

QUID

Aeronautics
Company
Enhances Space
Technologies With
Quid Connect



With Quid Connect integrated into their processes, the aeronautics company found their 'one source of truth' to curate data and prioritize information.

AT A GLANCE:

In the realm of space exploration and technology, this organization stands as a pioneering force, constantly seeking novel ways to enhance their capabilities. A representative of the Office of Technology Policy and Strategy, faced the challenge of harnessing the rapidly evolving information landscape to further the company's missions.



CHALLENGES

Too much data and very little time

- The organization grappled with an immense volume of information that hindered their agility, making it difficult to identify crucial trends, technologies, and partnerships that could advance their missions.

In an effort to avoid information gaps and missed opportunities, the company sought out a 'one source of truth' solution, which they found through Quid Connect. The ability to curate and prioritize information and easily create dashboards that adapted to their diverse mission and focuses made it a standout choice. "We wanted to have a tool that was flexible enough to take inputs from around the agency and make decisions based on shifting priorities." – Office of Technology and Strategy Representative, Aeronautics Company

SOLUTIONS

Accurate identification of brand health risks

- With Quid Connect integrated into their processes, the organization experienced a transformative shift. The tool's unique features have allowed them to process and prioritize patents, papers, and industry developments. It has given them visibility into several previously inaccessible areas, creating transparent connections that have significantly slashed time to insight and informed important mission decisions.





RESULTS

Insights that filled blind spots and predicted consumer needs

- The struggle to find nuggets of valuable insight in the vast and ever-expanding sea of online information is not unique to this organization. And its collaboration with Quid should inspire other companies seeking solutions to complex problems that may be holding your business back. Quid Connect helps this company innovate and discover new aeronautic synergies, and it can do the same in any sector.

IDENTIFIED CRITICAL TRENDS AND EMERGING TECHNOLOGIES

STRONGER PARTNERSHIPS BASED ON RELEVANT, PRIORITIZED DATA

CATALYZE INSIGHTS GATHERED INTO ACTIONABLE INSIGHTS

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Office of Technology Policy and Strategy Representative,
Aeronautics Company