

# Patent Analytics for Empowering Business Decisions

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**Bristol-Myers Squibb**

Together we can prevail.

# 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

# Background: What is Technical Intelligence (TI)?

## ➤ Definitions:

- 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

Linguamatics

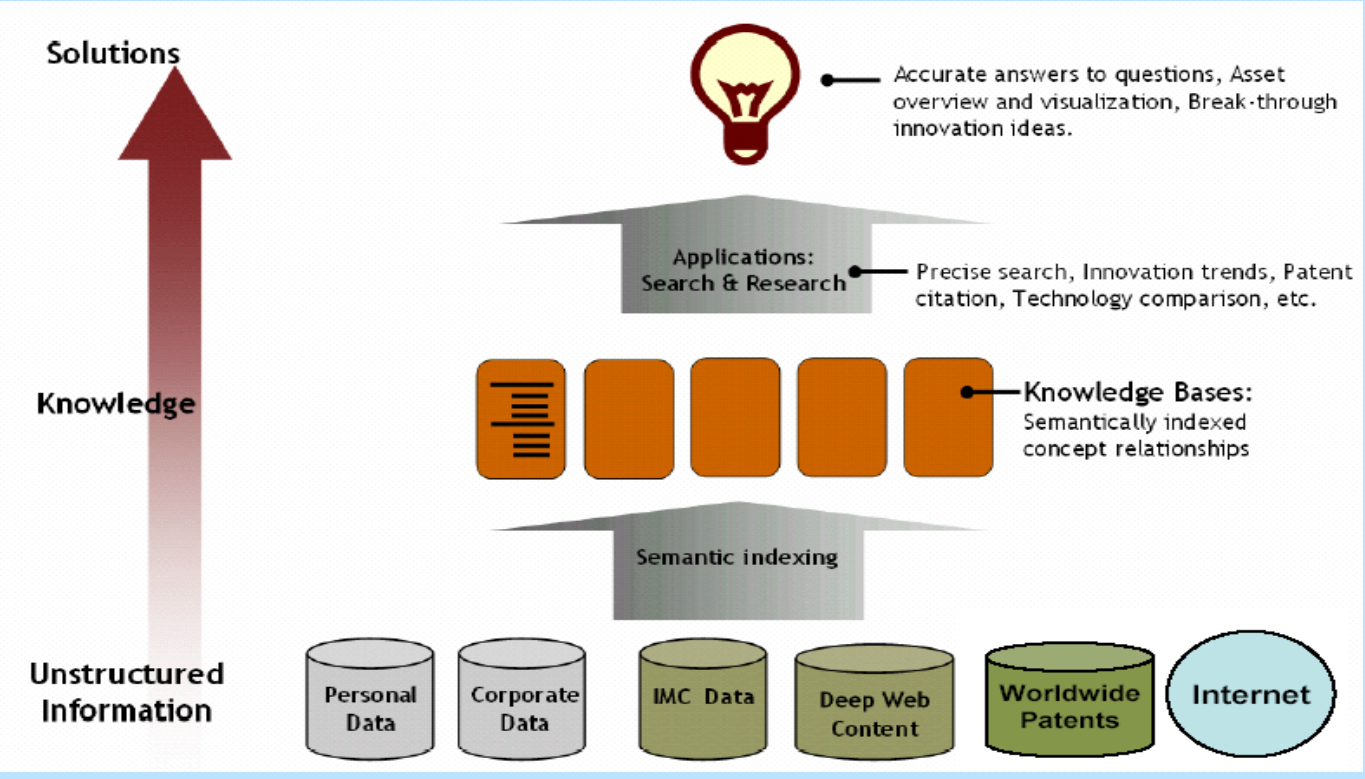
INTELLIXIR

STN ANAVIST

Luxid

Pipeline Pilot

SAS THE POWER TO KNOW.



**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

\* [\*Enhancing Patent Landscape Analysis with Visualization Output, Yang et. al. , World Patent Information, Vol. 32 \(2010\), pp. 203-220\*](#)

# 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