



A global health and hygiene company

Find out how automating and decentralizing competitive intelligence monitoring has notably improved Essity's productivity



Essity is dedicated to improving well-being, through leading hygiene and health solutions.

COMPANY: Essity

TYPE: Healthcare, B2B, Consumer

WEBSITE: <http://essity.com/>

How Intelligence2day helped Essity create Agile News Monitoring & Alerting

Essity is a leading global hygiene and health company that distributes many successful brands to over 150 different countries. With headquarters located in Stockholm, Sweden, the company has a well-established Competitive Intelligence (CI) function closely integrated with Group Strategy within its Finance department, using data for insight and foresight to support strategic decision making.

Over the last 10 years, Essity has been using Intelligence2day® as a company-wide news management tool to ensure that they have the very latest data to support and drive the business forward. It was deployed to consistently manage and share industry and competitor news across the company to as many as 2500 registered employees.

The Challenge

After 10 years in use, the Essity team identified a need to update their platform as they had previously underinvested in system development and new ways of working. An update was required in order to streamline the automation of news management processes to work more efficiently. Essity worked with the Intelligence2day® team to review the platform setup and streamline their version of the platform. This review would allow Essity to:

- Become more dynamic, to quickly reflect and react to changes in the competitive landscape
- Increase the level of automation in publishing and report creation to save time and rely less on manual involvement
- Optimize the use of content from existing vendors by reviewing and enhancing content feeds
- Give business units a higher degree of autonomy, higher involvement, knowledge and ability to adjust the system according to their needs
- Define roles and responsibilities and increase collaboration

The Solution

In order to continue aligning to Essity's vision; "dedicated to improving well-being through leading health and hygiene solutions," it was important to refresh and revitalise the current platform to monitor industry and competitor news to facilitate informed business decisions. Intelligence2day® adapted the current platform to fulfil Essity's new needs. This was done in 3 main ways.

"This platform revitalization has made the news management process much more efficient and less dependent on individual content expertise, which has meant that we have managed staffing changes quite successfully. Also, the new interface is more relevant for our users and saves time in finding relevant content" Lena Olofsson, Competitive Intelligence Director at Essity

1. Multiple Content Connectors

One of the key strengths of Intelligence2day® is its wide array of content connectors for top analysis firms and premium content providers. Essity retrieves a number of feeds from multiple sources that are automatically fed into the system. Essity analysts have the possibility to curate the content by quality checking the tagging and assigned access groups, flagging or adding content to lists and approving relevant content.

2. Automated and Relevant Alerts

Essity's employees can select from a number of pre-defined suggested alerts or set their own personal alerts. Instead of pushing out a standard newsletter to all, users can receive alerts with content relevant to their role.

3. Dynamic Dashboards

Essity Admins are able to set up dynamic and flexible dashboards to monitor relevant topics and to support e.g. in trend tracking activities.

This was all achieved through:

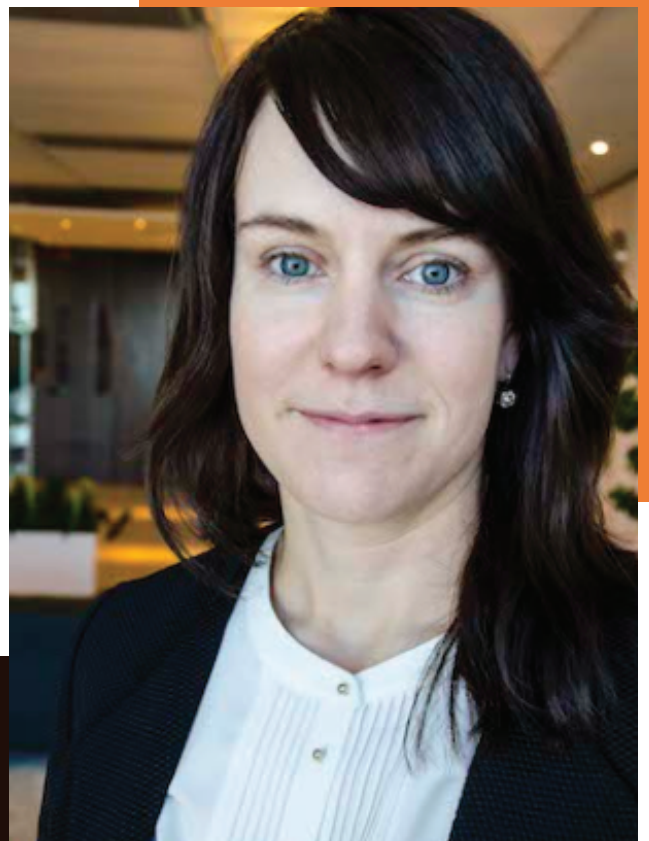
- System reviews and modifications.
- Workshops on taxonomy, dashboard management and newsletter creation.
- Mapping out information flows, output, competitor coverage and more.

Workshops and webinars with major information providers.

Today, at Essity, each business unit now has its own dashboard and the Group Competitive Intelligence unit is responsible for the Global Competitor Dashboard. Roles and responsibilities have been clearly defined, the level of automation and collaboration has increased, and the platform has been re-designed and re-branded to signal the undertaken changes. Overall, the platform is now better suited to support efficient competitive intelligence work and provide users with easily accessible and relevant content.

“In just a few minutes, we were able to set up a dedicated dashboard to monitor a trending topic . Automating and decentralizing our competitive intelligence monitoring has notably improved our productivity.”

Lena Olofsson, Competitive Intelligence
Director at Essity



About Essity

Essity is a leading global hygiene and health company, with headquarters located in Stockholm, Sweden. Sales are conducted in approximately 150 countries under leading global brands. The company has near to 46,000 employees and in 2019, their net sales amounted to approximately USD 12.8 bn (SEK 129bn) (EUR 12.2bn). For more information, visit www.essity.com.

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Phone : +46 8 663 76 00
1-800-485-6402 (US/Canada)

Website :
<https://intelligence2day.com/>

Mail :
contact@intelligence2day.com