



Hi!

Thanks for taking a moment to download this. If you're like most companies known for innovation, your biggest fear is being disrupted by competitors. If only someone could give you a crystal ball! Wouldn't you love to see what your competition is up to?

History is littered with businesses that definitely could have used a session with a fortune teller, right? We know Blockbuster would have loved to know that Netflix was coming. And Kodak could have maintained its spot on the throne if they'd only known how important that digital camera patent they held really was.

In order for these companies to know what their competitors were doing, they would have needed that coveted crystal ball... or thousands of years to dig through the relevant patent information.



IPVision Has the Answer

Well, IPVision doesn't have a crystal ball. We can't tell the future any more than you can. We can, however, give you the tools you need to gather information that could point you in the right direction.

What if you could see your competitors' patents with just the click of a button? Our patent intelligence dashboard does exactly this. With IPVision Advantage, you can quickly see information about every patent your competitor owns, or you can drill down to uncover patent information about a particular technology.

Why IPVision Advantage Is the Solution You Seek

Our industry studies are more comprehensive than any others available, and they're accessible with just the touch of a button. That's the benefit of IPVision Advantage. But why should you seek out an industry study in the first place?

Your reasons for acquiring a technology landscape could vary, as could the results you receive with various IP strategy consulting firms. In most cases, the technology landscape you receive will fail to provide all the information you need to make decisions for your company's future. The problem is that the consulting firms that offer technology landscapes all have several things in common, such as:

- They purchase a subscription to a software tool, often exactly the same software
- They produce a technical or management consulting view that is usually not actionable
- Their 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 you integrate the knowledge gained into your business processes

Our proprietary engine provides the most relevant, up-to-date patent intelligence available. The dashboard is easy to read and easy to navigate; you don't even need our help. We provide access so that you can access IP intelligence any time you need it — without the need for more expensive reports from yet another consulting firm.

When an Industry Study Is Helpful

You know that crystal ball you wished for earlier? Let's examine a few cases where the ability to see the future might have been useful.

First, there's "BigCorp," the multinational company with significant investments in patents, an in-house patent staff,





and patent software and databases. Their technology landscape team consisted of PhDs, patent search experts, and lawyers. This team needed to determine if their existing patent portfolio made sense, and if they might be able to find companies that

would license or buy some of their patents.

Our industry study was able to determine the strengths and weaknesses of BigCorp's patents, as well as identify companies with a need for the intellectual property BigCorp owned.

Then, there was "MegaFirm," which wanted to understand the white space within certain areas so they might be able to find new ways to innovate. They first paid hundreds of thousands of dollars for a landscape from a major consulting firm, but they still didn't get the answers they needed.

The goal of MegaFirm's corporate venture group was to bridge the innovation gap. To do so, they needed

to understand what was driving innovation in their field, as well as the technical steams that drive the complexity. Also, perhaps most importantly, they needed to access what was going on with their competitors. What were those other companies developing? How could they access that information? By accessing the patents filed.



Just understanding which patents had been filed wasn't enough. Without continuous discovery and monitoring, a technology landscape isn't helpful. MegaFirm needed a solution that was affordable, quick, and dynamic. That's where IPVision Advantage comes in.

Avoiding the Pitfalls

The wrong time to start worrying about potential disruption is once that disruption has already begun. The ability to scope out the competition at any time will help you build barriers against

disruption from competitors and startups. If you wait too long, you'll only have two choices: to disrupt your own business or slowly slip into obsolescence.

IPVision Advantage gives you the ability to see what other companies are doing, which technologies are being developed or enhanced, so that you can continue planning for your own future. A future where you're the disruptor instead of the disrupted. A future where you still hold the majority of the market share. A future where you have a constant, sustainable, and unfair advantage over the competition.

Our custom industry studies make this future possible. Reach out now for a free demonstration of our IPVision Advantage dashboard. We'll show you how you can use patent intelligence as your own crystal ball.

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