

How to choose an AI-powered insights & knowledge management platform

A buyer's guide for insights leaders

A roadmap for insights success

Businesses that leverage data-driven insights enjoy a staggering [23-times advantage in customer acquisition](#) and [19-times edge in profitability](#).

The stakes are high, and organizations that quickly seize new game-changing technology to transform how they gather, analyze, and act on customer and market insights, will build the foundation they need to consistently outperform their competitors.

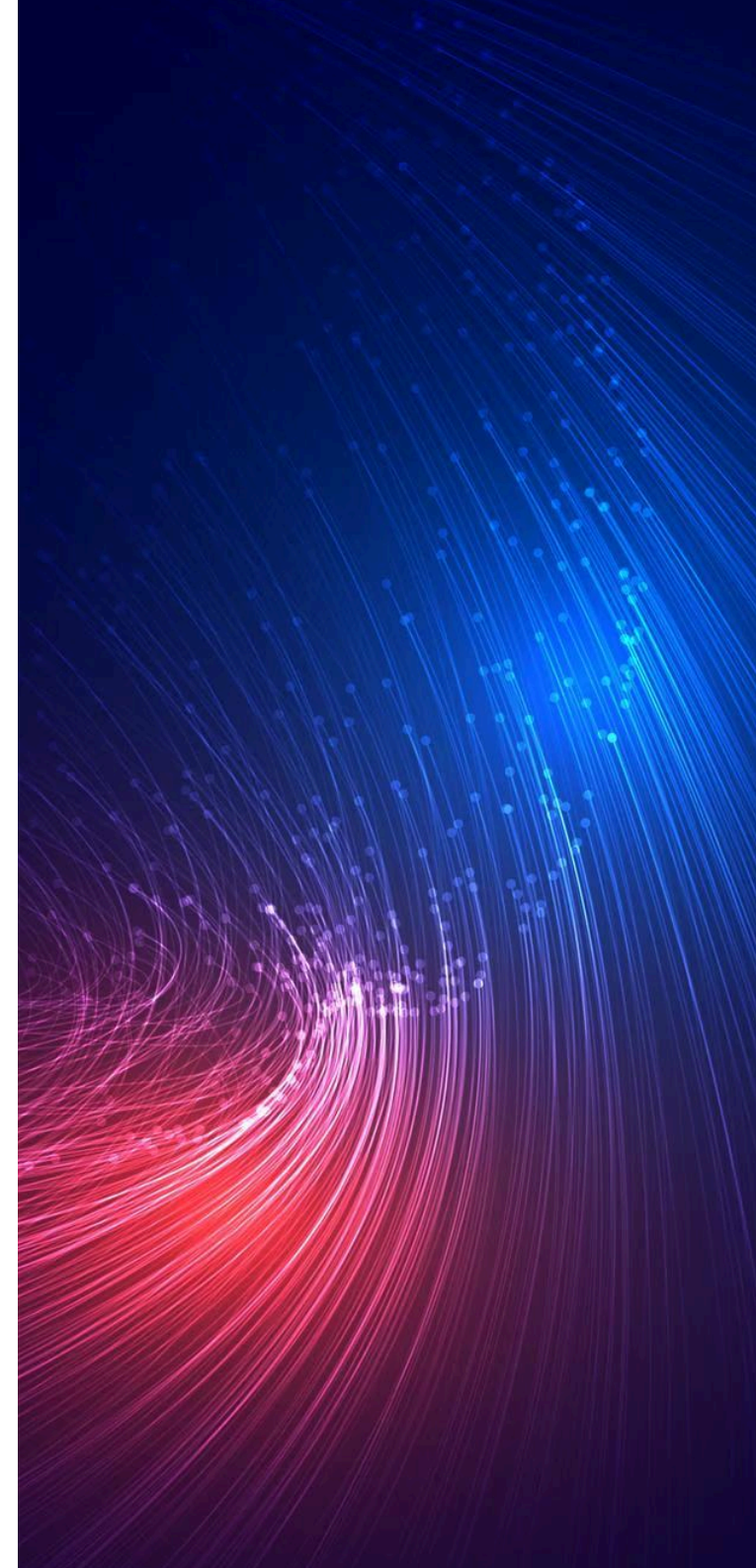
It's here that AI-powered insights and knowledge management (KM) platforms are no longer a luxury but a necessity for leaders seeking to centralize knowledge, eliminate inefficiencies, and unlock actionable intelligence across their teams.

This buyer's guide is your roadmap to unlocking the full potential of AI-powered insights and knowledge management with cutting-edge customer and market insights solutions. It addresses the pain points that many organizations face — fragmented data, sluggish decision-making processes, and missed opportunities — and provides practical guidance on leveraging AI for insights to drive success.

Whether you're a marketing executive, IT leader, or insights manager, this guide will help you:

- **Understand the limitations of traditional knowledge management systems**
- **Identify key capabilities and must-have features in AI-powered insights and knowledge management solutions**
- **Choose the best AI insights platform to meet your organization's needs**
- **Build a compelling business case focused on ROI and measurable outcomes**
- **Drive organizational alignment and adoption for long-term success**

Let this guide equip you with insights and strategies to embrace AI-powered insights and knowledge management so you can lead your organization to the forefront of data-driven innovation. The future is here — make sure you're ready to lead it.



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1

What you need to develop and share market insights effectively

The high value of customer and market insights

There's no question customer and market knowledge is critical for organizations who want to get ahead. **It's long been known that companies that make intensive use of customer analytics are significantly more likely to have higher ROI than their competitors.**

Customer and market insights can significantly improve your business teams' pursuits. A [global survey](#) found that the majority of marketing and product teams in mid to large organizations believe faster, easier access to consumer insights would help them:

- Create better advertising
- Increase market share
- Increase product launch success rate
- Grow topline revenue
- Grow the volume of new product ideas
- Improve profit margins.

Furthermore, consumer insights can be a competitive advantage for organizations. Forrester reports that 95% of leaders believe their organization's overall success relies on timely, accurate, complete, and accessible data, and 89% say [customer analytics is a critical](#)

[competitive differentiator](#) for their organization.

Despite how valuable customer and market insights are, organizations don't use them in decision-making enough. One [global survey](#) found that 33% of marketing/brand decisions and 45% of product/innovation decisions don't reference data at all, suggesting instead those decisions are being made based on gut instinct, past habits, or simply the loudest voice in the room.

33% of marketing/brand decisions and 45% of product/innovation decisions don't reference data at all



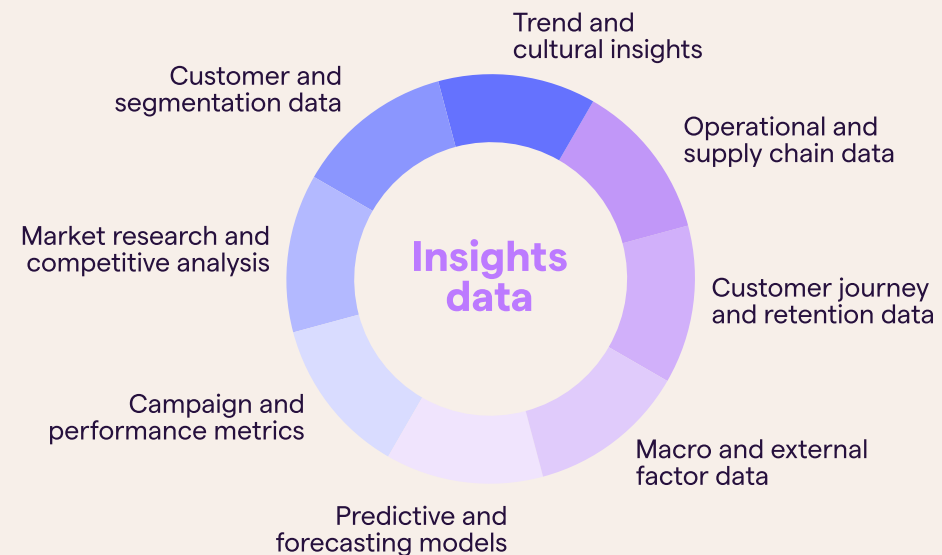
The jigsaw puzzle of data, systems, and formats

Why are teams leaving valuable data on the table and risking uninformed moves in their decision-making? They clearly believe customer and market insights positively impact critical business outcomes — so why don't they leverage them?






Businesses face a dizzying array of [sources from which to gather and synthesize quantitative and qualitative consumer and market knowledge](#). From primary research conducted directly with customers and secondary data analysis, to third-party market research companies, news and internal systems, the range of data and tools often seems overwhelming.

Consider the diverse range of information your teams want to leverage. Data types span everything from customer behavior analysis, competitive landscape intelligence, product performance, and demand forecasts to overarching trend reports on the market and news of key external factors.

Multiple data categories combine to deliver market intelligence



Insights data categories: Definitions

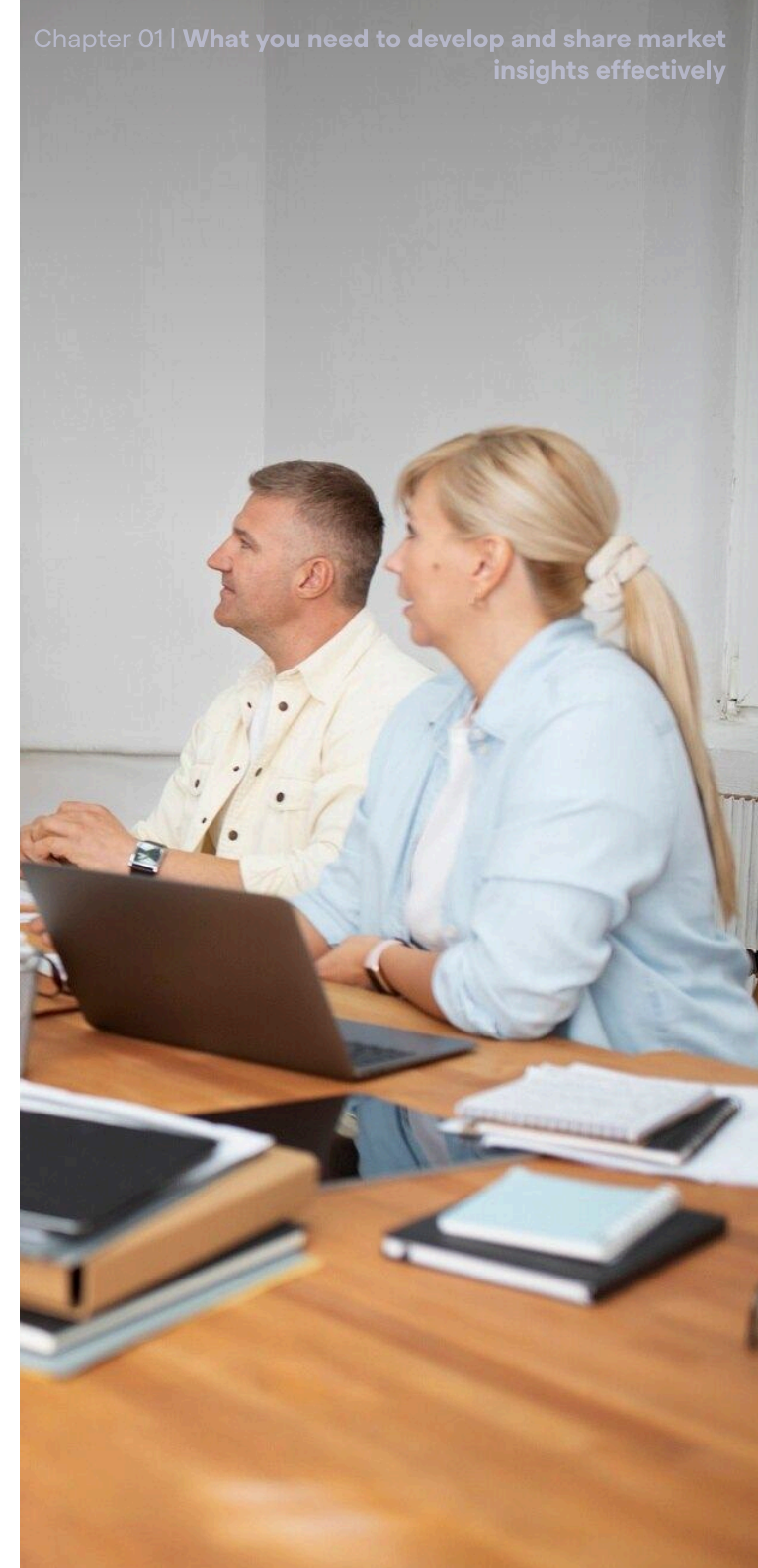
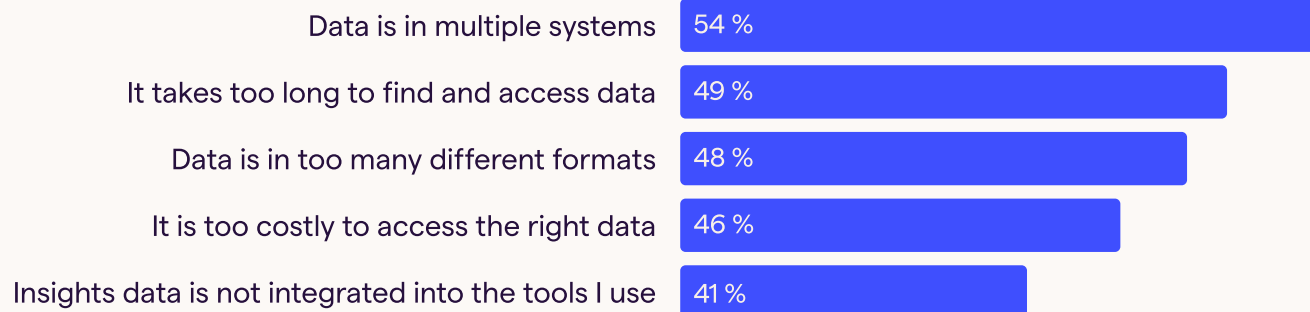
| | |
|---|--|
|  Customer Behavior Data | Transaction histories, browsing behaviors, loyalty program analytics, and online reviews. |
|  Competitive Landscape Insights | Benchmarking data, competitor pricing strategies, and market share analysis. |
|  Product and Performance Metrics | Sales data, returns, customer feedback, and innovation impact studies. |
|  Supply and Demand Analytics | Inventory levels, logistics data, seasonality, and demand forecasting models. |
|  Market and External Trends | Macroeconomic indicators, social trends, and emerging technologies or regulatory shifts, trends foresight. |

The amount of data alone is overwhelming, but the picture is even more complicated by the magnitude of tools and sources that deliver these customer and market data categories. There are more than 1,500 [research and insights applications](#) and a further 11,000 [marketing technology SaaS products](#), many of which provide user or consumer data and analytics.

If your insights function can find a way to overcome these barriers, there's a huge opportunity to infuse customer and market knowledge across your organization — and watch your teams make better data-driven decisions based on the truth about your customers and markets.

It's essential for business teams to quickly aggregate and distill information from this multitude of sources to make smart, strategic decisions, but this ability remains out of reach because of fragmented data, systems, and formats.

Major barriers to accessing consumer research, data, and insights, according to marketing and product managers in a recent global survey:



The overlapping knowledge needs of diverse teams

Imagine the impact on your teams if customer and market insights transcended data, systems, and formats — the insights function is key to architecting an insights ecosystem that reaches across these silos.

Teams that may need customer and market insights include:

- Insights managers and teams
- Marketing managers and teams
- Customer experience (CX) managers and teams
- Product managers and teams
- Category managers and teams
- Sales managers and teams
- R&D managers and teams

The effective implementation of insights in organizations is often spearheaded by insights teams and enabled by IT and transformation teams.

While each team has a particular vantage point and unique goals, there are many overlapping customer and market knowledge interests between them — as an insights manager, you can leverage this opportunity by identifying these intersecting areas. See the case study in the following page.





Case study 1: Aligning insights for product innovation

Teams involved

- R&D: Need to understand customer pain points and unmet needs to inform new product development.
- Insights: Provide customer behavior data and market trend analysis to the business
- Marketing: Use insights input for product positioning and go-to-market strategies.

Solution

The insights team implemented a centralized platform, integrating survey results, focus group feedback, and social listening data. They identified key customer concerns, such as convenience and sustainability, and synthesized these into actionable insights.

Challenge

The R&D team of a Consumer Goods company struggled to prioritize features for a new product due to a lack of actionable customer insights. Marketing needed compelling product messaging but had no clear understanding of customer pain points.

Outcome

The R&D team prioritized features that addressed sustainability concerns, while Marketing positioned the product as eco-friendly and innovative. The collaboration resulted in a product launch that exceeded sales forecasts by 20% within the first quarter.

The wide overlap between different teams' needs for customer and market insights shows how critical it is for your knowledge management platform to integrate knowledge sources, enabling insights to cut through organizational silos.

By establishing an integrated AI-powered ecosystem of consumer and market knowledge — one that provides a single source of truth and makes it easy for all your teams to access, triangulate - you can get the highest ROI from your entire knowledge estate and technology investments. Importantly, you can reuse relevant insights for decision-making across the business.

But there's another advantage: with AI at the top of the agenda in most companies, insights leaders like you have the opportunity to implement a [trailblazing AI insights and knowledge management solution](#) that can elevate the role of your insights teams to strategic [partner](#) in your organization. The right AI-powered insights platform amplifies insights across the business and demonstrates the value and impact of giving your insights function a seat at the table.

The solution: Integrated, centralized data and tools powered by AI

The evidence is clear: research shows that despite the advantages that your teams and business could gain from using customer and market insights more often in their decision-making, the opportunity remains locked behind [fragmented data, systems, and formats](#).

The solution seems simple: employ technology that bridges the gaps between data, systems, and formats, so teams can use insights more regularly. This is the dream for marketing/brand and product/innovation managers, 38% of whom in one survey identified an “integrated/centralized data & insights platform” as the key change needed to help them use consumer research, data, and insights more in their work.

But that’s not the only hurdle. Your teams also need the ability to ask a question and get an answer they can trust quickly. That’s where AI comes in.

In fact, in Market Logic’s 2024 industry survey, the use of AI assistants among senior product and marketing leaders is strongly associated with [more frequent use of consumer insights and data](#).

"We need more regular touch bases with our internal consumer research, data, and insights team to stay informed."

Product / Innovation, Large Enterprise,
USA / Canada

"An easy-to-use platform with all data at my fingertips; the ability to type in a question and have it provide the answer rather than me having to analyze the data myself."

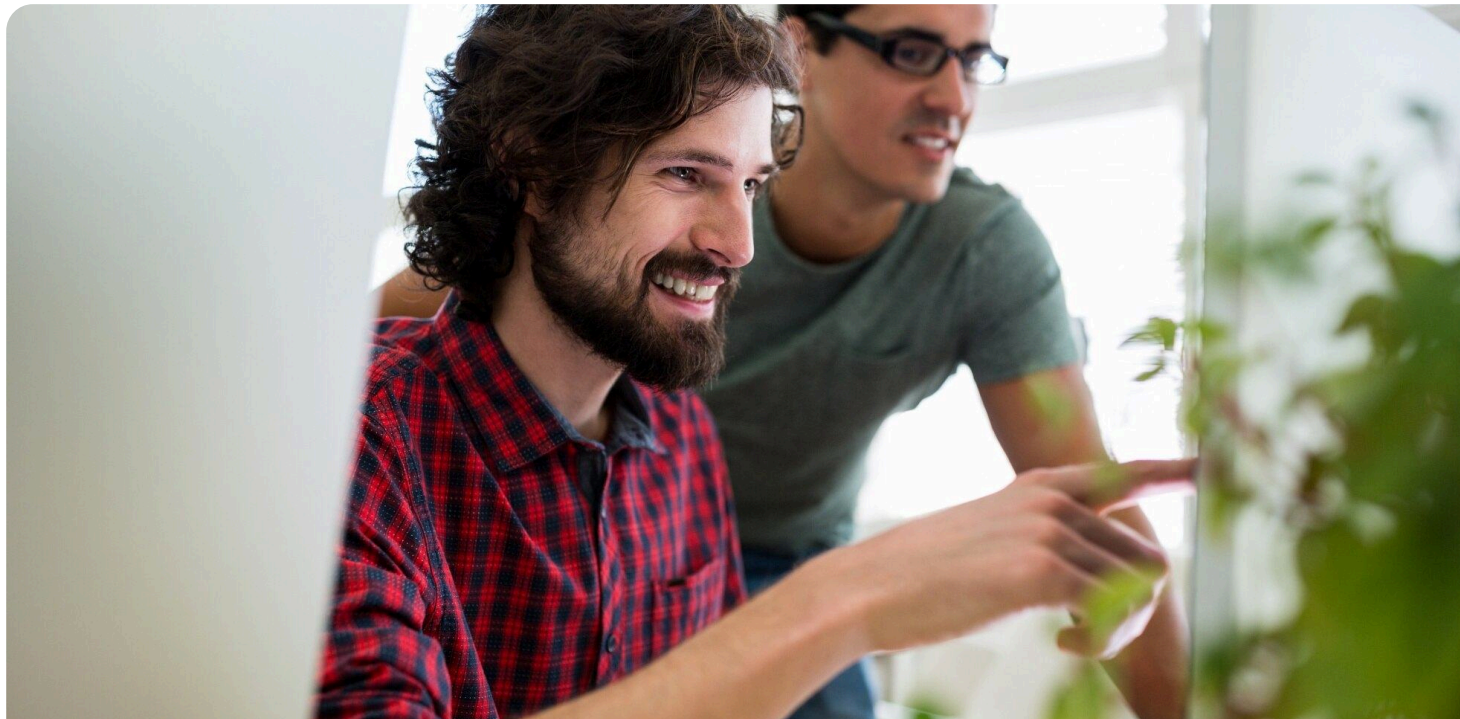
Marketing / Brand, Consumer Goods,
Large Enterprise, USA / Canada

"More integration with AI and daily used software; Make more decisions faster, and more efficiently, saving time dedicating routine tasks to AI."

Marketing / Brand, Consumer Goods, Mid-Sized
Corporate, Europe / UK

To summarize

Organizations need a highly developed, [fit-for-purpose insights and knowledge management platform](#) that not only [expertly leverages state-of-the-art technology](#) to integrate and centralize all your customer and market knowledge assets but also provides [accurate, trustworthy answers to your teams’ questions](#).



②

How is an insights platform different from a knowledge management platform?

You're probably on the hunt for a "knowledge management platform," so why are we talking about "AI insights"? The [capabilities of an AI insights platform](#) go far beyond simply organizing your knowledge and then adding an AI assistant to help you fetch documents.

An AI insights platform connects and transforms your entire market and consumer knowledge management process from end to end all the way from:

- Capturing and aggregating all knowledge
- Developing and creating new insights
- Effectively getting trustworthy insights into the hands and decisions of your stakeholders.

Why the emphasis on trustworthiness? Because if AI tools aren't expertly tailored to the market and customer intelligence reality, [they may give your teams inaccurate, imprecise answers](#) to their business questions, among other problems.

The risks of using generic AI for market and customer insights

While generic generative (gen) AI solutions are widely accessible, relying solely on these to support your customer and market intelligence function will likely fall short of requirements.



Limited integration with your entire knowledge estate

Your teams need a full picture from 100% of your knowledge assets. A generic in-house or off-the-shelf [Retrieval-Augmented Generation \(RAG\)-based AI platform](#) that can't connect the dots between all of your internal repositories and external data sources will likely lose relevance among your teams and give you a weak ROI.

A solution like Microsoft Copilot, [for example](#), can only leverage data in the Microsoft Office environment. That means your teams miss out on your [critical data subscriptions](#) as well as any internal non-Microsoft repositories, like Google Drive, Tableau, and other business intelligence dashboards.

If your IT team plans to build a specialized in-house RAG tool for market and customer insights, be aware that they may face substantial challenges when integrating gated or proprietary content and specialized research tools.

Be aware of hidden costs. The resources you'll need to forge connections in-house can require significant development, customization, and commercial negotiations. You must ask yourself, will this in-house investment outweigh the cost of leveraging a solution that already includes [hundreds of out-of-the box integrations with your most trusted data sources and research partners](#)?



Irrelevant answers from AI assistants

While demos seem to show generic AI assistants answering customer and market insights questions perfectly, the reality under the hood is often different. It's not uncommon for in-house developers to realize, once they set up a general RAG AI system, that the answers they get are of poor quality. The problem is the system simply can't call on the right documents for the question query.

This happens for a number of reasons, but the main one is because the AI hasn't been [pre-optimized and fine-tuned](#) to ensure you get precise answers. As a result, it ends up surfacing poorly related data when other evidence in your knowledge assets is actually more relevant.

Look for an AI-powered knowledge management platform built by engineers with specialized expertise in the market insights field, so you know your AI can handle complex data contexts and deliver reliable, trustworthy, and actionable market and consumer insights to your teams.



Inaccurate answers and hallucinations (inability to recognize context)

If the AI is not customized to understand market intelligence contexts, this can lead to hallucinations, inaccuracies, and overall low-quality outputs.

For example, when interpreting your market research, an AI needs to accurately identify and handle different types of information in a report, such as study background, sample descriptions, questionnaire statements, respondent quotes, research findings, and vendor pitches. An AI that doesn't recognize the nuances between these kinds of information may make significant errors, like mistaking questionnaire statements or individual quotes for representative data, or misinterpreting sample compositions as actual consumer numbers.

[Gen AI tools need to be fine-tuned and calibrated to deal with the nuances of exploring market research, competitive intelligence and customer feedback so they can provide contextually accurate and relevant answers.](#) If not, your stakeholders will quickly (and justifiably) lose trust in the practicality of the platform.

Before selecting an AI tool, consider its trustworthiness when it comes to answering questions:

- Can it accurately apply data to the specific context of your query?
- Does it admit uncertainty ("I don't know") when evidence is lacking, or does it risk hallucinating incorrect information?
- Does it prioritize relevant, up-to-date information over loosely related data?
- Can it incorporate your organization's best practices, such as preferred data sources?

It's crucial you and your IT teams [understand the difference](#) between generic gen AI systems, like Microsoft Copilot and fit-for-purpose market insights AI systems, like [DeepSights™](#). Don't risk falling behind competitors who have onboarded specialized AI insights and knowledge management solutions from the start.

The benefits of a fit-for-purpose AI insights and knowledge management platform



Reliable and compliant AI

AI compliance and information security are non-negotiables. With heightened scrutiny on subcontractor management, data privacy laws, and AI governance, organizations need to ensure that the platforms they adopt meet all regulatory standards.

A [fit-for-purpose AI insights and knowledge management platform](#) will fortify your knowledge with enterprise-grade security and compliance. It will allow you to set access privileges based on roles and guardrails for how data is used. You should be able to configure the AI to fit your corporate policies, frameworks, and security guidelines.



77%

of IT leaders expect AI to deliver competitive value in the next two years



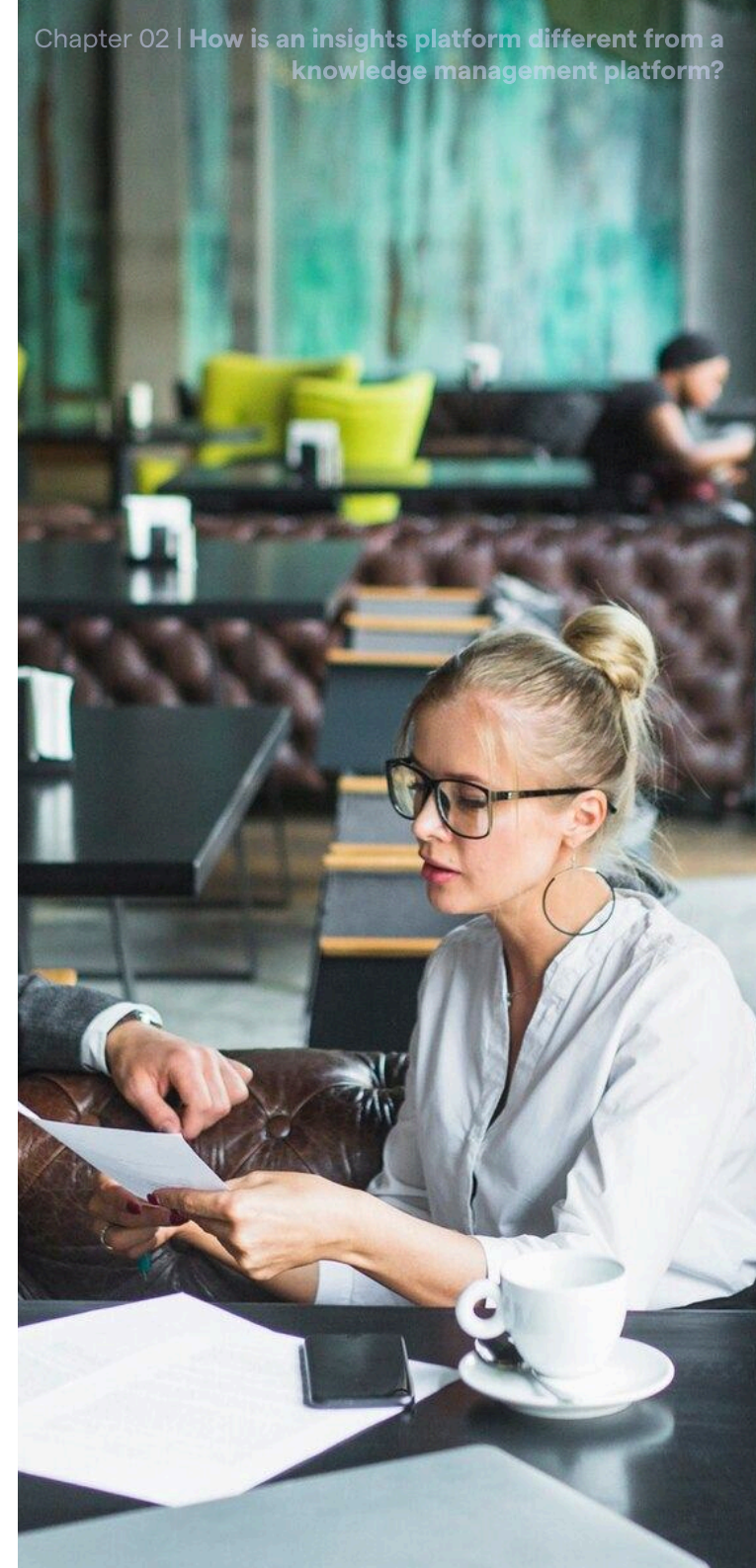
Answers you can trust from your full knowledge estate

[AI trained for market and customer insights](#) will automatically understand insights content and extract only information that is relevant to your questions. It will provide fully synthesized answers and reports that [clearly cite the knowledge sources your company trusts](#). And because it integrates with all your internal and external knowledge sources, it reviews your entire knowledge estate before answering your question.



Hidden gems, unlocked

Some AI systems are only able to handle certain kinds of information accurately, but a fit-for-purpose AI insights platform will review 100% of the knowledge assets before answering your question, meaning it can uncover hidden gems in your knowledge base. It will also be able to interpret visual data, like graphs, which is often overlooked or missed by other tools.





Quick adoption

An AI-powered insights and knowledge management platform should be easy to use so your teams can quickly adopt its capabilities. Your teams should feel like they're chatting to a trusted colleague when they ask the system questions — no training required.

For example, Pharma company [Novartis](#) saw the highest number of sign-ins to their knowledge management platform (called "Sherlock") in the month they launched AI solution [DeepSights™](#).



+7500

people at Novartis accessed Sherlock in one year



70%

increase of employee engagement from previous year when using Sherlock

This rapid growth in adoption demonstrates how the right gen AI solution for knowledge management has the power to accelerate adoption and power the use of insights on an enterprise level.



Efficiency savings

From [streamlining research management processes](#) to generating on-demand AI insights reports, an AI insights platform injects operational efficiency in every corner. For example, Pharma company Novartis saved an average of [two hours per question](#) with AI-powered knowledge management solution [DeepSights](#).



Duplicate research, eliminated

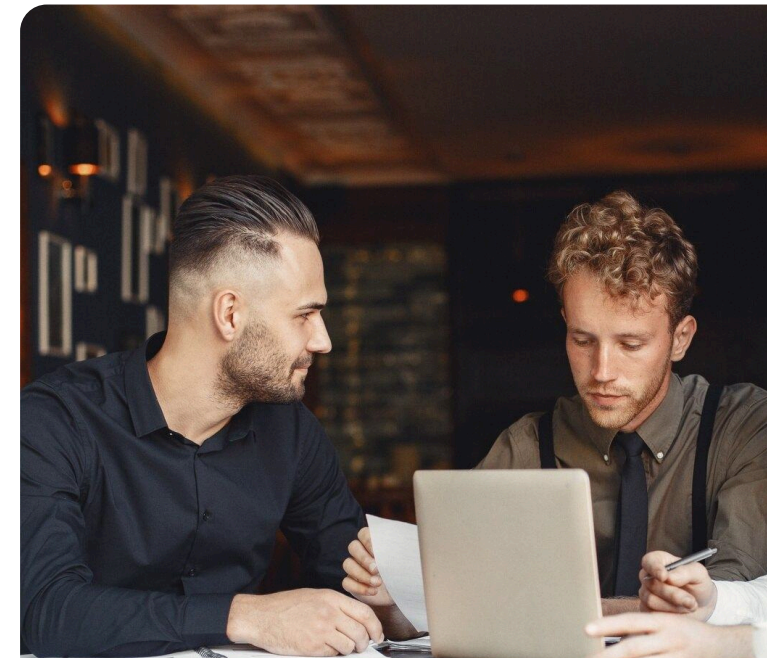
The right AI insights management platform can provide the basis for an [end-to-end research management solution](#). Following this approach, you'll gain a comprehensive view of research activities across the organization. Teams can identify ongoing projects, share findings, and collaborate more effectively.

And because all your research and data is centralized in one place, you have easy access to past and current studies — reducing the risk and cost of duplicative efforts.



Competitive advantage

An AI insights and knowledge management platform can be a competitive advantage for your company. In fact, a recent global [survey](#) found 77% of IT leaders expect AI to deliver competitive value in some form over the next two years, whether it's from improved customer experience, new product lines, more effective marketing, or enhancing product/service lines.





Maximize ROI by integrating into other applications

Ever considered using an API to maximize the ROI of your knowledge assets?

With the new [DeepSights™ API](#), you can seamlessly and securely integrate trustworthy insights [into any business application](#), such as your corporate intranet search or even other speciality AI tools, like concept generators.

Specifically designed for market insights, [DeepSights](#) minimizes the need for extensive in-house RAG development and expertise. It fully embraces and extends the Office 365 environment, including Copilot, and already has hundreds of out-of-the box integrations with your most trusted data sources and research partners for you to leverage.

DeepSights API then gives you the power to [customize the flow of insights](#) across your organization at scale. Not only does this maximize the ROI of your knowledge investments, it also maximizes the ROI of your AI tech spend.

Picture this: An IT team at a global FMCG company wants to leverage generative AI to help their marketing teams come up with fresh concepts more quickly and speed up their workflows.

The team deploys [DeepSights API](#) to securely and expertly push the company's knowledge assets directly into an AI-powered concept generator they already have in their tech stack.

Now when the marketing team asks the concept generator for a list of concepts on a certain topic, [DeepSights](#) AI technology is in the background feeding the concept generator the company's most relevant knowledge on the topic. This allows the concept generator to quickly develop highly relevant and competitive creative concepts grounded in the company's proprietary data.

With this new capability, the marketing teams can test concepts and go to market faster than ever.

What does an AI insights and knowledge management platform look like in action?

If you want an unparalleled understanding of your market and customers, there's a strong case for a special-purpose AI knowledge management platform. But what does an AI insights platform look like in action? How can your teams use it day-to-day? Here, we use [DeepSights](#) to illustrate how your teams can use an AI insights platform.



Scenario 1: A 360° view of the market for category managers

A category manager in the [CPG industry](#) needs to piece together a complete view of their market segment in order to optimize the profitability, efficiency, and competitive positioning.

They ask [DeepSights](#) a question like, "What market trends are emerging in sustainable packaging? And what products or strategies are competitors introducing in this space?"

Within minutes, DeepSights analyzes the entire knowledge repository, synthesizing insights from primary research, industry reports, and

news updates into a cohesive response. The results highlight growing consumer demand for compostable materials, enabling the category manager to pivot their strategy, launch eco-friendly packaging solutions, and gain a competitive edge in the market.



Scenario 2: Visual data transformed into actionable insights for CX managers

A CX manager in [Financial Services](#) is short on time before an upcoming meeting and needs to understand how customers perceive their brand across multiple channels.

They know their market research repository includes several reports with useful visual data on this topic, but they don't have time to find and make sense of all the graphs, charts, and infographics before the meeting.

They ask [DeepSights](#), "How do customers perceive our brand across online banking, mobile apps, and in-branch experiences?"

DeepSights then automatically pulls and summarizes crucial insights directly from reports, including key data points from visual data, like graphs and charts. The CX manager can also access the original source in just one click.

In the meeting, the CX manager impresses stakeholders with a clear, concise summary of customer perceptions across channels. They're confident and prepared to tackle strategic decisions during the meeting, knowing no critical information has been overlooked.



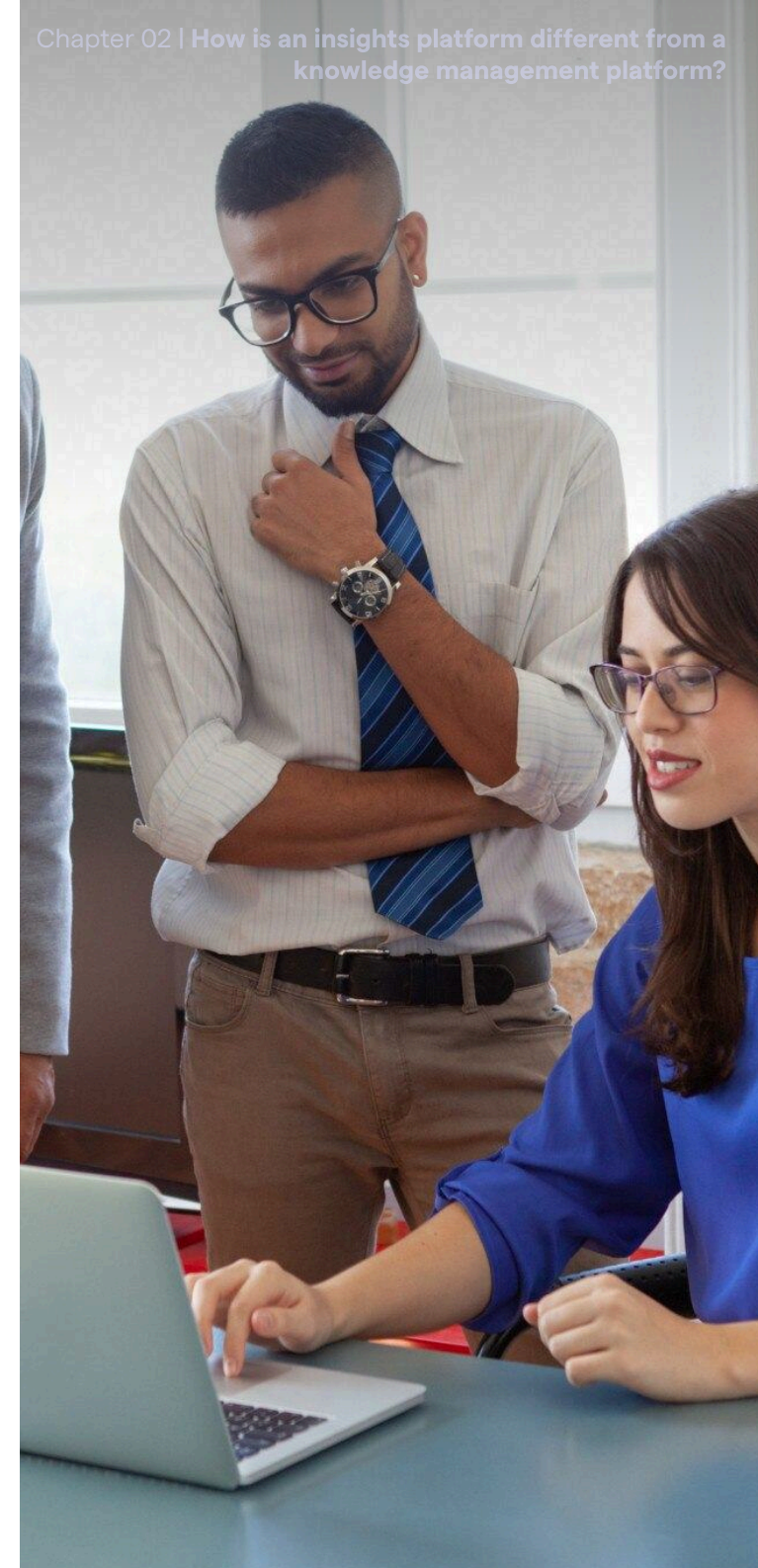
Scenario 3: Rigorous data reliability for market insights analysts

An insights manager at a leading [Healthcare and Pharmaceuticals](#) company often finds themselves worrying that they or their analysts have overlooked contradictions and other issues in vast datasets they rely on — whether it's clinical trial data, market trends, or patient demographics. They worry this could lead to flawed recommendations and strategies.

They need more confidence in the data without spending hours manually scrutinizing it for

biases, inconsistencies, or outdated information. To solve this challenge, they add [DeepSights](#) to their research workflow. Now, every time DeepSights answers a business question, such as identifying market opportunities for a new drug, it also gives them “Source Watchouts.” This feature alerts them to reliability issues, like discrepancies between sources, outdated clinical trial data, or regional variances in patient profiles.

With the AI assistant proactively highlighting potential data pitfalls, the insights manager confidently presents well-supported recommendations to leadership. Not only does this enable more accurate go-to-market strategies, better compliance with regulatory standards, and an increased trust in the insights team's analyses across the organization, it can save a ton of research time. Pharma company Novartis, for example, shaved, on average, [2 hours per research question](#) with DeepSights.





Scenario 4: Refined source selection for retail insights managers

An insights manager at a [Retail](#) company is tasked with preparing a comprehensive analysis of holiday shopping trends to guide the company's seasonal promotions. They want to focus on internal sales data and industry forecasts while excluding sources like customer reviews, which they know are less relevant for this project.

They pull up [DeepSights](#) and easily tailor their query by selecting only the most pertinent sources — internal sales trends and market predictions. They ask “What are the top drivers of sales growth for similar retailers during the holiday season based on our internal data and recent industry forecasts?”

Within minutes, the AI generates a detailed report combining insights from only the sources the manager selected, helping the insights manager craft and recommend a data-driven promotional strategy that maximizes holiday revenue while staying aligned with business goals.



Scenario 5: Voice of customer insights for CPG insights managers

An insights manager at a [Consumer Goods](#) company is preparing for a stakeholder meeting focused on the baby product vertical. To emphasize key insights, they want to showcase the voice of the customer using a recent focus group transcript. However, the document spans hundreds of pages, leaving no time to review it all.

Using [DeepSights](#)’ Personal Upload feature, they upload the transcript and ask: “Can you summarize the key points consumers in this document made about how they decide to buy baby products?”

[DeepSights](#) provides key insights, such as: “Participants predominantly shop online, but they value in-store shopping for larger items like car seats where they can assess quality first-hand.” Clicking the source, the manager quickly locates verbatim quotes to enrich their presentation, crafting a compelling narrative for actionable strategies in marketing, product development, and customer engagement.



Scenario 6: Embedding AI-driven data into corporate search

A product manager at a consumer electronics company is developing a new smart home device and needs to integrate the latest market insights into the product development process.

Luckily, their IT team has leveraged [DeepSights API](#) to seamlessly embed [trusted AI-powered insights](#) into their internal corporate search system. Before, the corporate search system relied on basic keyword search, offering static results from internal documents without context or real-time market insights, often requiring users to manually sift through irrelevant information.

Now, the company’s corporate search has evolved into an intelligent, AI-driven platform that goes beyond keyword matching to deliver contextual, real-time insights from both internal resources and external market data, enabling product teams to access actionable information quickly and efficiently. As a result, the team accelerates the development cycle and enhances the product's market fit, leading to a more successful launch.

3

How to select the right AI-powered knowledge management platform?

Three things to do before you start your search

There are many things to consider when selecting and implementing an AI-powered insights and knowledge management platform — it can be hard to know where to start. **Here, we offer three practical steps you can take before you initiate your search for an AI insights platform, so your search is as efficient as possible and you can choose the right AI insights platform for your organization.**



Educate yourself on key gen AI terms

[Your role as an insights manager is changing.](#)

Gen AI is elevating your line of work to insights architecture, and for that you need know-how.

The first step in your search is to educate yourself. Prepare to explain to your peers and key decision-makers the difference between gen AI, GPT, LLM, RAG, and other key AI terms and concepts.

Brush up on the [must-know gen AI lexicon for insights professionals.](#)

Once you have a firm grasp of the basics, you can confidently communicate how different AI insights solutions bring the right kind of value to your organization (or do not).



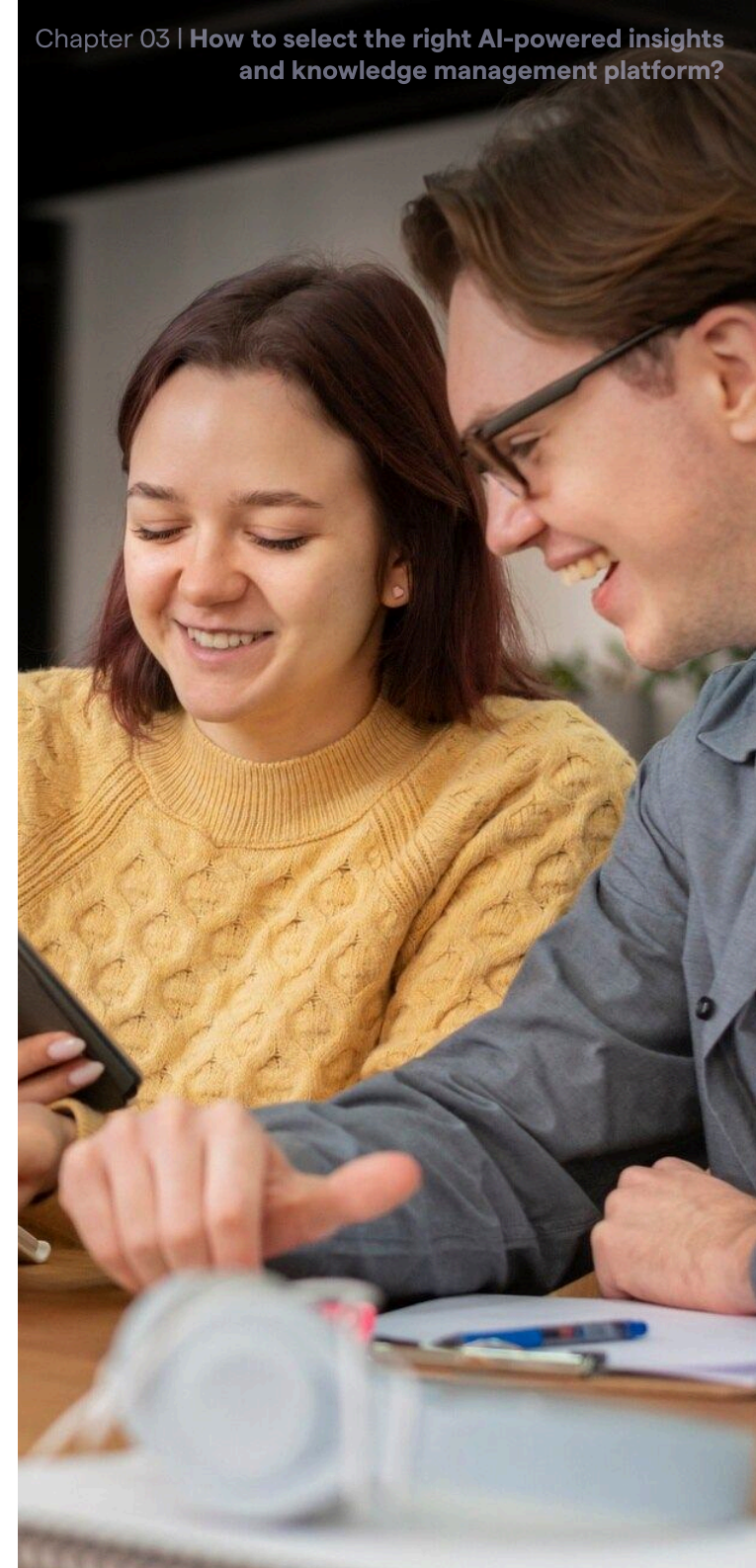
Know how to spot the difference between AI systems

Prevent your organization from going down a rabbit hole with AI systems that do not fit your market and consumer insights reality — so you can save time during your search with a firm grasp of different AI systems and quickly cut through the noise in your research and during vendor pitches.

You can save time by:

- Knowing [what makes a good AI vs not-so-good AI](#)
- Understanding [the difference between generic gen AI systems and gen AI for insights teams.](#)

It may seem complicated at first, but the more you immerse yourself in the topic, the easier it will become.





Understand your core business needs

Begin your search pointed in the right direction. Have a clear picture of your core business needs, data and technology ecosystem, and budget constraints. Clarify your core business needs with these questions:

- What are your organization's goals for a data-driven organization?
- What are the workflows, journeys, and functions in which you want to see results — and exactly what kinds of results do you want? Identify several high-impact use cases to guide your search.
- What does your [customer and market data ecosystem](#) currently look like? What does your current technology ecosystem look like? Map it out.

With your core business needs and current architecture in mind, you can [ask vendors pointed questions](#) that get to the heart of whether their platforms fit within your organization's strategic goals and existing systems and processes.

Once you have a firm grasp of the basics, you can confidently communicate how different AI insights solutions bring the right kind of value to your organization (or do not).





Build or buy: break it down

If your organization is wrestling with “build vs. buy” arguments, this chart can help you break the argument down according to your organization’s unique market and consumer insights needs.

| | Build DIY RAG | Buy generic AI | Buy specialized AI |
|--------------------|---|---|---|
| Time to deployment | <p>Slow</p> <p>Organizations can underestimate the time and complexity required to turn RAG proof of concepts into enterprise-ready solutions tailored to market insights use cases. It can take months, even years, and there’s no guarantee the solution will be successful once it is finally deployed.</p> <p>Most organizations cannot afford to move at the slower pace and withstand the delayed ROI on their AI investments, especially as competitors may choose specialized, ready-to-go AI that brings immediate value to their business.</p> | <p>It depends</p> <p>Generic AI, like Microsoft Copilot may be quick to set up, but there are serious disadvantages to using generic AI for market and consumer insights that can curtail fast deployment times.</p> <p>Due to generic AI not being fine-tuned for the complex data contexts of market and customer insights, and its limited ability to connect to all your data sources, it’s likely to produce irrelevant and inaccurate answers. This in turn can erode trust among employees in the AI tool, which can hinder adoption and slow deployment times across the organization.</p> | <p>Fast</p> <p>The right AI insights platform has all the complex layers of a gen AI solution ready to implement, including the foundational LLM, RAG process, UX, enterprise features, integrations, and supporting infrastructure — all tailored to your organization’s market and customer insights needs. It is tried, tested, and ready-to-use, so your organization can begin realizing ROI on the platform immediately.</p> <p>This option is for organizations that want to see immediate value and transformation in their market and customer insights function with a fit-for-purpose RAG solution.</p> |

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| | Build DIY RAG | Buy generic AI | Buy specialized AI |
|----------------------------|--|---|---|
| Long-term stability | <p>Uncertain DIY tools can quickly become obsolete if they are not maintained and updated alongside changing business conditions and new technology.</p> <p>Ask yourself if your organization has the capacity to adapt an in-house DIY market insights platform to evolving regulatory landscapes, rapid advancements in AI technology, growing digital storage needs, and increasing user load over time.</p> | <p>Variable Your teams need a full picture of customers and the market from 100% of your knowledge assets. If a generic AI solution can't give you that because your knowledge is housed in different environments the generic AI is not optimized for, you will likely have to build custom connections to your data in-house.</p> <p>This essentially brings you back to building a DIY AI in house that can work with your generic solution — does your company have the long-term resources to maintain a relevant, compliant, and scalable DIY AI insights solution for market and customer insights?</p> | <p>Reliable and future-proof An AI insights platform provider that is:</p> <ul style="list-style-type: none"> • A long-time leader in the insights field • Has an established track-record of working with leading brands • Is recognized for award-winning AI innovation is more likely to ensure their solution stays on the bleeding edge of technology and is compliant with evolving regulations in the market and customer insights context. <p>This option is for organizations that want to maximize their insights and knowledge management investments by ensuring their technology has long-term innovation and scalability behind it.</p> |

**contd. on next page...*

| | Build DIY RAG | Buy generic AI | Buy specialized AI |
|---|--|---|--|
| Ability to integrate & customize | <p>It depends</p> <p>Some “build vs. buy” arguments claim that building in-house gives organizations the ultimate customizability. However, if your platform wasn’t designed with integrations in mind, your development teams may reach a limit to what the system can do.</p> <p>Organizations must weigh the costs and risks of building a DIY system, considering that cutting-edge AI insights solutions are now available to meet business needs for customizability and seamless integrations.</p> | <p>Limited</p> <p>Don’t get stuck with a generic AI solution that locks your AI capabilities into certain tools and data environments. The AI tech stacks of the future will be made up of many specialized AI solutions that work together, so your organization can adapt and integrate with new technology as it emerges.</p> | <p>Convenient and flexible</p> <p>Organizations can now adopt AI insights solutions that connect seamlessly with all their primary, secondary, and third-party knowledge sources and can be used within everyday business apps. There are also AI insights platforms that offer APIs so you can create custom connections that enhance workflows within current infrastructure.</p> <p>Look for a platform with a Control Center that empowers user admins to easily customize, manage, and operate the platform independently and according to company values and policies.</p> <p>This option is for organizations that want the best of integration and customization capabilities without having to do it all from scratch.</p> |

**contd. on next page...*

| | Build DIY RAG | Buy generic AI | Buy specialized AI |
|------------------------------------|--|--|--|
| Internal expertise required | <p>Significant</p> <p>For a DIY AI to be successful for your market and customer insights use cases, your organization needs both AI RAG development expertise and deep knowledge of the market insights context, otherwise the system may output irrelevant answers and lose its utility within your organization. Building an in-house RAG system for market and customer insights poses substantial challenges when integrating internal repositories with external data sources, particularly around gated or proprietary content. Connecting with specialized research tools and external partners demands extensive customization, development, and commercial negotiations regarding third-party content access and ongoing partner management.</p> <p>Along with these requirements, ask yourself if your organization has the talent and time to architect and optimize every component of RAG processes for market insights, such as document ingestion, chunking, indexing vector databases, query rewriting, ranking, caching, guardrails, and metadata. But that's not all. Your development team also needs to create and update intuitive UX, seamless integrations, and scaling capabilities.</p> | <p>Variable</p> <p>Generic AI like Microsoft Copilot can only leverage your customer and market knowledge if it lives in a Microsoft environment. If any of your other knowledge assets are in non-Microsoft environments, like Google Drive, Tableau, and other business intelligence and third-party data subscriptions, these critical data sources will remain siloed from your generic AI's view.</p> <p>You would need significant internal expertise to integrate your generic AI solution with all of your knowledge assets, which essentially brings you back to building a DIY AI in house (see the first column in this table), which includes pitfalls like slow deployment, significant internal expertise needed, and more.</p> | <p>Minimal</p> <p>The right AI platform is pre-optimized for your market insights reality. The vendor's specialized expertise in the market insights field is apparent in the platform's advanced RAG capabilities and its ability to handle complex data contexts. If you buy specialized AI for insights, look for a platform that clearly overcomes the challenges insights teams face when using gen AI to deliver reliable, trustworthy, and actionable market and consumer insights to the organization.</p> <p>With the right AI-powered knowledge management platform, your generalist IT team can easily wire the platform into any workflow if needed. Your end users can quickly adopt the platform with minimal training and support.</p> <p>This option is for organizations that want to save time and resources by leveraging the vendor's expertise and skills for RAG AI development in the market insights space.</p> |

| | Build DIY RAG | Buy generic AI | Buy specialized AI |
|---------------------------------------|--|---|---|
| Data security & compliance | <p>Variable</p> <p>Too often, security and compliance can become afterthoughts in the race to gen AI success. If you're considering building an in-house AI platform, can your organization ensure watertight security and compliance standards within the market and customer insights environment — across geographies with varying legal requirements?</p> <p>Ask yourself if your organization can build and acquire the required safeguards and certifications to keep their AI compliant as data security and research compliance rules and regulations evolve.</p> | <p>It depends</p> <p>The data security and compliance of a generic AI will depend on the generic AI solution. The platform must be able to handle 100% compliance to data protection and consumer privacy rules and regulations.</p> <p>Even then, generic AI will likely have limited customizability to adapt the platform to fit your internal AI policies, frameworks, and guardrails.</p> | <p>Secure and customizable</p> <p>Look for AI insights software developers who have an established track record of working with industry-leading brands and companies who work in strict data and research compliance environments, like Health and Pharmaceuticals.</p> <p>For organizations that want to leverage a ready-to-go, secure, compliant AI insights platform while having the flexibility to adapt the platform to their corporate strategy and internal AI policies.</p> |

Checklist:

What features do you need in an AI-powered insights and knowledge management platform?

With so many options and features to consider, choosing the right AI insights platform can feel overwhelming. **This checklist will help you cut through the noise and find a solution that truly fits your organization's unique needs.** With a clear list in hand, you can save time, avoid costly missteps, and ensure you are set up for confident, accurate decision-making from day one.

Top 12 features to look for in an AI insights platform



1.

Built-in data & security for water-tight compliance

Security and compliance are non-negotiable. It's vital for your organization to be fully compliant with data protection and consumer privacy regulations (GDPR, CCPA, etc.). Look for a platform that can handle 100% compliance to data protection and consumer privacy rules and regulations. Seek an insights platform vendor

who has a [track record of working with global brands](#) that strictly adhere to the highest security standards and who can reassure you they have implemented secure data handling and robust compliance and risk management measures.

How it might work: Your AI insights platform uses compliant, secure enterprise-grade AI built to meet your enterprise data and compliance standards. You retain full control of data governance by configuring the platform to fit your internal policies and frameworks. You can also set access privileges based on roles and guardrails for how data is used.



2.

Full-spectrum source integrations for complete, accurate answers

A successful AI insights platform can:

- Integrate with all your primary, secondary, and third-party market data sources
- Clearly consider 100% of those sources written in multiple languages before it answers your business question, so you get the most complete and comprehensive answer to your questions.

Don't forget to ask software vendors if their AI knowledge platform has the ability to read your structured data sources, like business intelligence dashboards, and include those data and insights in its answers. It should be able to leverage data from your brand health trackers, consumer panels, market performance metrics, CX data, and other business intelligence dashboards to enrich answers to your questions.

How it might work: As soon as you ask your business question, your AI assistant initiates a comprehensive review of your available knowledge estate. When it answers, you simply glance at the text and [consistent color codes tell you where the information came from](#), whether it's

primary research, syndicated content, or news articles. You can then hover over in-text citations to see more or examine the original source for yourself with a single click.



3.

Instant natural-language summaries for quick, actionable insights

Consider how nowadays your first Google Search result is a concise AI-generated summary that draws from available knowledge on a topic, followed by a list of search results. Your AI insights platform should be like an internal Google Search, but better.

How it might work: You ask your platform a question in plain language, and your platform responds with:

- A natural language summary of the most relevant knowledge to the question
- Clearly linked sources
- A list of related further readings.

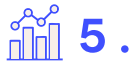


4.

Context-aware answers for meaningful, trustworthy results

If you [compare common generic AI tools with specialized insights AI platforms](#), you may notice how generic AI tools can routinely overlook nuanced or complex data contexts. To avoid this, an AI's [RAG process](#) must be fine-tuned and calibrated for market- and consumer-intelligence contexts. If not, it can generate [imprecise, irrelevant answers](#) to your business questions, and gravely affect the accuracy of your recommendations and the decisions based on them.

How it might work: Your AI clearly understands the difference between study backgrounds, questionnaire statements, respondent quotes and vendor pitches. It has been calibrated and fine-tuned to know that insights valid in one market or period of time may not be applicable to other markets and points in time. For example, it does not apply pre-Covid Italian consumer attitudes to present-day England markets. It doesn't prioritize tangentially relevant information when you clearly have better information in your knowledge assets. It gives you context-rich decision support.



5 . Graph, chart, & infographic analysis to unlock the value of visual data

Many AI platforms cannot correctly read the data and insights conveyed in graphs, charts, and infographics. If you do not want to miss out on this crucial pool of data, choose an AI insights platform that can effectively [extract information directly from visual data in your knowledge assets](#).

How it might work: Your AI assistant responds [with correctly interpreted data from graphs](#). For example, it pulls percentages directly from a bar graph in a report and correctly summarizes it alongside other relevant sources when it answers your business question.



6 . Data limitation alerts to avoid misinterpretations and mistakes

Imagine how many misinterpretations and misjudgements you could avoid with an AI assistant that automatically catches knowledge issues while you search. If that's of interest to you, look for an AI [that alerts you to knowledge](#)

[contradictions](#) or context and reliability concerns like your most reliable colleague would.

How it might work: When your AI answers your question, it automatically pinpoints and alerts you to potential knowledge concerns, such as conflicting data, reliability issues, and outdated sources. You instantly know when and where to delve deeper and how to communicate data caveats to decision-makers.



7 . Team chat and email integrations for faster, smarter teamwork

If you want a truly insights-driven organization, look for a knowledge management platform that [connects insights to day-to-day collaboration apps like Microsoft Teams, Google Chat, and email](#). Team chat and email integrations can unlock your knowledge investments by infusing trustworthy insights into conversations wherever, and however, your colleagues work.

How it might work: You simply @mention your AI insights assistant inside your go-to collaboration tools and pose your question. The AI responds directly in the chat, augmenting your virtual group discussion with sharp insights from sources your team can trust.



8 .

On-demand insights reports to save time and boost efficiency

You can save insights teams hours each day responding to repetitive insights requests by choosing an AI insights solution that features on-demand insights reports. A reporting feature can free up your team for high-value insights interpretation and commentary.

How it might work: After you ask and receive an answer to your question, you can create a report at the click of a button. The platform automatically augments the report request with additional questions to generate a concise insights report in minutes. You can view the report on screen or download it into a Word document.

9 .

Intuitive source control for tailored, precise analysis

You may want the option to control which sources your AI uses to generate responses. This kind of feature can help you refine knowledge for special projects or better align teams around certain business goals. If that's important to you, choose an AI insights platform that makes source control intuitive and easy for the user.

How it might work: When you ask your AI a question, you can explicitly exclude certain sources you know aren't relevant for your analysis. You can [easily narrow or expand source inputs](#) to tailor the AI's answers to your top resources on a particular topic or project.

10 .

Easy permissions configuration for secure, streamlined access

If you want practical, simplified ways to handle competitive or sensitive knowledge dynamics within your organization, look for a platform that allows you to configure permissions and data access between teams, roles, and individuals. 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.

How it might work: You can define roles and permissions for different users or teams, from insights, product, customer experience, and sales, ensuring they only access knowledge and features relevant to them.

11.

API options for customizable, scalable solutions

Your organization may want the freedom to customize and tailor the right AI solution beyond the contexts and use cases in its core offerings. For example, maybe you want to enhance your corporate search experience with your trusted AI insights specialist. Or maybe you want to feed reliable AI-powered insights into another AI-powered concept-generating tool in your tech stack. For this kind of flexibility, look for an AI insights platform [with API offerings](#).

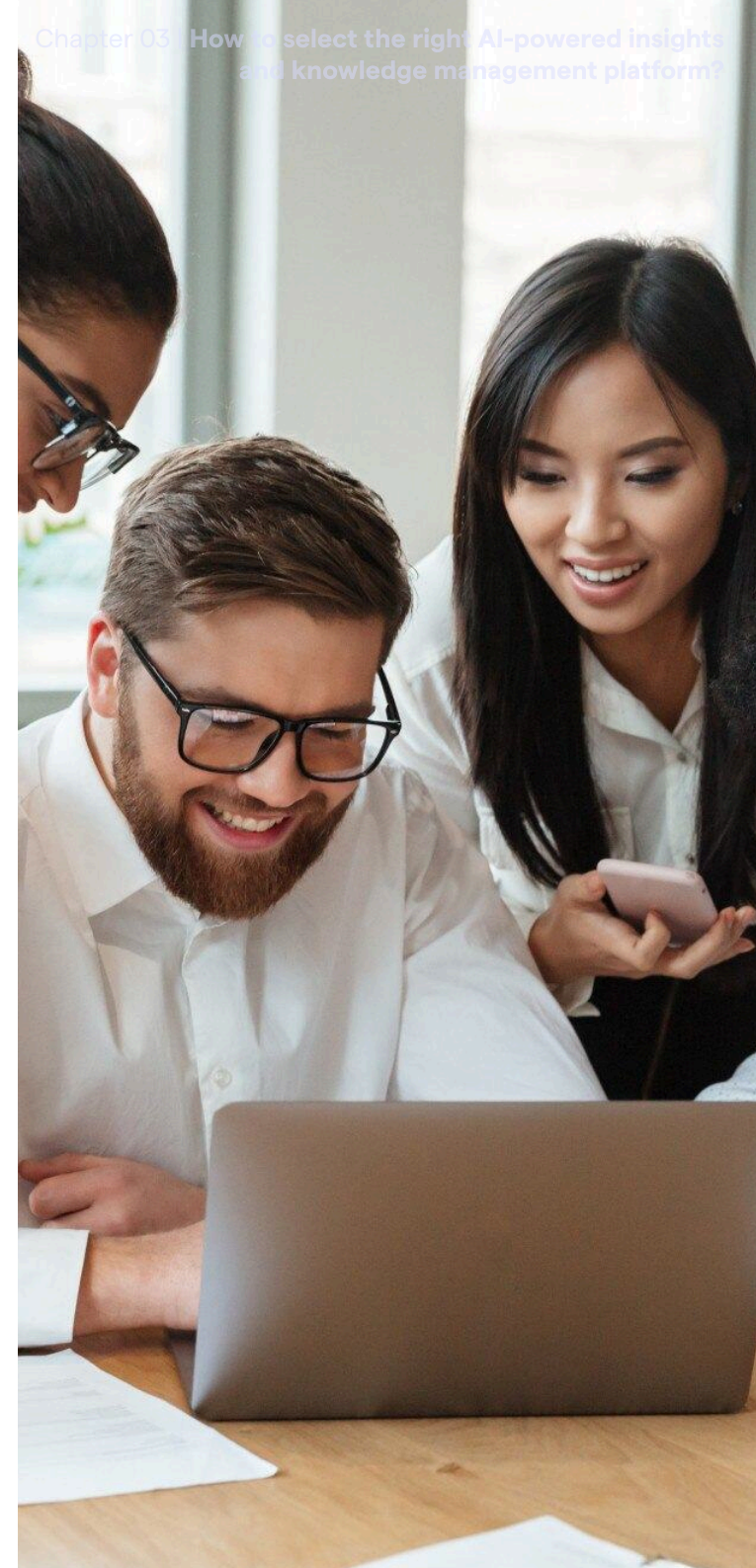
How it might work: Your development teams [use APIs to extend your AI insights platform's proprietary technology](#) to custom integrations and bespoke applications. For example, you could leverage and scale your AI insights platform at the right time and most effective points in your tech stack, reducing tech bloat and increasing ROI.

12.

End-to-end research management for streamlined workflows and oversight

If you manage complex research and reporting processes, look for an AI insights platform with [end-to-end research management options boosted by AI](#), with features that will help you streamline research workflows, centralize vendor management, and automate audit reporting.

How it might work: You can manage and standardize research project workflows from a single place, including vendor management, AI knowledge checks, research approvals, and automated audit reports to ensure watertight research compliance. You can apply corporate standards to all your research and manage budget approvals and spend from one platform.





REWE Group uses AI to enhance knowledge management

Grocery and tourism retailer REWE Group supercharged insights across its entire enterprise, vastly increasing customer and market insights accessibility and actionability.

How? REWE partnered with award-winning insights management solution provider Market Logic Software to integrate [DeepSights](#) into its insights management processes. DeepSights saves teams hours of manual research with instant summaries that distill vast amounts of knowledge into precise, usable insights.

Since launching DeepSights, REWE has seen a number of benefits:

- Simplified, faster access to REWE's extensive data ecosystem.
- Increased use of REWE's insights management platform features.
- Broader range of data being uploaded to the platform as employees recognize its value.
- Strengthened collaboration between IT, security, and legal teams to ensure the safe and effective implementation for the gen AI solution.
- Reduced dependency on external sources among teams, safeguarding proprietary information.

Do's and don'ts for a successful AI insights platform

Do's



Validate ecosystem fit early on in your search

Validate ecosystem fit early in your search to save time, money, and avoid integration headaches down the road. By addressing compatibility upfront, you can gain a clear picture of how well the platform will integrate with your existing tech stack and workflows, minimizing the risk of redundant investments.

This proactive approach sets you up for a smoother implementation and accelerates ROI. Remember, thoughtful integration planning is key to achieving faster time-to-value and maximizing the platform's impact from day one.



Involve your IT org from day one and consider data governance and information security capabilities carefully

AI-powered platforms often handle sensitive and proprietary data, making information security and regulatory compliance a top priority for you. From the beginning, confirm that the platform you are considering adheres to industry standards that apply to your business which are essential to protect data and maintain customer trust.

Additionally, explore the platform's data governance and privacy policies to ensure it's secure, robust, and scalable. Establishing this security foundation from day one protects your organization from compliance risks and ensures your customers' data is in trusted hands.



Plan for Long-Term Growth

Your AI insights platform is a long-term investment, so it's essential to have a roadmap that outlines your organization's evolving needs and goals. Start by identifying your current priorities and anticipated future requirements, including scalability, new data sources, or additional features you may need over time. A clear roadmap can help you select a platform that can grow with you and adapt to changing business demands.

Equally important is partnering with a vendor committed to innovation and long-term growth. Look for a proven record of continuous development, regular feature updates, and a clear vision for the future of their platform.

A vendor invested in their platform's evolution — and your success — can ensure your insights capabilities can keep pace with industry advances and help you stay competitive.

Don'ts



Wait until it's too late to collaborate with stakeholders

Your insights platform may impact multiple teams — from data analysts and marketers to product managers and executives. Do not wait to involve key stakeholders; delaying involvement can lead to friction, unmet needs, and misalignment on platform capabilities.

Engaging key groups like IT, legal, and procurement early on clarifies needs, streamlines approvals, and ensures everyone is on the same page. By engaging teams upfront, you foster buy-in, drive adoption, and ensure the platform delivers relevant, actionable insights that maximize value across the organization.



Neglect defining clear metrics to evaluate success

When you adopt an AI insights platform, set clear, measurable success metrics from the start. Without predefined metrics, it's easy to lose track of whether the platform is delivering the desired value or improving decision-making. Define KPIs tied to specific business outcomes, such as increased efficiency in insights generation, improved decision accuracy, or time savings for users. Regularly track these metrics to evaluate the platform's ROI and make adjustments as needed. Clear metrics give you a data-driven foundation to assess the platform's impact and guide its ongoing optimization in alignment with your business goals.

Time-saving benefits of DeepSights:



7.5 hours

of research time per person saved by Philips when answering 27 questions



2 hours

per major research query saved by Novartis employees

4

Make the business case

How to show the value of an AI insights platform investment?

How do you demonstrate to leadership that an AI insights platform is worth the investment? To make a strong business case, you need to outline how the benefits of the AI insights platform outweigh its costs. A cost-benefit analysis can include both tangible and intangible costs and benefits.

The goal is to assess how the AI insights platform improves productivity, reduces redundancy, enhances compliance, and increases the quality and speed of insights delivery.



Align the platform's value with strategic goals

Identify high-level objectives that your organization prioritizes. These may include goals related to growth, efficiency, innovation, or customer experience. Consider specific priorities, like accelerating time-to-market, improving decision-making accuracy, or increasing customer satisfaction. Once you've identified your organization's strategic priorities, map them to the features and benefits of the AI insights platform in your cost-benefit analysis. Connecting the platform's benefits directly to the outcomes your organization is striving to achieve can not only provide clear justification but also increase buy-in across stakeholders.

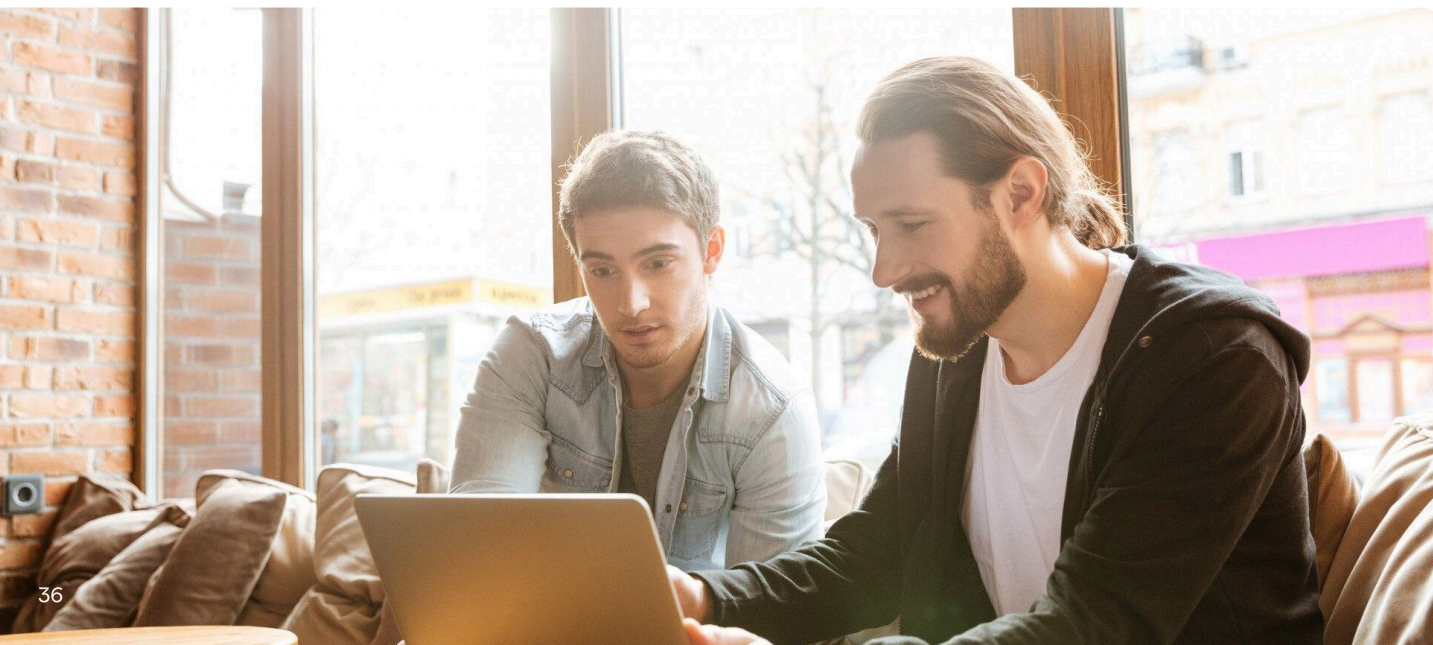


Evaluate the current cost of knowledge management in your organization

Evaluate the current costs associated with [knowledge management and insights generation in your organization](#). Evaluating these costs can help you reveal inefficiencies that an AI insights platform can address and provide benchmarks for estimating potential cost savings.

Typically, direct costs include labor, tools, and IT infrastructure, and indirect costs are associated with lost productivity, delayed decision-making, or errors. Pinpoint any bottlenecks, data silos, or challenges that hinder the effectiveness of your current insights management.

The cost of these inefficiencies — like time lost due to fragmented data systems or opportunities missed due to outdated information — can provide compelling reasons for investing in an integrated, AI-powered platform that addresses these pain points.





Calculate the platform's Total Cost of Ownership (TCO)

Account for all the expenses associated with adopting and maintaining the AI insights platform you are advocating for. This is key because it will provide a realistic view of the platform's financial impact, which can strengthen your business case. Include initial costs, like licensing fees and set up costs, and ongoing costs, like subscription and maintenance fees.



Subtract the annual benefits the platform provides

Find areas where you can quantify the annual benefits the AI insights platform will bring to your organization, then subtract them from the Total Cost of Ownership (TCO). These benefits can include cost savings from increased efficiency, revenue growth from improved decision-making, or enhanced customer satisfaction leading to retention and loyalty. By assigning a monetary value to these outcomes, you can calculate the platform's net financial impact and demonstrate its return on investment (ROI).

Highlighting tangible benefits like reduced operational costs, faster time-to-market, or fewer errors makes your business case more compelling and allows stakeholders to see the direct value the platform delivers:



Time savings

Time saved searching

Consider how much time your stakeholders currently spend searching for information. A common number is two to three hours per day, but for your cost-benefit analysis try to find more granular examples of how much search time an AI insights platform can save your teams.

For instance, [Philips led a study that compared](#) its internal search engine to the AI-powered insights assistant [DeepSights](#) and found that DeepSights saved 7.5 hours of research time for 27 questions, compared to other gen AI platforms. [Novartis had a similar experience](#), saving on average 2 hours per major research query with DeepSights.

[DeepSights](#) has also transformed how knowledge is managed and utilized [within the REWE Group](#).

According to Marc Röhder, Senior Business Analyst in REWE's Business Insights & Retail Intelligence Team, one of the most significant benefits is [time savings](#). He notes: "Questions like 'What do we know about sustainability?' [seems like] a very easy question, but honestly to know what we know can take you a day...now they can see the information and sources we have in DeepSights and that saves a lot of time."

Time saved app-switching

You can also evaluate how much time your stakeholders could potentially save if they could access trusted insights from the same screen as their go-to tools, like Gmail, Microsoft Outlook, Google Chat, or Microsoft Teams.

For example, a [recent study](#) of 1000 participants in the US and UK found that people spend almost an hour per day looking for information trapped behind apps and tools. The same study reported that, on average, the study participants reported taking 9.5 minutes to refocus once they switched apps.

Now let's say you are making the case for an AI insights platform that [connects seamlessly to common business tools](#) and [offers APIs](#) so your developers can [create custom connections to current tools](#).

This eliminates the need for insights professionals to switch between different systems to get insights. Consider how much time that could save teams in your organization.

Time saved sourcing information repeatedly

Survey your insights teams and see how much time they spend providing duplicate information or repeating answers to business questions. For example, a [global survey by APQC](#) found knowledge workers spend an average of 1.7 hours a week duplicating information or repeating answers and updates.

Consider how much time insights professionals could save with an AI insights platform where they can [create on-demand insights reports with a single click](#) or [easily link to topic-specific microsites](#) and [self-serve expert channels](#) they've curated to answer commonly asked business questions on hot topics. Imagine the time insights teams could save and devote to higher impact work like interpreting raw insights and developing strategic guidance.





Cost savings

Eliminate duplicate research spend

Research and data are often duplicated in large organizations. Redundancies can happen because one business unit unknowingly subscribes to the same syndicated sources as another, or commissions the same or very similar market research studies, or insights professionals simply aren't aware of research that's already been done in the past because of poor knowledge management practices.

An AI insights platform with simple [AI-powered "knowledge check"](#) — where as soon as a user enters their research brief, a list of related studies and knowledge in your knowledge assets automatically comes up — could not only save your organization money on duplicate research but it could also lead to better, more targeted research that translates to more profitable business decisions.

Cost-saving benefits of DeepSights:



Millions

saved in reduced spend duplication by Novartis

Novartis estimates they've saved millions in [reduced spend duplication](#) with DeepSights™.



Other annual benefits to consider for your business case

- Improved audit efficiency
- Reduced compliance risk
- Improved vendor negotiations
- Higher insights budget adherence
- Reduced tech spend
- Higher-quality decision-making
- Faster research project completion time and faster time-to-market
- High platform adoption rates

Building a strong case for investing in an AI insights platform requires evaluation of its benefits, costs, and alignment with organizational goals. By conducting a cost-benefit analysis, quantifying time and cost savings and demonstrating how the platform addresses inefficiencies and enhances strategic outcomes, you can effectively illustrate its value and create a compelling argument for leadership and IT team buy-in.

5

Next steps

Getting started: Five steps to implement an AI-powered insights and knowledge management platform



1 .

Establish your baseline

Objective: Understand your current processes, tools, and data utilization.

Actions: Conduct an audit of existing insights workflows. Where do teams source data, and how is it used? Identify gaps in decision-making. Which decisions rely on data, and where does intuition dominate? Define current metrics for data accessibility, insights usage, and decision impact.



2 .

Identify key decision points

Objective: Map the critical moments where insights influence decision-making.

Actions: Collaborate with stakeholders (e.g., marketing, product teams) to identify high-impact decisions. Document workflows for campaigns, product launches, or brand strategies, noting where insights are needed. Highlight tools and systems currently used for these decisions.



3 .

Align decisions with insights sources

Objective: Connect decision points to relevant data and insights.

Actions: Identify data types that enhance decision-making, such as CRM data, market research, or social listening. Prioritize integrating high-value data sources into existing workflows and tools. Evaluate gaps in accessibility to critical data and insights.



4 .

Build a roadmap for change

Objective: Define the path to successfully implement the platform.

Actions: Select a knowledge management platform that meets your organization's needs. Develop a skills gap analysis and identify training needs for teams to effectively use AI insights tools. Create a phased rollout plan, starting with pilot teams and expanding organization-wide.

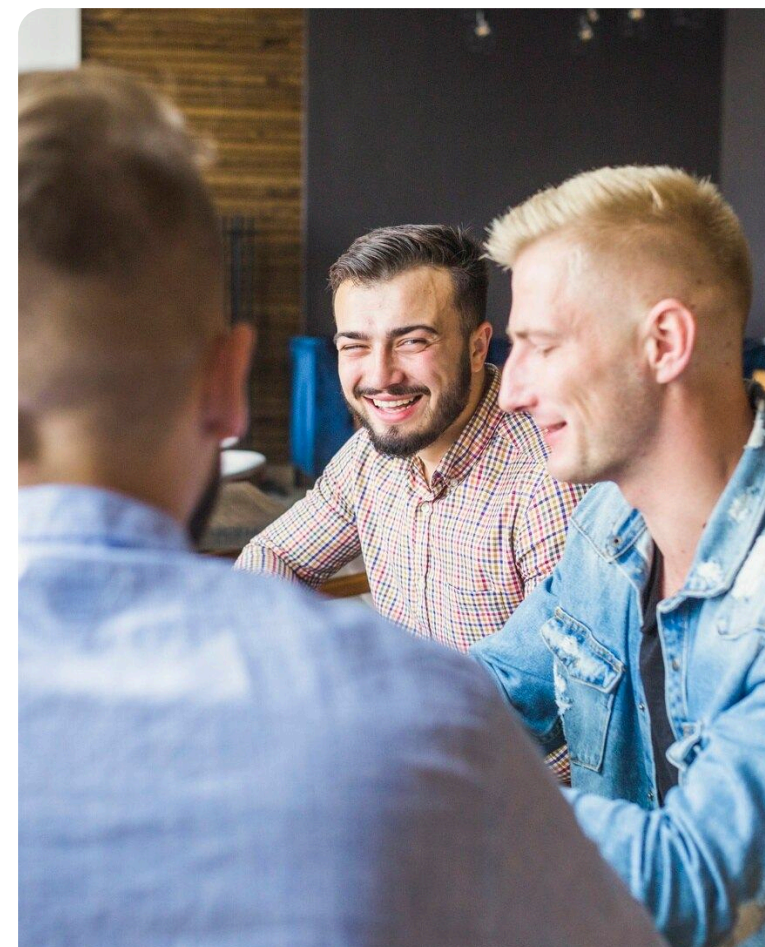


5 .

Implement and scale

Objective: Operationalize the platform and expand adoption.

Actions: Centralize all market data, knowledge assets, and consumer insights into the platform.





Key takeaways

If you're wondering how to choose an AI-powered insights and knowledge management solution, this buyer's guide covers it all.

From knowing what you need to develop and share market and consumer insights effectively, understanding the crucial necessity of a fit-for-purpose AI insights platform, to highlighting top features to look out for and outlining how to make a strong business case, this guide should have you feeling confident you have the tools you need to choose your AI insights platform wisely.

To summarize:

- Generic AI solutions aren't built for market and consumer insights and have several disadvantages, like limited integration abilities and irrelevant or inaccurate answers.
- A purpose-built AI insights platform like [DeepSights](#) enables teams across your organization to get instant answers they can trust from 100% of your knowledge estate.
- An [end-to-end AI insights platform](#) with API options will support the management of the entire market insights process: from knowledge capture to insights development to sharing insights for insights-driven decision-making.

[DeepSights™](#) connects people, processes, and systems through state-of-the-art AI so you can power your business with insights that inform market-winning decisions.

"With the addition of [DeepSights](#) generative AI users are able to get answers faster and more reliably than ever, saving on average 2 hours per question and millions in reduced duplication of spend."

*Ian Hook,
Director of Business Operations,
Novartis*

Set up a personalized demo and free trial with our award-winning solution [DeepSights™](#)

Want to tap into greater ROI on your insights investments and transform your business with insights-driven decision-making? [Contact us](#) to set up a personalized demo and free trial period with [DeepSights](#).



About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our award-winning AI-enabled insights management platform DeepSights™ allows insights teams to equip business decision-makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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