

**QUID**

NASA Develops  
New Aeronautics  
With Quid Connect



With Quid Connector integrated into their processes, NASA found their 'one source of truth' to curate data and prioritize information.

**AT A GLANCE:**

In the realm of space exploration and technology, NASA stands as a pioneering force, constantly seeking novel ways to enhance its capabilities. And Ken Wright, a representative of NASA's Office of Technology Policy and Strategy, faced the challenge of harnessing the rapidly evolving information landscape to further NASA's missions.



## CHALLENGES

# Too much data and very little time

- NASA grappled with an immense volume of information that hindered the organization's agility, making it difficult to identify crucial trends, technologies, and partnerships that could advance their missions.

In an effort to avoid information gaps and missed opportunities, NASA sought out a 'one source of truth' solution, which they found through Quid Connect. The ability to curate and prioritize information and easily create dashboards that adapt to NASA's diverse mission and focuses made it a standout choice. "We wanted to have a tool that was flexible enough to take inputs from around the agency and make decisions based on shifting priorities." - Ken Wright, Office of Technology and Strategy Representative, NASA

## SOLUTIONS

# Accurate identification of brand health risks

- With Quid Connector integrated into their processes, NASA experienced a transformative shift. The tool's unique features have allowed them to process and prioritize patents, papers, and industry developments. It has given them visibility into several previously inaccessible areas, creating transparent connections that have significantly slashed time to insight and inform important mission decisions.



## RESULTS

Insights that filled blind spots and predicted consumer needs

◦ NASA is not unique in its struggle to find nuggets of valuable insight in the vast and ever-expanding sea of online information. And its collaboration with Quid should inspire organizations seeking solutions to complex problems that may be holding your business back. Quid's Intelligence Connector helps NASA innovate and discover new aeronautic synergies, and it can do the same in any sector.



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**Ken Wright**

Office of Technology Policy and  
Strategy Representative,  
NASA



IDENTIFIED CRITICAL  
TRENDS AND EMERGING  
TECHNOLOGIES

STRONGER PARTNERSHIPS  
BASED ON RELEVANT,  
PRIORITIZED DATA

CATALYZE INSIGHTS  
GATHERED INTO  
ACTIONABLE INSIGHTS