

CASE STUDY

Technology

Market landscape analysis of safety index among Fortune 500 companies



About the client

Our client provides cloud-based supply chain management and commercial marketplace platform on a global scale. The company's e-platform organizes and keeps all supplier documentation up-to-date, accurate, and available at any time.



Headquarters

Orem,
UT



Launched in

2003



Employees

1000



Objective

The firm required in-depth insights into employee safety protocols followed at Fortune 500 companies. They sought this information to gauge the safety index at these companies and rank them based on specific parameters. The supply chain management provider partnered with Netscribes to conduct a market landscape analysis to shed better light on the prevailing safety regulations.



Approach and solution

Our team implemented a multi-pronged research approach to offer detailed insights relevant to the client's mission. The focus of the research was to record incidents and fatalities in the workplace of Fortune 500 companies, the number of times these incidents were reported to OSHA, and the precautions implemented by these companies to improve safety in different work environments.

To ensure holistic insights, the team sourced information from the following channels:



Web crawlers



Publicly available news articles and press releases



Scanning various social media platforms



Analysis of data from incidents reported to OSHA



Results and benefits

Information regarding workplace safety was gathered through reported data from OSHA or incidents announced through press releases. Based on the set parameters, Netscribes created a benchmarking model by applying weights to different parameters, thereby ranking the different companies.

Armed with this information, the client gained an in-depth understanding of the safety parameters across its market landscape and the regulations implemented by Fortune 500 companies to reduce casualties in their work environment.

Achieve strategic business goals through a holistic industry view with Netscribes in-depth [market research insights](#).

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