

CASE OVERVIEW

How STATXO Turned Competitor Noise Into Strategic Clarity for a European Tyre Manufacturer

A leading European tyre manufacturer, competing hard to hold its ground across North America and Europe, was drowning in market data it couldn't act on fast enough. STATXO built a competitive intelligence engagement anchored by VisionXO, turning scattered signals into one clear, decision-ready view of the market.

Industry: Automotive & Tyre Manufacturing

Regions: North America & Europe

Research Model: Desk Research + Expert Interviews

OBJECTIVE

Track competitor strategy, technology, and regulatory shifts closely enough to act before rivals do.

SCOPE

An integrated competitive intelligence study spanning eight benchmarking parameters, delivered through VisionXO.

ENGAGEMENT SNAPSHOT



8
Competitor parameters benchmarked continuously



3
Client functions aligned: Innovation, Marketing, Procurement



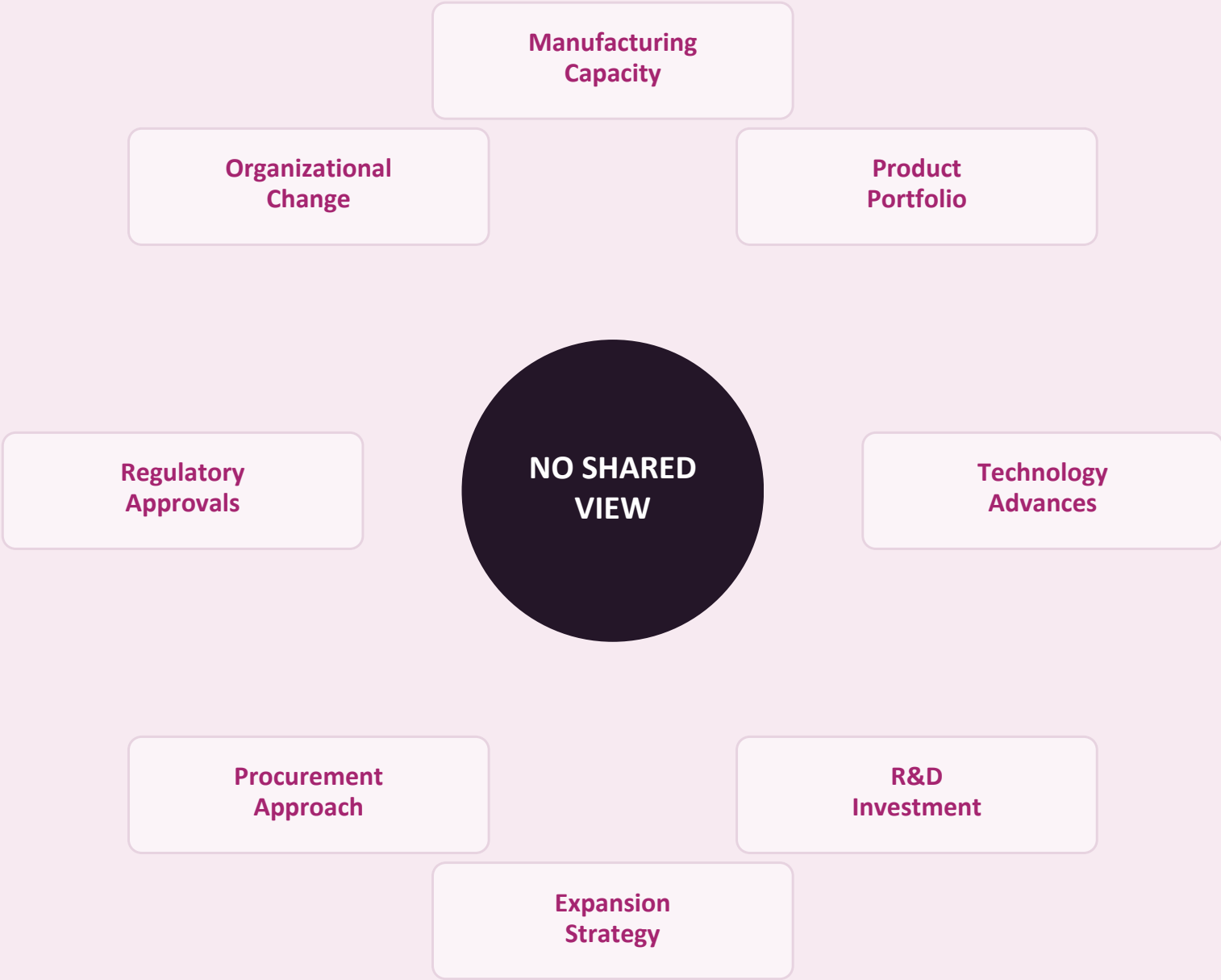
Continuous
Monitoring of market and regulatory shifts



2
Regions covered: North America & Europe

Market Signals Were Everywhere, but Insight Was Nowhere

Competitor moves, regulatory shifts, and technology bets all arrived as raw noise. Without a way to synthesize them, the fastest-moving intelligence in the industry sat unused.



RC

ROOT CAUSES

- Competitor activity spanned financials, R&D, and regulatory filings, tracked nowhere in one place.
- Market shifts were noticed only after competitors had already acted on them.
- Regulatory changes across regions were assessed separately, with no shared view of their combined impact.

!

BUSINESS RISK

Slow-moving intelligence meant slower product bets, missed partnership windows, and strategic decisions made after competitors had already moved.

Eight parameters, one blind spot. Manufacturing, R&D, pricing, and regulatory signals all moved independently, with no single view connecting them.

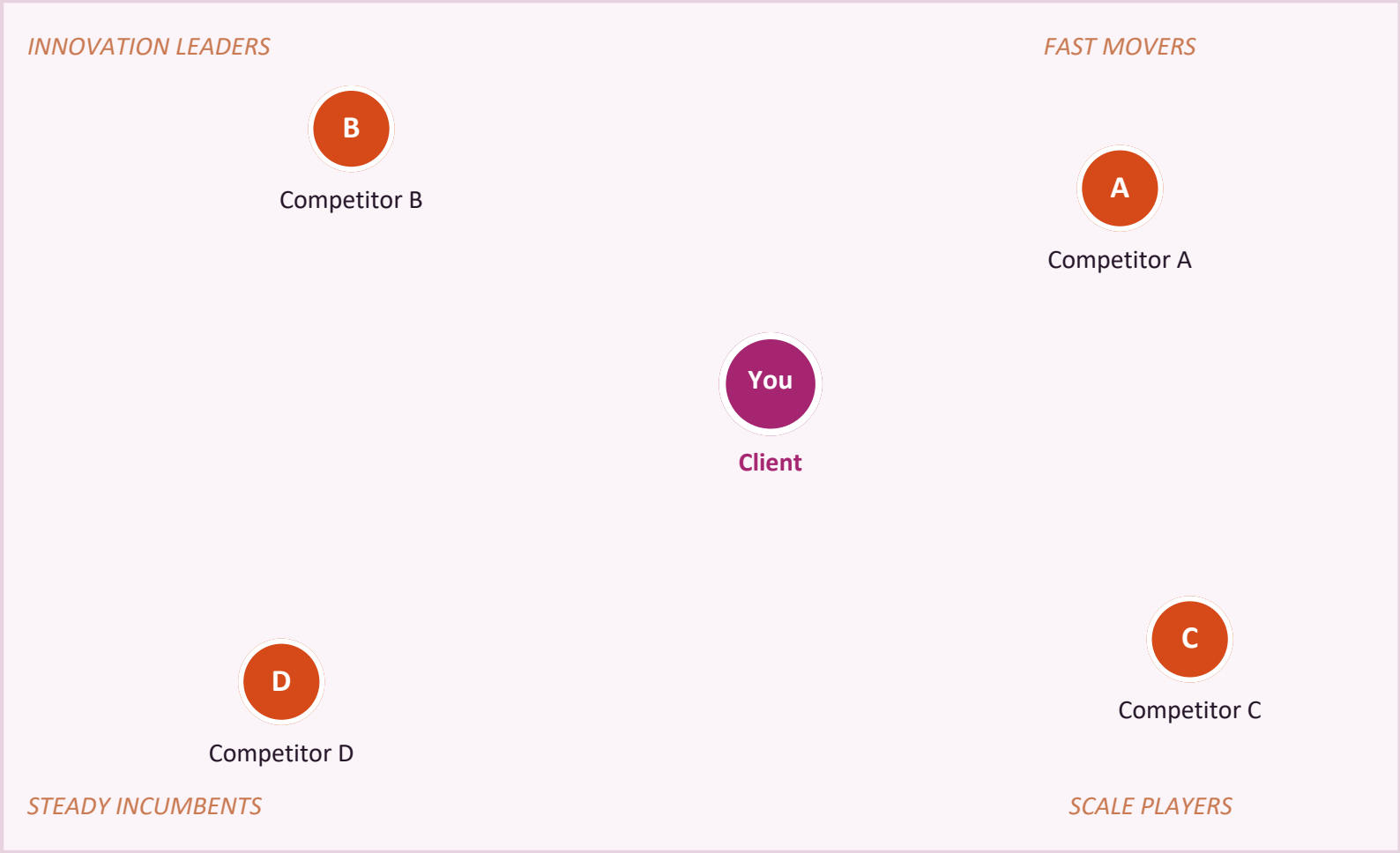
How STATXO Built a Continuous Competitive Intelligence Value Chain

VisionXO became the executive decision intelligence layer behind the engagement, turning a blended research methodology into one continuous view of the competitive landscape.



From Competitive Noise to a Clear Strategic Position

VisionXO turns competitor benchmarking into one picture: where rivals are placing their bets, and where the client's own strategy stands relative to them.



STRATEGIC QUESTIONS THIS ANSWERS

Where is a competitor about to out-invest us in R&D?

Continuous R&D and technology benchmarking with early signal flags.

Which markets are competitors expanding into next?

Expansion strategy tracking across M&A and organic moves.

How exposed are we to an upcoming regulatory change?

Regulatory intelligence translated into business impact.

Where should innovation investment focus next?

Innovation opportunity mapping against competitor gaps.

Competitive Intelligence

Market Positioning

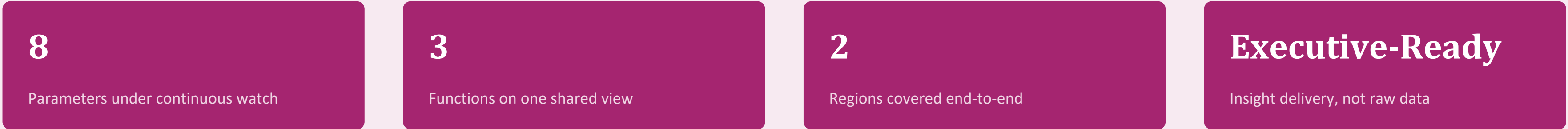
Scenario Planning

Predictive Intelligence

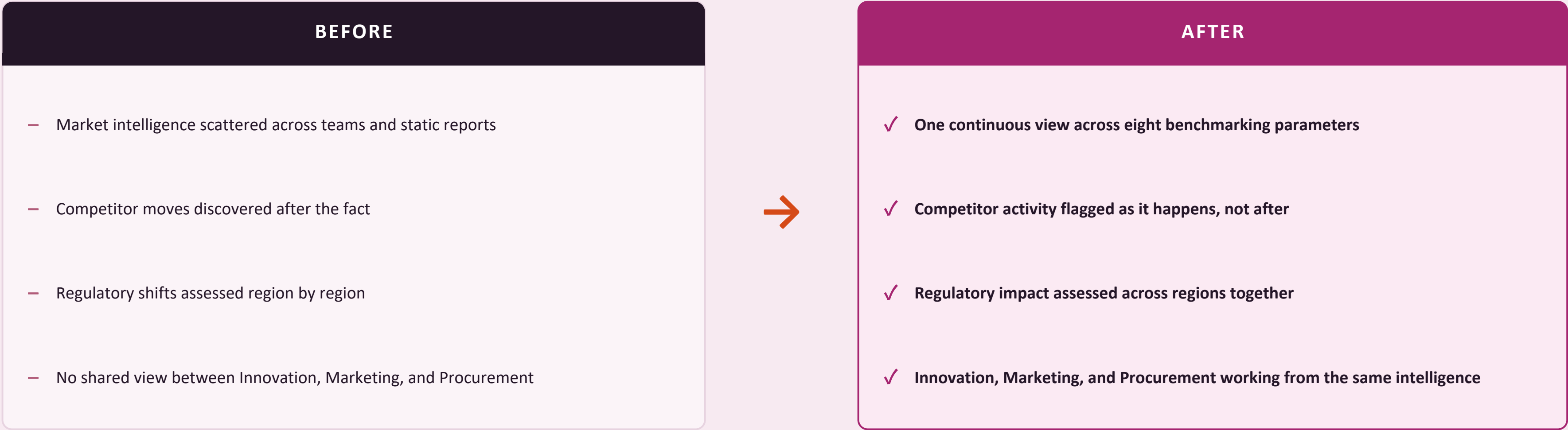
Executive Decision Support

Continuous Monitoring

From Reactive Tracking to a Continuous Competitive Advantage



OPERATING MODEL: BEFORE VS. AFTER



Every insight above keeps compounding: VisionXO keeps watching competitor activity long after the initial study closes.

The Team Closest to the Problem, on What Changed

“

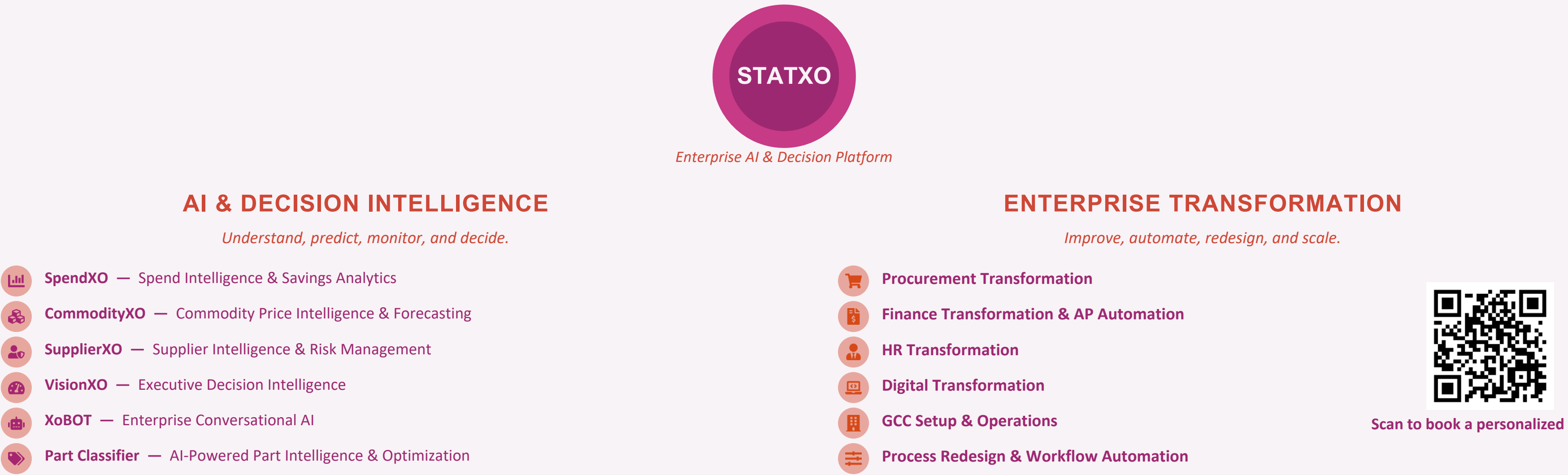
Incredibly impressed with the level of detail and accuracy in the research reports provided by STATXO. Their thorough analysis of competitor strategies has allowed us to fine-tune our approach and proactively adapt to market shifts, ensuring our continued success in a rapidly evolving industry.

— VP, Global Strategy and Operations

ENGAGEMENT TYPE	FUNCTIONS INVOLVED	INDUSTRY CONTEXT
Competitive Intelligence Study, powered by VisionXO	Innovation · Marketing · Procurement	Automotive & Tyre Manufacturing, NA & Europe
WHY IT SUCCEEDED One continuous intelligence layer replaced scattered reports, giving strategy and innovation leaders a shared, current view of the competitive field.		

Explore the Complete STATXO Intelligence Ecosystem

AI-powered products and enterprise transformation solutions designed to help organizations understand, predict, optimize, and transform business decisions at scale.



Ready to Solve Your Next Business Challenge?

Explore the complete STATXO ecosystem to discover how our AI-powered products and transformation services help enterprises make faster decisions, optimize operations, and deliver measurable business outcomes.

- [Explore Products](#)
- [Explore Solutions](#)
- [Book a Demo](#)