



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

DeepSights™ Workspace combines pioneering AI — including intelligent DeepSights Agents — 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 Extract relevant data instantly**  
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, Google Chat, and Slack.
- 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.

### 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.

\*Source: Philips & DeepSights Case Study [View case →](#)

### ✦ 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.

### ✓ Automate approval workflows

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.

### ✓ Ensure best practice standards

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

### ✓ 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.

### ✓ Watertight compliance

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

### ✓ 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

Standardize which data sources are preferred for specific uses. For example, ensuring market share data is always drawn from the same vendor.



### Adapt

Adapt DeepSights' interactions to fit your organizational norms. For example, set up DeepSights to understand and use acronyms, segment structures, and local industry context that your organization adopts — empowering all your teams with aligned understanding.



### Secure

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.



# DeepSights Workspace

## 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.

## Time-saving ROI

→ 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.

→ 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 AI 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.

### ✓ AI-assisted reports generation

DeepSights AI automatically augments requests for reports with additional questions to ensure it collects all relevant data together. Specially adapted generative AI then synthesizes material into a concise summary of key insights ready to download and share.

### ✓ Reads visual and structured data

DeepSights has a unique ability to read visual information — such as graphs, charts, and infographics — as well as structured data from tables and trackers, ensuring no insight is left behind and 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.

### ✓ 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.

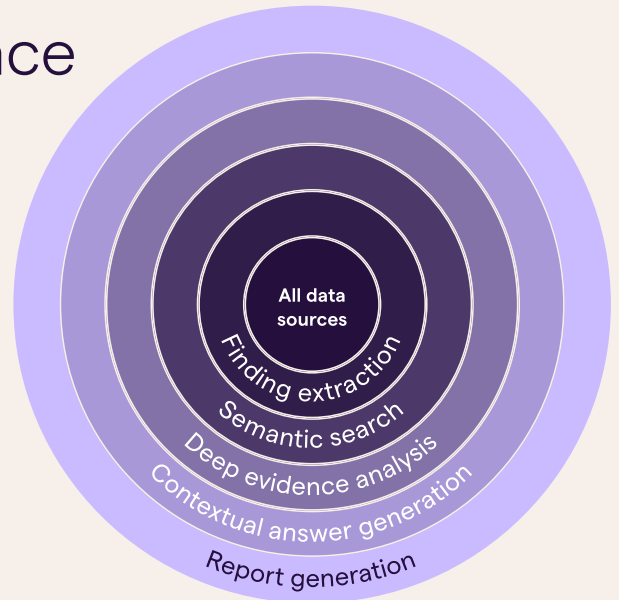
### ✓ AI Agents built for insight-led innovation

Purpose-built agents help you track trends and needs automatically, or collaborate with you to accelerate idea creation and concept development — always grounded in your data and workflows.





## 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 is stored in your company's knowledge base. Widen the pool of knowledge you can access 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 synthesized into a concise summary report. Full citations and links to original sources are embedded in the report, and available for fact-checking.



# DeepSights Workspace

## Liberate your insight team with intuitive AI tools to uncover and publish fresh insights

DeepSights Workspace is continuously driving innovation, using state-of-the-art technology to harness the full potential of your data, spark innovation, and accelerate business expansion. Our future-proof solution ensures that your business remains at the forefront of industry advancements.

### Safe and secure

- Compliance with GDPR & EU AI Act
- No customer data in AI training
- Regular security tests by independent 3rd party

## Key features



### AI-powered homepage

Stay informed with a personalized feed of expert-curated and AI-selected news, plus quick links to key resources.



### Smart global search

Easily find knowledge, save searches, set alerts, and see trending topics among colleagues.



### Notebook for insights

Bookmark, cluster, and share collections of content with peers.



### Expert authoring & publishing tools

Create and share compelling insights stories in easy-to-build Knowledge and Topic Zones — no coding required.



### Market intelligence and AI-powered newsletters

Track industry, competitor, and market trends with AI-filtered news from hundreds of sources. Automatically deliver AI-curated updates on key topics with simple, customizable controls.



### Research repository

A secure, centralized space for finalized research and trusted secondary sources, preventing knowledge silos.



### Secure access control

Role-based permissions ensure safe handling of sensitive information.



### AI auto-tagging

Automatically categorizes content with industry-standard taxonomies for easy discovery.



## Tap into greater insights ROI

### Time-saving ROI

- 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 risk of missing key data

\*Source: Case Study - Philips. [View case →](#)

## Transform access and use of insights

- ✓ Liberate your insights team from the burden of managing reactive information requests.
- ✓ 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.
- ✓ Change the way your business works by bringing trusted insights smoothly into every step of your research and go-to-market processes.
- ✓ 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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