valuable content. The platform provides you with the flexibility to customize AI-generated standard industry taxonomies.

## Publish compelling insights-based stories

Bring insights to life with AI. Using our code-free page builders, design beautiful and informative Knowledge Zones. These curated insights content areas allow your stakeholders to immerse themselves in a richer understanding of your customers and markets. You can also invite internal or external experts to contribute and assign specific pages for them to author.

## AI assisted curation, authoring and research management suite

*\* Augment human skills with AI to create fresh insights at speed*

*\* Automate tailored updates for your stakeholder groups*

*\* Fill knowledge gaps efficiently with comprehensive research management*

## Keep stakeholders up to date effortlessly

Set up newsletters and information feeds that ensure stakeholder groups receive a digest of insights and external news, on the channel most relevant to them — be it their homepage, email, or both. Use AI to create your summaries faster and enable automatic updates for stakeholders with just a few clicks.

Also, ensure you never miss an update with DeepSights™ help. Powered by AI, it will suggest new valuable, tailored updates you'd otherwise have missed — by observing how you consume and use in-platform content, such as your Subscriptions.



# Comprehensive research management

## AI knowledge check

Refine your research and build on existing knowledge while avoiding duplication. View all research in a central location and employ DeepSights™ to instantly highlight existing overlaps.

## Ensure best practice standards

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

## Watertight compliance

Apply uniform processes to meet industry and region-specific regulations, while benefiting from the flexibility to extract audit reports at any time.

## 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. Easy-to-use shared spaces foster seamless collaboration while retaining full control over all permissions.

## Manage research vendors efficiently

Centralize visibility of all research spend across the business. Ensure only approved agencies conduct research in categories you specify and within the budgets you set. Enable full upload of research results before publication.

## Stay in control

It's critical for insights leaders to set guardrails for how AI is applied to their own business. Market Logic gives you the tools to set rules for how data is used and interpreted, including:

- Standardize which data sources are preferred for specific uses. For example, ensuring market share data is always drawn from the same vendor.
- Adapt DeepSights™ interactions to fit your organizational norms. For example, set up DeepSights™ to understand and use the acronyms, segment structures, and local industry context that your organization adopts — empowering all your teams with aligned understanding.
- Set user permissions that ensure access to knowledge assets matches individual roles. This makes it easy for you to keep confidential projects only open to restricted groups. In multi-brand businesses, this also helps avoid the surfacing of non-relevant data.



## Clear and easy asset management

Fully integrated into the heart of your DeepSights™ WorkSpace is a robust knowledge bank that equips you with a single location for housing all your master data.

Use AI to automatically add basic meta-data to all your documents. Add in multi-layered taxonomies to segment data sources to fit specific business requirements.

Search and manage use of knowledge assets to keep a firm handle of what data is driving most value.

## Manage all sources from a single place

- With more connections to secondary data providers than any other market player, Market Logic connects your teams to the widest pool of knowledge.
- Benefit from quick access to all your trusted sources with DeepSights™.
- Distinguish easily between proprietary and external data in all DeepSights™ answers and reports.
- Incorporate live external data into knowledge dashboards.
- Easily integrate external sources to your automated alerts and updates.

## What makes DeepSights™ WorkSpace different from other AI solutions

### AI specially trained for insights

DeepSights™ is specially trained to understand the meaning and context of insights information. Operating with six unique layers of AI analysis, DeepSights™ reliably extracts only the relevant, factual information from your knowledge base, that addresses the specific questions you have about the market.

### Unlock the full value of insights

DeepSights™ WorkSpace gives you controls to engineer new workflows that carry insights into the heart of business processes. Bringing an end to siloed pools of knowledge, it unlocks the full value of insights investment.

### Reads visual data

DeepSights™ unique ability to read visual information like graphs, charts, and infographics means no insight is left behind, setting new standards for comprehensive insights discovery AI solutions.

### Connects a wider range of sources

DeepSights™ allows users to access all trusted sources of knowledge from a single entry point. Assets in company knowledge bases can be combined with access to trusted secondary sources and trusted public news feeds.

### Accessible from business tools

DeepSights™ makes 24/7 self-service access to insights part of your daily business workflows. Ask questions directly via common collaboration and email tools including Microsoft Teams, Google Chat, and Slack.

### Compliant, secure enterprise-grade AI

DeepSights™ AI is built to meet your enterprise data and compliance standards. Retain full control of data governance by configuring DeepSights™ to fit your internal policies and frameworks.



# How DeepSights™ is trained to answer your market insights questions



## Stage 1 - Trusted content and data

DeepSights™ is specifically trained to understand the market and consumer insights knowledge — housed in the vast amounts of proprietary reports and data that are stored in your company's knowledge base. Widen the pool of accessible knowledge by connecting your trusted subscription data partners and public news feeds to DeepSights™

## Stage 2 - Findings extraction

DeepSights™ extracts "findings" or relevant nuggets of information from the assets and sources it can access. These findings represent essential pieces of knowledge that can be used to answer business questions.

## Stage 3 - Semantic search

Rather than relying on traditional keyword search, DeepSights™ employs AI-driven semantic search, which understands the context and meaning behind the questions asked. This approach enables the system to identify relevant findings that best address the business questions at hand.

## Stage 4 - Deep evidence analysis

To ensure that the retrieved findings are contextually accurate, DeepSights™ performs a deep evidence analysis. The AI assesses the question and the evidence, determining whether a specific piece of evidence genuinely speaks to the context and is qualified to provide an answer to the question.

## Stage 5 - Contextual answer generation

After deep evidence analysis, DeepSights™ uses natural language generation technology, to generate a clear, and contextually accurate answer.

## Stage 6: Report generation

DeepSights™ automatically augments requests for reports with multiple related questions. These additional queries are used to assemble a comprehensive body of relevant information, which is then synthesised into a concise summary report. Full citations and links to original sources are embedded in the report, and available for fact-checking.



## Tap into greater insights ROI

### Save time for insights teams and business stakeholders

- Save 17 minutes every time DeepSights™ answers a question\*
- Save 2 hours or more each time DeepSights™ generates an insights report on demand

### Knowledge investment ROI

- Use 100% of your knowledge base every time
- Remove the risk of missing key data

*\*Source: Case Study - "Philips put Generative AI to the test with DeepSights™ (click to read)"*

## Transform access and use of insights

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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