

# Destination India for Outsourced IP Services Special Focus on Searches

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# Overview Presentation

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In this session we will discuss

- A brief overview on the IP services landscapes (searches, prosecution, maintenance)
- India as destination for outsourced knowledge services
- Case Study – Searches and IP Intelligence

# An Overview on IP Service Landscape

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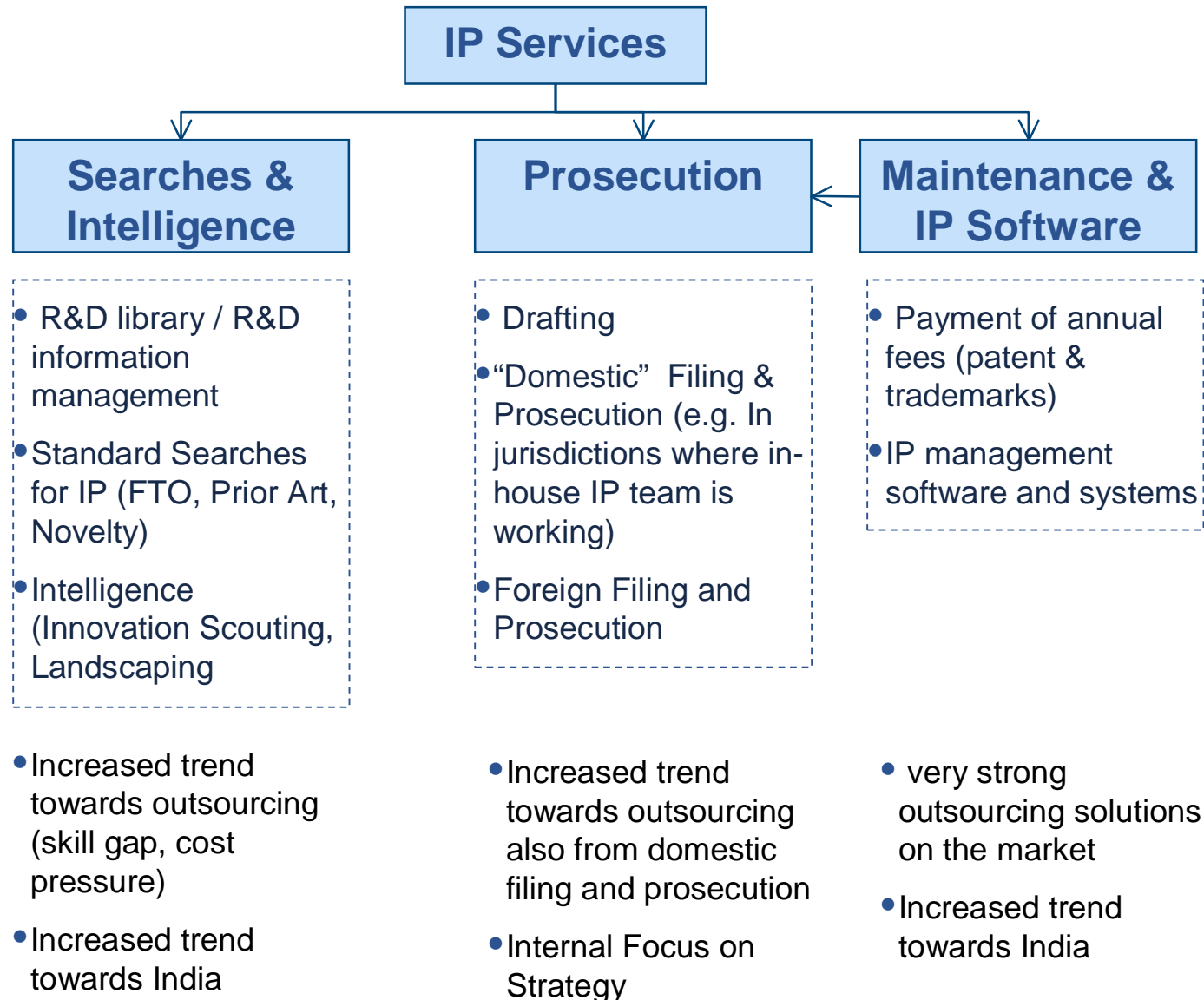
The three big areas

- Searches
- Drafting & Prosecution
- Maintenance

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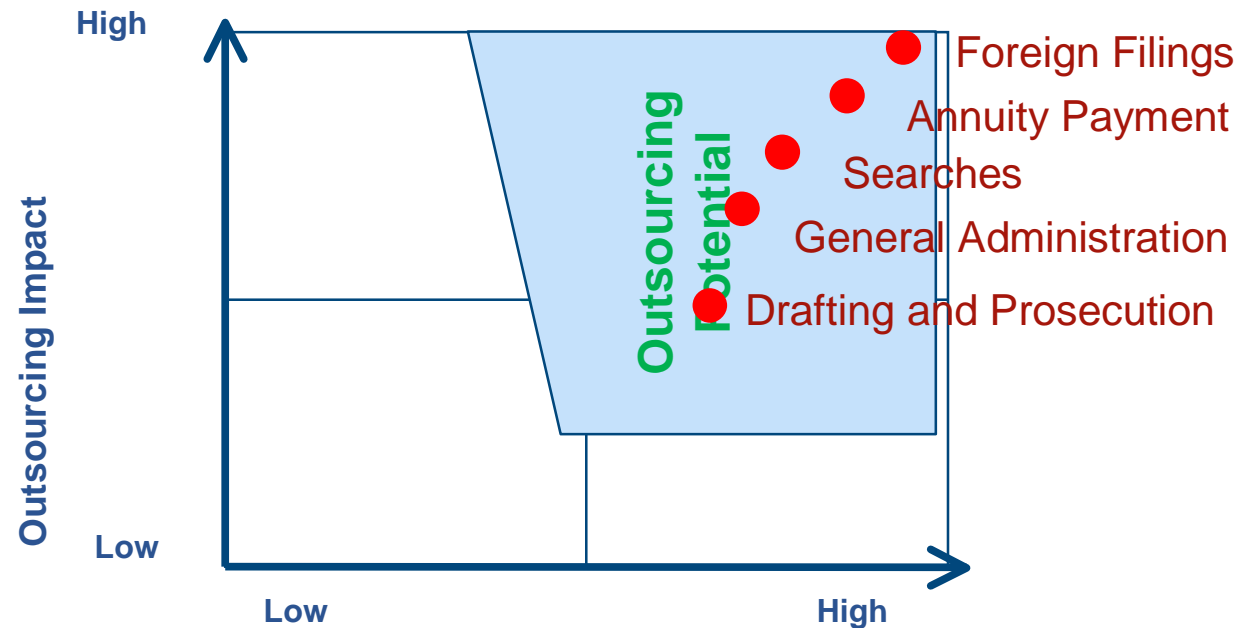
- IP Management Software
- IP Consulting

# Trends in IP Services



# Make or Buy –a General Decision Matrix for IP Services

- Is there a productivity increase? Are there cost advantages?
- Is there a quality increase?
- Is there a better focus on main tasks
- Will it make operation more stable?
- Is it closing a skill gap
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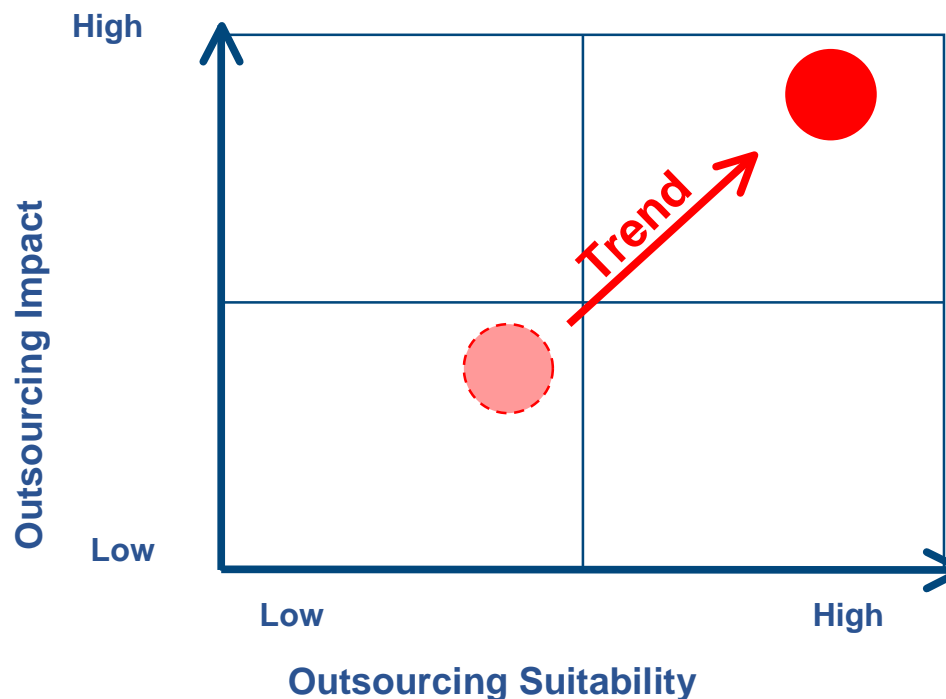


## Outsourcing Suitability

- Is the work well defined?
- Clear Interfaces
- No real requirement to do it in-house?
- Critical volume?
- ...

# Make or Buy – Searches

- Skilled searchers are not available in-house or increasingly difficult to hire
- High Quality vendors offer high quality
- Patent Attorney do not spend time on searches; Internal Resources to spend time on most complex tasks
- Domain Knowledge may have to be built with vendor
- No or insufficient internal search know-how available in-house anymore



- Searches are well defined
- Clear Interfaces in the workflow
- No need to do it in-house
- Usually significant volumes (R&D, IP.)
- Opportunity to outsource the entire information workflow
- Quality and Confidentiality Issues need to be managed

# Searches – Vendor Landscape and Trends



# India as destination for outsources knowledge services?

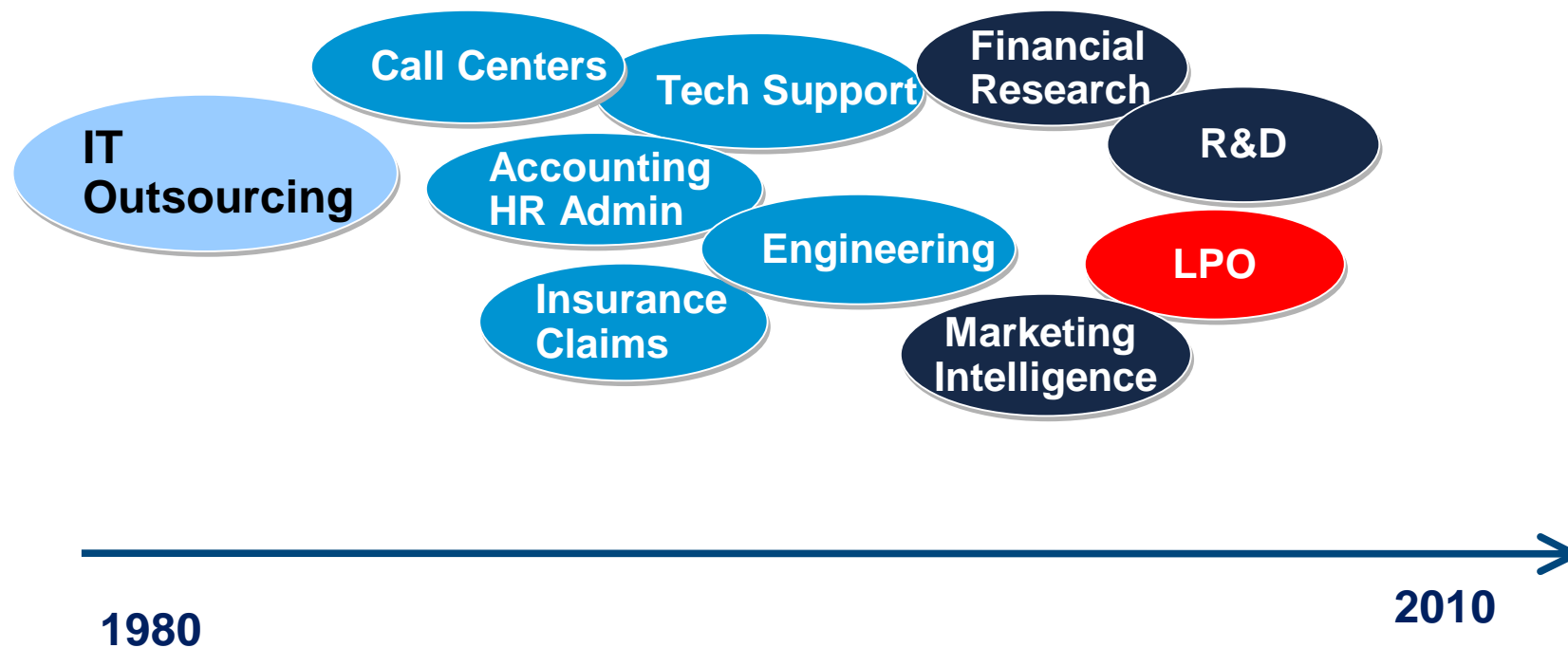
- **English Language Skills**
- **Availability of Talents** – Large number of high quality universities generating a large talent pool for engineering and science
- **Costs** – Cost advantages (rough estimate 50%) expected to continue for the foreseeable future
- **Time zone** - ideal for collaboration with European clients (3.5 to 4.5 h difference)
- **Stable political and legal system**
- **Global Leader in providing knowledge services** (IT, R&D, business processes, etc.)
- Ideal for services where the following factors are important
  - Predominantly English language required (however, large Indian players have developed into global players)
  - Smart People required – analytical power
  - No or minimum direct interaction with on-shore face to face requestor required (however, Indian players can also set up local on-shore bridgeheads in client's offices.



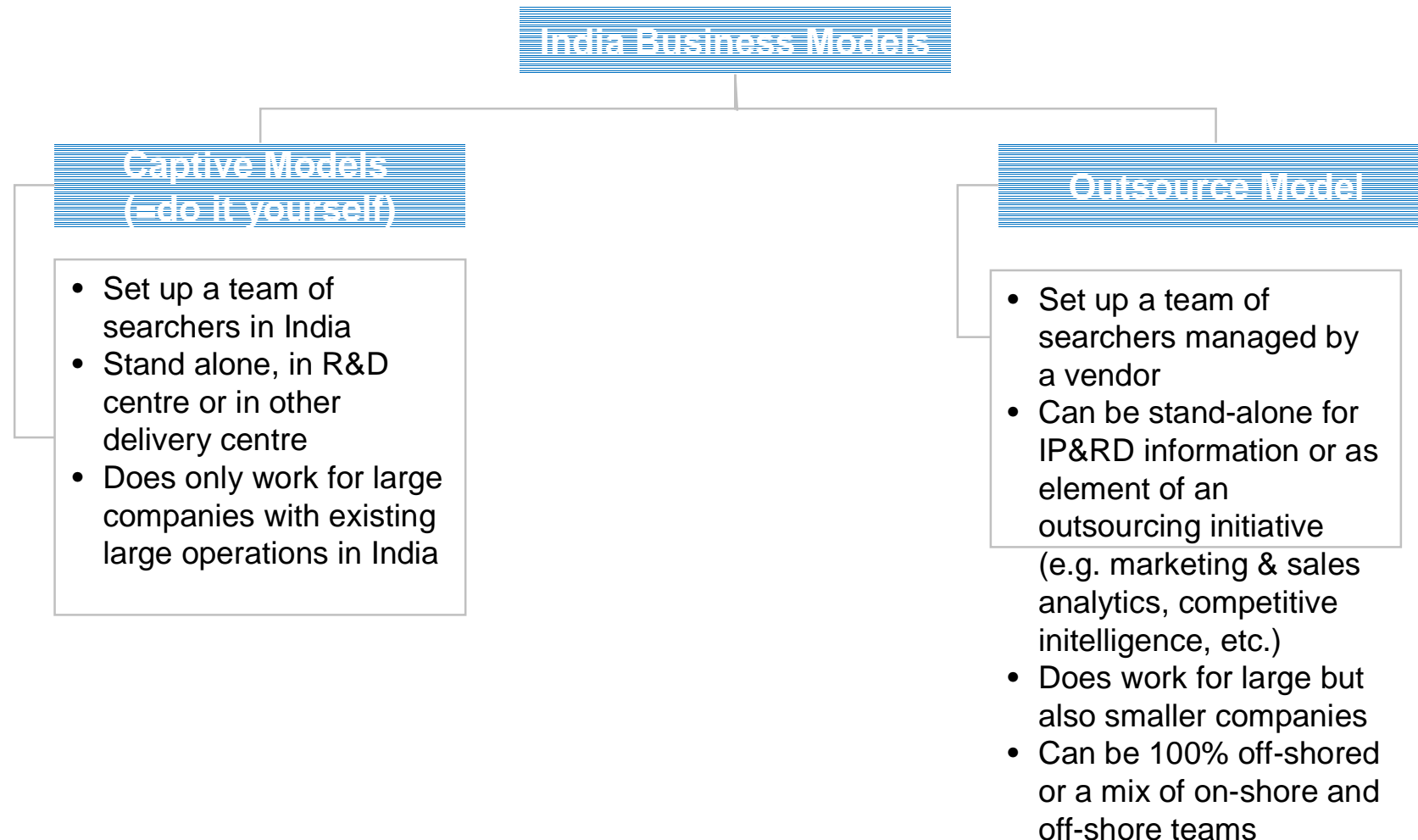


# How India has developed into the global service leader

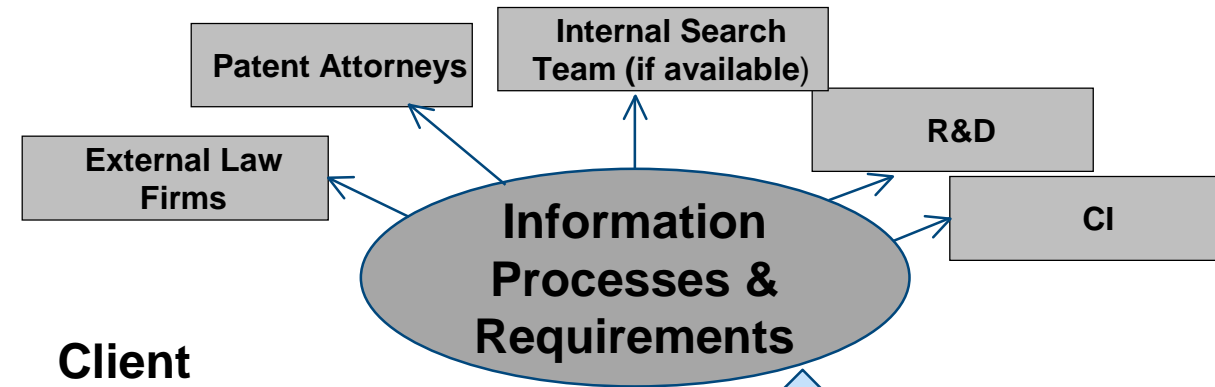
- The disrupting change in telecommunication infrastructure has made the “world flat” for information based tasks and jobs
- The Indian industry has moved from “simple” tasks such as accounting to complex tasks such as financial research, R&D and LPO (this includes IP services)



# Different Business Models in leveraging the India Opportunity



# The outsourced dedicated IP Search and R&D Information Support Te



## India Vendor

- a team of n analysts based in India working exclusively for one client, as an outsourced "internal" team
- Operating knowledge management and search workflows on behalf and in close collaboration with internal teams
- From 3 to n FTEs

- The India team can support various internal clients for searches and analytics (R&D, internal search team, Patent Attorneys and even external law firms working for the client)
- The India team OPERATES knowledge processes (tracking, searches, distribution of information, maintenance of systems, etc.)

# Outsourcing to India – What does work and what does not work

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## What does work....

- Build a long term relationship with a vendors or investing into own operation in India with a long term view
- Build the services gradually from standard processes to most complex tasks
- Look for positive impact on all dimensions: Costs, Quality, Innovation, Sustainability, Use of Technology

## What does not work long term.....

- Use the India opportunity for ad-hoc support or peak capacity/very small volumes
- Use the India opportunity for most complex task only
- Only look for cost advantages

## How to evaluate the right option?

- Internal India option only feasible for really large companies with R&D operations in India
- There are a large number of players on the market, only a few large players with a sustainable business model – careful selection is very important. Keywords to find these players are „LPO“, „KPO“ – or use references from colleagues
- Gradually ramp up service in a collaborative vendor/client relationship