



**IPWatchdog**



**LexisNexis**

# Don't Be Blindsided

How Competitive IP Intelligence Can  
Protect Your Company

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## Your Host & Guests



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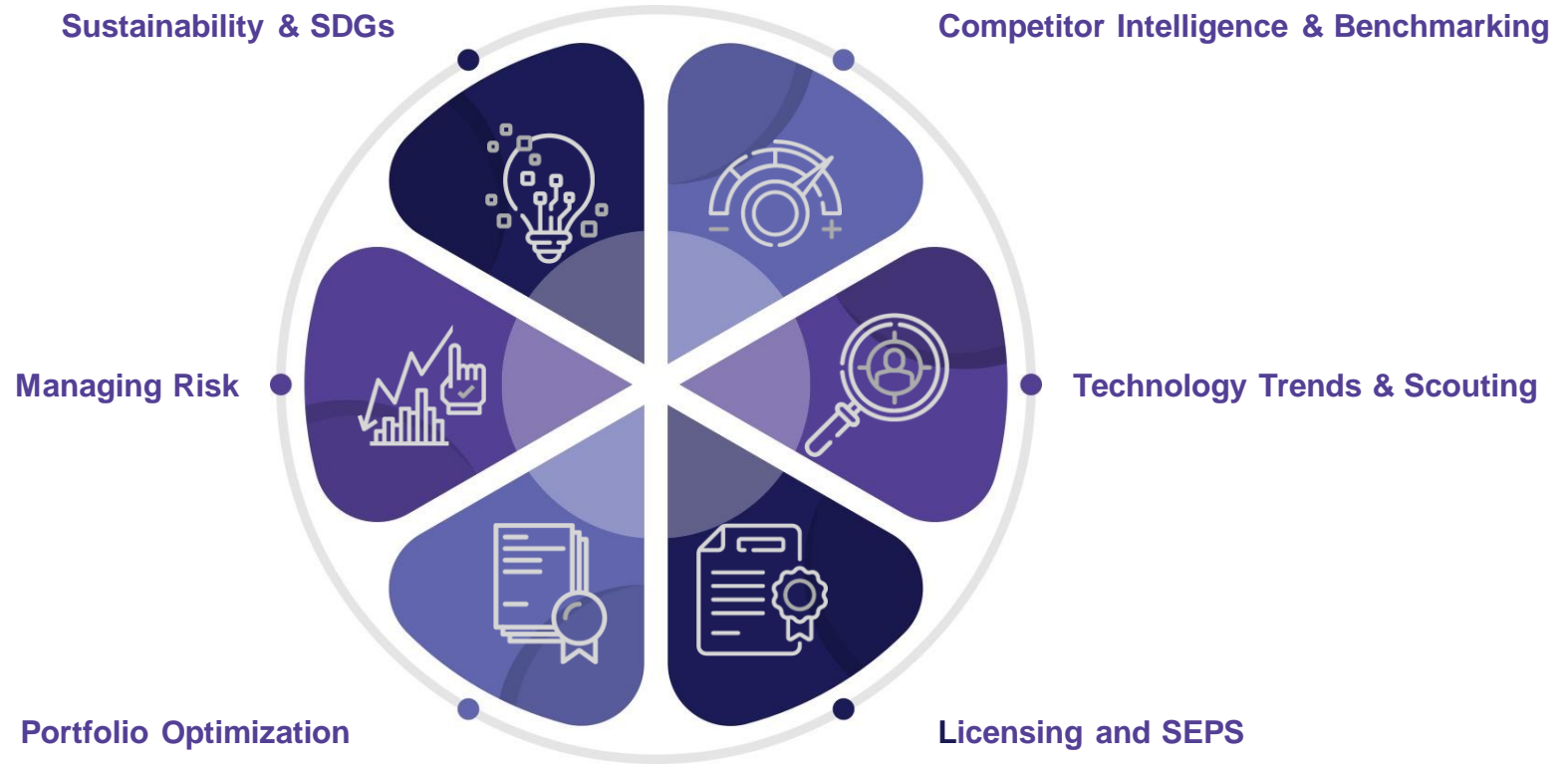


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# Challenges facing IP Teams



# Competitive Intelligence & Benchmarking

What are the key questions to ask when benchmarking your competitors?

Who are my competitors?

What are they doing?

Where are they innovating?

What is the quality of their portfolio?

What trends can I see?

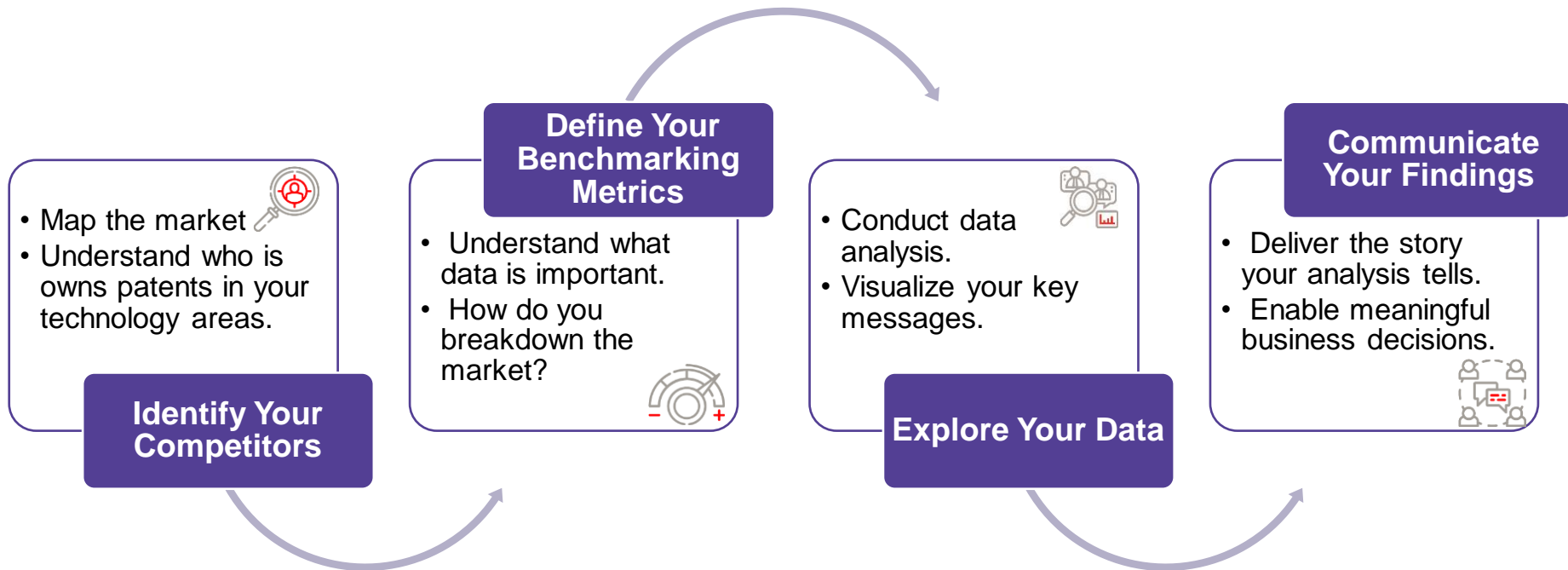
What am I missing?

How can I report on this regularly?

What key metrics can drive business decisions?

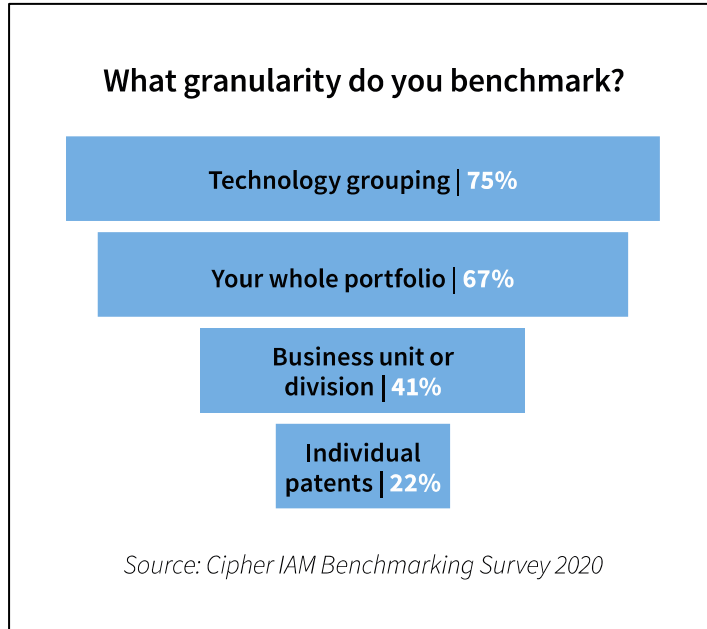
# The Benchmarking Process

What key steps must be taken?



# How should you be looking to benchmark?

A technology level view provides a balance between insights and time.

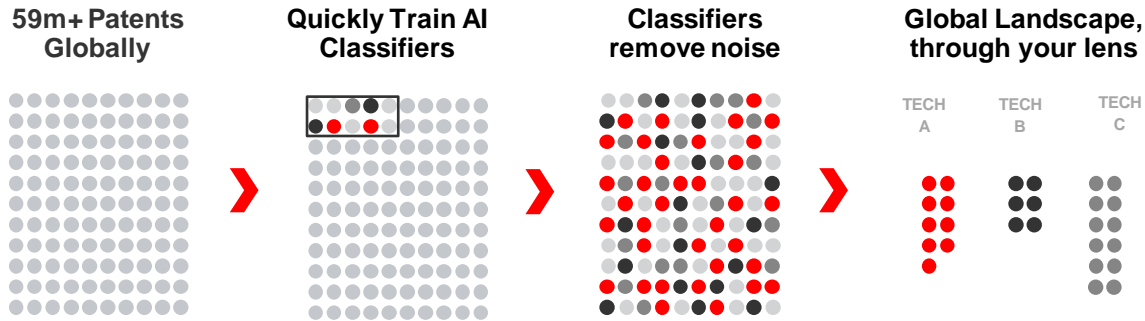


*Most organizations benchmark at the **technology level** and consider **size, geography, quality, age and activity** as key metrics.*

# Knowing your market is key

How do you go about identifying your competitors?

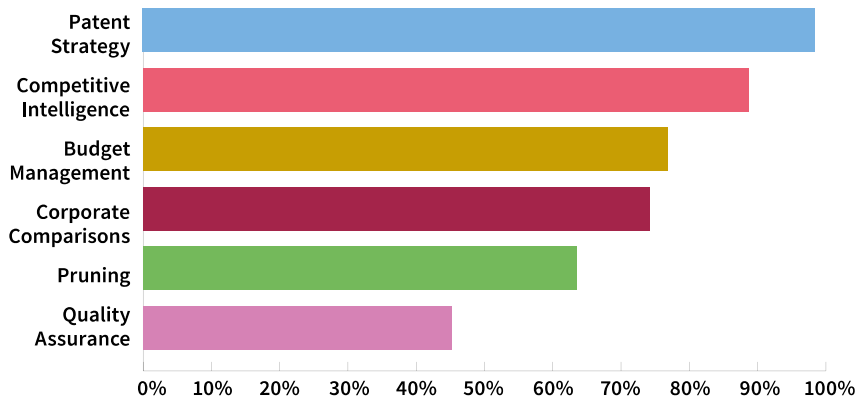
- Understanding your competitors and threats is key to establishing a strong foundation.
- Traditional methods developed in a time of limited data.
- As the volume of data increases, new approaches are needed to automate the data gathering process.
- Using AI techniques, such as tools offered by PatentSight+ Classification you can add efficiency and repeatability to big data exercises.



# Benchmarking is fundamental to many IP Decisions

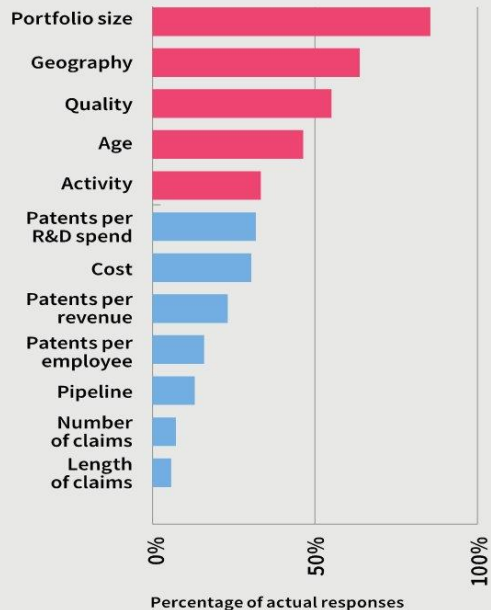
Organisations use benchmarking as a foundation to support key IP initiatives

## Why do you benchmark your portfolio?



Source: Cipher IAM Benchmarking Survey 2020

## What benchmark metrics do you use?

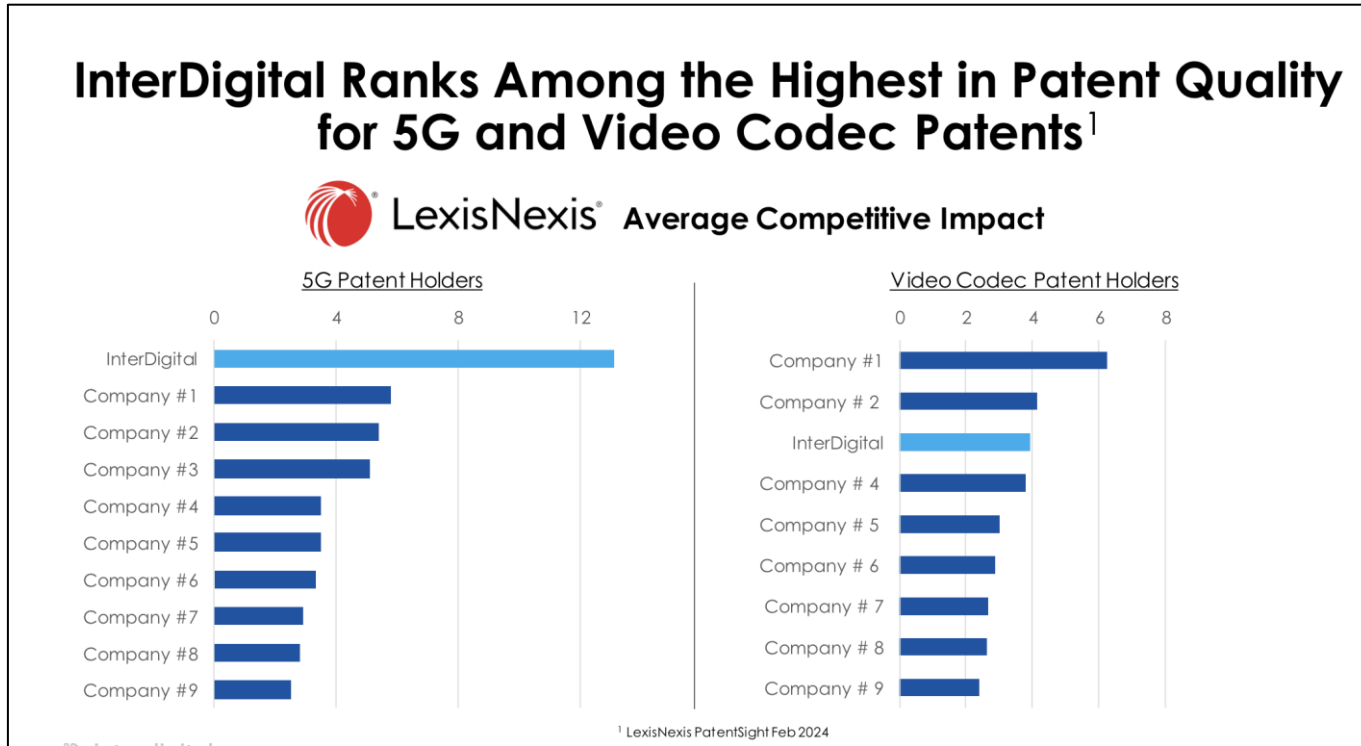


*Most organizations benchmark against **their competitors** to drive **patent strategy** and **gain competitive intelligence**.*



# Patent Asset Index as a measure of quality

What are the metrics that businesses agree are the most important to use for benchmarking?



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Thank you for your time!

## Discussion

