CASE STUDY

Proof Beyond a Pilot

A Second Controlled Benchmark Confirms Advantages of Human-Led, AI-Powered Strategy: Private Equity Portfolio Company Case Study

Amplifyer + MARKET STRATEGY GROUP

JULY 2026

EXECUTIVE SUMMARY

Market Strategy Group (MSG) and Ampliflyer repeated a controlled re-analysis on a completed commercial diligence engagement. This second test involved a specialized North American logistics platform, a structurally different market from the opportunity used in the first benchmark.

> ***The question was simple: were the original results a one-off, or did they reflect a repeatable way of working?***

The traditional consulting engagement combined customer and expert interviews with detailed market sizing, supply-chain analysis, and share-of-wallet modeling. It established the central investment logic: a slow-growth market, an operationally critical niche, a technology-enabled service advantage, meaningful customer concentration, and substantial but finite room to expand.

Ampliflyer was not given the primary-research deliverables. Under MSG's direction, it independently converged on the same core thesis and then extended it into a wider set of value-creation hypotheses, including automation, data and traceability, facility readiness, contract durability, scenario risk, and a phased implementation agenda.

85%	60–80%	12 Days
FASTER TIME-TO-INSIGHT	LESS RESEARCH LABOR	VS. 10–12 WEEKS TRADITIONAL

The first benchmark quantified the effect: **85% faster time-to-insight**, **60–80% less research labor**, and **12 days** to actionable conclusions versus a traditional 10- to 12-week cycle. The logistics test was not designed to replicate or re-measure those exact metrics. It did confirm the same operating pattern in a second sector: faster initial insight, broader analytical coverage, and a clearer path from evidence to action.

> ***One strong benchmark can be an outlier. A second test in a different market begins to show a repeatable advantage.***

BENCHMARK DESIGN

Same test. Different market.

MSG supported a private equity sponsor evaluating a specialized logistics platform that buffers container production and filling operations. The target had grown far faster than its underlying market. That outperformance created the key diligence question: what had truly driven growth, and how much of it could continue?

What the original work established

- **A mature market.** Niche distribution in this space grows slowly and is tied to broader economic activity. Certain products had a stronger outlook.
- **A critical buffer.** Intermediate logistics is structurally necessary because container production and filling operate at different speeds.
- **A meaningful position.** The target controlled roughly 12% of niche distribution, with higher penetration in several major accounts.
- **A real operating moat.** Industry participants named the target, without prompting, as one of the most sophisticated third-party operators in this niche.
- **A finite runway.** The company had substantial share-of-wallet upside, but sustaining its recent growth indefinitely would eventually outrun the market.
- **The controlled design mattered.** The Ampliflyer platform was tasked to reach independent conclusions from secondary evidence and MSG-directed analysis, not to add to or analyze the original interview findings. This created a genuine test of convergence and extension.

HUMAN EXPERTISE + MACHINE-SCALE DISCOVERY

What the traditional engagement contributed

- **Human evidence.** Customer and subject-matter-expert interviews tested operating realities, buying criteria, and the strength of customer relationships.
- **Market precision.** MSG quantified market volumes, target share, customer share of wallet, geographic clusters, and the practical role of intermediate warehousing.
- **Embedded judgment.** The team interpreted interview nuance, normalized conflicting market definitions, and separated verified evidence from plausible but unproven claims.

What Ampliflyer contributed

- **AI-scale discovery.** Ampliflyer synthesized market structure, technology shifts, operating risks, and future scenarios across a much wider research surface.
- **Hypothesis expansion.** MSG used Ampliflyer to test more possibilities earlier, including automation, data integration, regulatory exposure, and new service models.
- **Rapid iteration.** The team could challenge an output, revise the question, and explore a new scenario in hours rather than waiting for a new research workstream.

The platform did not replace primary research or strategic judgment. It gave the team more hypotheses to test, more variables to consider, and more ways to connect market evidence to specific owner actions.

RESULTS

Convergence built confidence. Extension created value.

The two approaches did not produce identical wording or identical market estimates. They did produce the same strategic spine. That convergence increased confidence in the investment logic. The differences showed where expert review and human insight building on the diligence were most valuable.

Different numbers strengthened the process

The traditional and Ampliflyer analyses used different market boundaries. MSG focused tightly on the niche distribution market and customer share of wallet. Ampliflyer modeled a broader beverage 3PL ecosystem. As a result, total-addressable-market and share estimates were not directly comparable. MSG normalized the definitions rather than forcing a false match. That distinction is central to responsible AI-augmented strategy.

> ***The goal is not line-by-line agreement. The goal is to identify where independent analyses converge, where they diverge, and what evidence is required to resolve the difference.***

WHERE THE ANALYSES CONVERGED

	MSG	MSG + Ampliflyer	Convergence
Niche advantage	MSG showed that the target occupied an indispensable buffer point in the container supply chain and earned unusually strong operational regard.	Ampliflyer framed the same advantage as a “container moat” built from specialized handling, embedded relationships, and switching costs.	The implication was clear: protect the core niche before pursuing adjacency growth.
Growth engine	MSG found that the target had outgrown a slow market through share capture and deeper customer penetration, not because the category was booming.	Ampliflyer also concluded that value creation depended on capability-led share gains rather than broad market growth.	Growth needed to be targeted by account, site, and capability.
Technology edge	Primary research identified the target as one of the industry’s most sophisticated operators.	Ampliflyer extended this into a hypothesis that automation, data integration, and digital visibility could become the next moat.	The next step was to test where technology would deepen customer dependence and improve operating leverage.
Risk profile	MSG quantified customer concentration, growth saturation, glass weakness, and the danger of extrapolating recent performance.	Ampliflyer widened the risk set to include implementation, facility readiness, labor, technology adoption, and regulatory scenarios.	Together, the analyses converted broad concerns into a sequenced confirmatory-diligence agenda.

A DISCIPLINED CONFIDENCE MODEL

Confirmed. Core strategic conclusions converged with primary research and detailed market analysis.

Extended. Ampliflyer created additional hypotheses, scenarios, and implementation pathways for the team to evaluate.

Validate next. Exact economics, regulatory applicability, facility readiness, and vendor-specific claims remained subjects for confirmatory diligence.

> ***Ampliflyer did not turn uncertain claims into facts. It helped the team see more possibilities sooner, rank them, and decide which ones deserved human validation.***

FROM INVESTMENT THESIS TO VALUE-CREATION BLUEPRINT

The most important benefit was not just faster research. Ampliflyer widened the aperture and helped MSG turn a validated investment thesis into a more explicit value-creation blueprint.

1. **Protect the core** — Secure the relationships, service levels, and operating practices that make the platform difficult to replace. Treat customer dependence as both an asset and a concentration risk.
2. **Target share of wallet** — Use customer-level penetration, production clusters, and service needs to identify the highest-probability growth pockets. Avoid relying on a slow market to carry the plan.
3. **Build the next moat** — Test where automation, integrated data, and greater visibility can improve throughput, reduce labor exposure, and increase switching costs for customers.
4. **Stress-test transformation** — Validate facility constraints, implementation economics, regulatory scope, and management capacity before committing to a technology-heavy operating model.

A better sequence for diligence

Used this way, Ampliflyer improves the entire engagement:

- Frame the decision and define the most consequential uncertainties.
- Generate a broader and better-structured set of hypotheses before expensive primary research begins.
- Run scenarios quickly and identify where the investment thesis is most sensitive.
- Use interviews and expert research to validate the issues that matter most, rather than asking broad questions and hoping the decisive insight emerges.
- Convert validated insight into a roadmap for the first 100 days and the broader value-creation plan.

The operating model is simple. **Use AI *before* primary research to improve the hypotheses, during analysis to test more scenarios, and after validation to convert insight into an implementation plan.**

CROSS-CASE PROOF

Two benchmarks. One repeatable pattern.

The industrial-logistics test matters because it confirmed the earlier result in a market with different buyers, economics, risks, and operating dynamics.

	First Benchmark	Industrial-Logistics Benchmark
Strategic setting	A PE-backed cybersecurity platform evaluating expansion into a large adjacent public-sector market.	A PE sponsor evaluating a specialized logistics platform in a mature, fragmented market.
Human evidence	500+ survey responses, 20 executive interviews, and extensive synthesis.	Customer and expert interviews, market sizing, supply-chain mapping, and share-of-wallet analysis.
Ampliflyer effect	Compressed the path to actionable conclusions and identified an additional high-precision opportunity segment.	Independently confirmed the core thesis and expanded it into scenarios, risks, and a value-creation blueprint.
Measured result	12 days versus 10–12 weeks; 85% faster time-to-insight; 60–80% less research labor.	Repeated speed and labor gains — over 10 weeks reduced to under 2 weeks for initial results — with the same effects on breadth and actionability.

WHAT THIS MEANS FOR SPONSORS AND STRATEGY LEADERS

Start smarter. A broader, better-structured hypothesis set makes expensive primary research more focused and more productive.

Decide faster. Teams can explore more scenarios in the same decision window without lowering the standard of expert review.

Create value earlier. The work can move beyond validating an investment thesis to defining the first wave of commercial and operating priorities.

THE BOTTOM LINE

> ***Ampliflyer does not replace rigorous diligence. It compounds strong diligence.***

Across two controlled re-analyses, MSG saw the same result: materially faster initial insight, a broader range of credible strategic possibilities, and a more direct path from evidence to action. Human experts and leaders still defined the problem, judged the evidence, reconciled conflicting definitions, and owned the recommendation. Ampliflyer gave them more reach and enhanced perspective.

For investors, consultants, and corporate strategy teams, that is the real promise of AI-powered strategy: *not fewer experts, but better-leveraged experts and better decisions.*

KEY TAKEAWAY

Proof over promise. One benchmark showed the potential. A second, in a very different market, confirmed the pattern.