

Pixelle Specialty Solutions Relies on *Industry Intelligence Inc.* as Critical Resource for Alignment and Strategy

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CHALLENGE

Pixelle struggled to align its teams to a common goal and to make everyone aware of key business drivers and trends. Every time the team sat down to discuss sales or market trends, everybody had a different number – and the same was true of news and information.

"You couldn't sit down in a meeting and have everybody be level-set," said Heath Frye, Pixelle's Director of Marketing. That created a challenge in how people used their time and how quickly teams were able to react together in a changing industry landscape. Pixelle turned to Industry Intelligence for help.

SOLUTION

Industry Intelligence supports Pixelle with an Enterprise Market Intelligence license that includes a delivered daily report as well as integration within Pixelle's own intranet. Integrating Industry Intelligence into employees' workflow empowers team members by providing instant access to market intelligence in new and different ways – and "that's very powerful," Frye said.

Pixelle users receive customized daily reports, including a company-wide corporate report as well as team-specific reports for sustainability, food packaging and more. With the daily reports, "people wait for it, and the minute it comes, boom, they open it up and take a look," he said.

Integration within Pixelle's internal platforms is critical because that is where the team is already engaged. "It is very powerful to have all these different ways of getting this content pushed to you, and that is the key – the push," Frye said. "The push is super important."

BENEFITS

Pixelle embraced Industry Intelligence's solutions. Across the company, teams use the constant pulse of curated news and insights to align and act quickly whenever they identify opportunities and risks. Everyone from the CEO to the sales team agrees Industry Intelligence's service is critical to alignment and strategy across the organization.

Industry Intelligence helps Pixelle align team members' workflow with critical views on the competitive landscape, economic indicators, customer and market insights, and key business drivers, from sustainability to supply chain.



AT A GLANCE

- **Industry:** Paper
- **Company Size:** \$330 Million
- **Employees:** 2,200
- **Business Teams Supported:**
 - Sales
 - Senior Leadership
 - Product Development
 - Procurement
 - Sustainability
- **Tools:**
 - Daily & Weekly Market Reports
 - CRM Integration
 - Branded Newsletters

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"If it's not on the Industry Intelligence news feed, then it didn't happen. Because if it's not there, it doesn't get brought up in meetings, sales reps and senior management aren't talking about it – nobody's talking about it. It's almost like it didn't happen. But if it's there, it really happened."
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Heath Frye, Director of Marketing,
Pixelle Specialty Solutions