

The Gaping Hole in Technology Landscapes: Static Reporting That Leaves Too Much Opportunity on the Table

IPVision Helps an Emerging Company Develop its IP Strategy to Target Future Acquisition Using a Proprietary, Dynamic Technology Landscape System



A technology landscape is not a one-to-one solution for a specific IP goal. It is instead a category of assessments with many different outcomes depending on the business context and strategy. The phrase “technology landscape” means different things to different businesses, and this terminology often creates a disconnect between the strategic business objectives and the resulting execution.

What does a technology landscape mean to you? Does it:

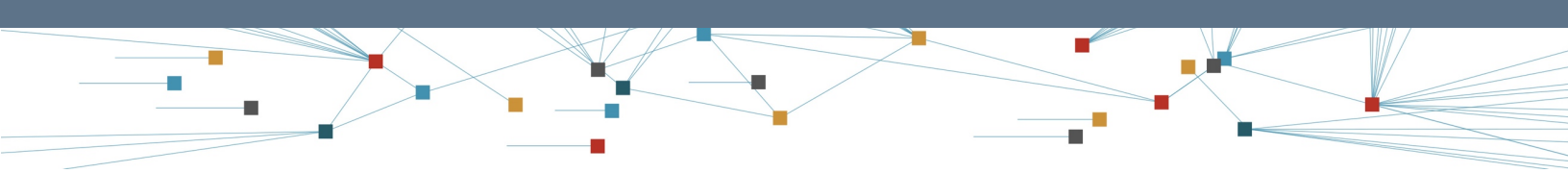
- Identify current and future competitors
- Determine areas of potential white space
- Explore opportunities for patent monetization/licensing
- Assess an acquisition’s IP value
- Evaluate IP risk
- Examine the IP value of potential investments

The truth is, technology landscapes can achieve all of these outcomes and more. And so the next valuable question to consider is: where should companies turn to obtain a technology landscape that will effectively address their specific business goals?

PROBLEM

An Emerging Company Lacks Business Insight on IP Strategy

After several years of product development, a small well-funded company (“Emerging Corp”) introduced its first major product line. Six months after its launch, the product was well-received in the market and management was preparing to raise capital for growth. Anticipating IP strategy questions from potential new investors, “Emerging



Corp” wanted a technology landscape to identify competitors and assess the marketplace. Management also wanted to be more strategic with the company’s intellectual property, as it was still in the early stages of its IP development.

“Emerging Corp” had been relying on patent lawyers from a major law firm. While management had been satisfied with the patent work, it felt that the law firm wasn’t able to provide insight into IP strategy from a business perspective.

“What should be a valuable tool that delivers timely insight and actionable direction in response to a business question is instead a costly and ineffective document that captures a single, static moment in time.”

Most businesses rely on one of three common resources to conduct a technology landscape – all of which are less than ideal:

- **An offshore company** that will conduct a keyword search and deliver a list of patents for \$1,000.
- **A major consulting firm engagement** that will take six months and charge hundreds of thousands of dollars to deliver a binder of static patent data charts. The data may or may not provide useful insights, but will be outdated by the time the binder is delivered to the client’s office due to the unrelenting pace of IP change.
- **A law firm** that will either outsource the project to an offshore company or a consulting firm, or will use its associates to develop a static patent report. These reports will have a legal perspective, rather than a business perspective, and will also be immediately be outdated.

To add insult to injury, all three of these options rely on the same unsatisfying baseline process:

- They use a purchased software subscription (often exactly the same software).
- They produce a legal or management consulting view that is usually not actionable.
- The reports are static – by the time they deliver them the world has changed.
- They don’t provide electronic access to underlying data (no client portal).
- They don’t help companies integrate the knowledge gained into their business processes.

What should be a valuable tool that delivers timely insight and actionable direction in response to a business question is instead a costly and ineffective document that captures a single, static moment in time.

There was a clear opportunity to develop a better technology landscape.



SOLUTION

A Technology Landscape Using Patent Analytics and Computer Algorithms Provides Quick, Dynamic and Insightful Business Intelligence

“Emerging Corp” worked with IPVision to develop a landscape study that focused on the initial market where the company had introduced its first product line.

IPVision used patent analytics and computer algorithms to examine the industry’s patent activity, which is a rich source of business intelligence that reflects technology investments by patent applicants. This evaluation provided data on:

- what organizations exist in the space
- size of those organizations
- IP position of those organizations
- their filing history
- strength of each portfolio within the space
- new vs. well established companies within the space
- whether projections could be made based on this data for the industry as a whole

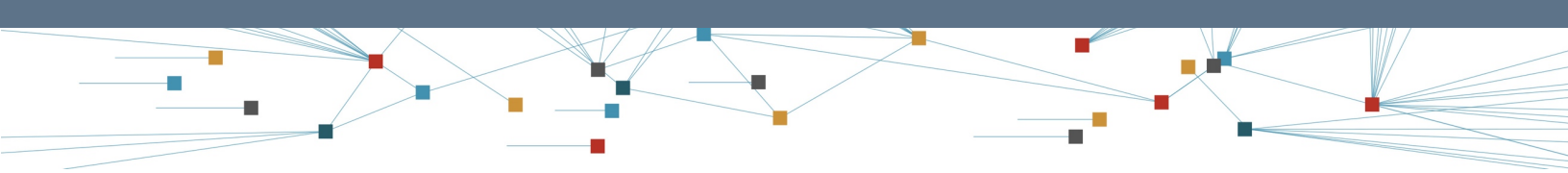
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IPVision delivered the resulting technology landscape in the form of several dynamic reports that were tailored to several different user groups within the company, each focused on distinct business objectives:

- **C-Level Executive:** An Executive Summary focusing on strategic implications
- **Director Level:** A long form report with links to underlying data
- **Analyst Level:** Online client portal with underlying data for further investigation

IPVision also held interactive working sessions to help each group understand the business significance of the results, and develop strategies and on-going processes to make use of the knowledge.

During these working sessions, IPVision helped “Emerging Corp” integrate their existing market intelligence with the additional business intelligence that emerged from analyzing the patent landscape. This integrated view enabled management to understand patent issues from a business perspective, and improved communications with the company’s outside patent prosecution law firm.



RESULTS

Emerging Company Makes Strategic Decisions to Regularly Strengthen its IP Position

Based on the intelligence and insights gathered from their technology landscape, “Emerging Corp” made several strategic decisions to further develop its intellectual property:

1. **Publicly disclosing features to prevent others from restricting the company’s core patents.**
2. **Focusing product development on next generation features that likely acquirers will find valuable.**
3. **Identifying applications for its technology that could create disruptive business models, and further enhance the company’s value to an acquirer.**

“Emerging Corp” will also periodically monitor changes to the competitive IP landscape using the updating capabilities within IPVision’s patent analytics platform.

Patents are no longer an afterthought left to “Emerging Corp’s” lawyers. The company now has a robust business strategy based on a comprehensive and strategic patent landscape process.

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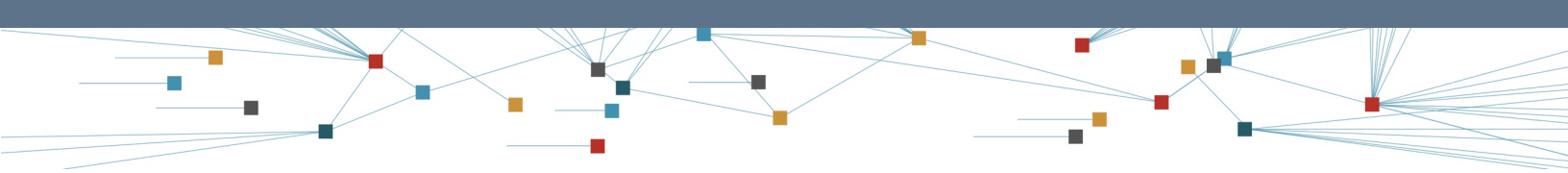
A Dynamic Technology Landscape is the Secret to Developing Value for Future Acquisition

Technology-Based Tool Helps Emerging Companies Inform IP Strategy

IPVision was created from a group that was conducting technology commercialization, mostly for MIT technologies. When the group was unable to find any tool available that could offer a deep understanding of intellectual property to inform strategic business decisions for potential investments, they developed their own tool.

The IPVision proprietary system delivers actionable results for strategic and tactical decision-making, and fulfills three primary requirements:

- The results are delivered quickly (in days, not months)
- The process is cost-effective
- The results are dynamic and can be updated easily for continual assessment



Many entrepreneurs question the feasibility of developing an IP Strategy for emerging companies due to the significant costs of obtaining and litigating patents. While these objections are valid, they overlook the long-term strategic role that patent IP has in developing value for potential future acquisition.

Most financially successful technology entrepreneurial ventures are acquired by larger companies needing to innovate. A successful technology landscape will guide an emerging company to develop business and IP strategies that will increase the likelihood and value of an acquisition.

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Learn more about IPVision’s approach to technology landscapes, and take a look at a sample of our dynamic patent landscape maps. Unlike traditional, static patent landscape maps, these highly interactive, sophisticated patent landscape maps give you the ability to do a deep dive into IP analytics to actively explore a patent’s origin and evolution as well as claims and citation references to assess patent quality, value, and risk. They enable IP managers to survey the technology landscape in real-time, using current patent data that is constantly updated.

[Download a sample interactive patent landscape map.](#)

IPVision is a 2.0 strategy consultancy that is driven from internally-developed technologies built to parse and analyze large amounts of IP data. Our interactive platform helps align collaborative stakeholders in your organization, enabling efficient and effective implementation of strategic insights and decisions that result from our consulting work with you.