Patent Analytics for Empowering Business Decisions

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Agenda

- Background - Term Definitions
- Patent Data – Challenges
- Role of Patent Analysis in Corporate R&D
- Emerging Technologies – Opportunities
- Case Studies
  - Company Profiling
  - Technology Assessment
- Summary
Definition:

- Work processes for helping technical decision makers make smarter decisions faster to assist with long term strategic technical planning.

- An analytical process that transforms disaggregated technological information into relevant strategic knowledge about your competitor’s technical position, size of efforts and trends.
How does it fit with a company’s business strategy?

- Provides foresight into strategic activities
  - Entering new business areas
  - Acquiring new technologies
  - Evaluating competitor’s business moves
  - Deciding on what research areas to explore
  - Developing partnerships/out-licensing relationships
The key is actionable Intelligence

- **Intelligence Cycle**
  - Define needs and prepare a plan
  - Collect source materials
  - Analyze the results
  - Impact the business

- Information when analyzed becomes intelligence

- Intelligence directed towards a business decision becomes actionable

- Must be used by the decision maker
What is it not?

- Not For Patentability
- Not For Validity
- Not For Freedom to Practice
- Not looking for specific or focused information.

- It is about trends and forecasting.
Keeping up with the flood of data and information is challenging. Spotting patterns and extracting useful and actionable information is even harder.

**Patent Data Challenges**

“how to “capture, explore and capitalize”

“70-90% of information contained within patents is never published anywhere else”.

- U.S. Office Tech Assessment & Forecast Report
Emerging Technologies Opportunities

Set of tools - Facilitate knowledge extraction from patents

See also Text Mining & Visualization Tools – Impressions of Emerging Capabilities, Yang et.al., World Patent Information, Vol. 30, (2008), pp 280-293
Case Studies

Company Profiling* to identify:
- Technology areas
- Key researchers
- Patenting trends
- Potential for business development (“String of Pearls”) opportunities

Technology Assessment to identify:
- Industry trends in kinase assay technology platforms
- Competitive landscape of pharma organizations
- Trends in therapeutic areas and kinase family groups
- Business investment strategy direction & implementation

Patent Analyst’s Role

- Select types of analysis and visualization tools that are most appropriate to the query and dataset based on:
  - Scientific expertise
  - Business knowledge
  - Understanding of clients’ needs
  - Knowledge of tools and databases

- Collaborate interactively with users to refine the query & analysis criteria and output
- Guide users in navigating the dynamic reports to realize the full value of the report