



NETWORKDYNAMICS™

CASE STUDY

Break Through Market Study Bottlenecks with NetworkDynamics

**HOW ONE MULTI-BRAND MANUFACTURER REPLACED ADMINISTRATIVE
DRAG AND MOVED MARKET STUDY DELIVERY FROM YEARS TO MONTHS.**



URBAN SCIENCE®





The Challenge

Market studies don't fail because of weak analytics. They fail because the machinery around them breaks down.

For one large, multi-brand automotive manufacturer, that breakdown had compounded quietly over decades. More than 35 years of market studies, created by different teams, across brands, under heavy compliance scrutiny, had produced thousands of recommendations with no connective tissue. Administrative burden, not analytical rigor, became the bottleneck: studies routinely stalled for two to three years, while dealer communications alone consumed up to 1,800 hours annually through manual templates and fragmented tools. The result was a vast body of market intelligence that existed, but couldn't move, was difficult to reuse, hard to defend, and even harder to turn into action.



The Solution

The brand implemented **NetworkDynamics™** and its **market study management capabilities** to centralize decades of market studies into a single, auditable system that governs every phase of the study lifecycle – before, during, and after the analysis itself.

The platform replaced fragmented workflows, email chains, spreadsheets, and document templates with one system, one workflow, and one source of truth.

NetworkDynamics Delivers:

Documented decision trail that preserves the full context of every market study, enabling manufacturers to clearly explain, defend, and stand behind network decisions over time.

Visibility into market study demand, priority, and progress so leaders can drive faster decisions and remove delays before they impact the network.

Follow-through that turns market study insights into executed actions, ensuring analysis consistently drives meaningful network change.



The Action

Within six months of going live, the brand used NetworkDynamics™ to:

- **Automate pre-study and post-study dealer communications**, including letter generation, signature tracking, shipping, and proof of delivery through USPS and FedEx integrations
- **Track every study milestone** across planning, execution, approval, and activation phases
- Create, revise, and formally adopt market study recommendations within the system
- Maintain a searchable historical database of **5,600+ recommendations, dating back to the 1980s**
- **Embed legal, network development, and strategy approvals directly into the study workflow**
- **Capture institutional knowledge** through meeting objects, including attendance, notes, and regional insights prior to fieldwork



**Studies that once stalled
for years progressed
end-to-end within months.**

The Results



Operational Efficiency

- Eliminated **1,600–1,800 hours of manual effort per year**
- Dealer letter creation reduced from roughly **2-3 hours per letter to <1 minute per letter**
- Enabled batches of ~200 dealer letters to be completed in about **an hour vs. weeks previously**
- Administrative efficiency savings equivalent to **one or more full-time analyst annually**



Speed to Execution

- Market studies moved from **multi-year timelines to under 6 months end-to-end**
- **Faster activation** of dealer relocations and add-point strategies
- Dealer communications that previously took **days or weeks** generated in **as little as 30 minutes** in urgent scenarios



Governance & Transparency

- **Full visibility** into study status for all stakeholders
- **Permanent audit trail** for approvals, communications and recommendations
- Centralized, searchable repository of **25+ years of studies and 5,600+ recommendations**
- Every recommendation directly linked back to its originating study **improving legal defensibility and consistency.**





Key Takeaways

- Market study execution is an enterprise process problem, not an analytics problem
- Administrative friction, not analytical rigor, is the primary limiter of study volume and speed
- Centralizing workflows unlocks both efficiency and strategic follow-through
- Institutional knowledge becomes an asset when it is captured, searchable, and governed





Business Outcome

With NetworkDynamics™ market study management capabilities, the brand institutionalized market intelligence across the organization to turn studies into a scalable, repeatable engine for network decisions. The result was faster execution, lower operational cost, stronger governance, and a clear path from insight to action.

**NetworkDynamics doesn't just manage studies.
It makes market intelligence operational.**



Looking Ahead:

The brand is now structurally prepared for the 2030 census tract updates that will require comprehensive network review and dealer communication. Because these workflows are already centralized within NetworkDynamics, the brand can scale this effort efficiently and be positioned to enter regulatory compliance sooner, reduce legal and operational risk, and avoid performance management gaps that often emerge when large-scale network changes outpace administrative capacity.



Ready to Make Market Studies Move?

Let's discuss how NetworkDynamics™ Market Study Management capabilities can help you govern every market study as a documented, defensible decision—so you can reduce risk, move faster with confidence, and ensure insights consistently translate into network action.

Connect with an Urban Scientist Today!
Or discover more at UrbanScience.com/networkdynamics

