



# Outsourcing of Data, Information and Knowledge Processing: What? So What? Now What?

Srinivasan Parthiban



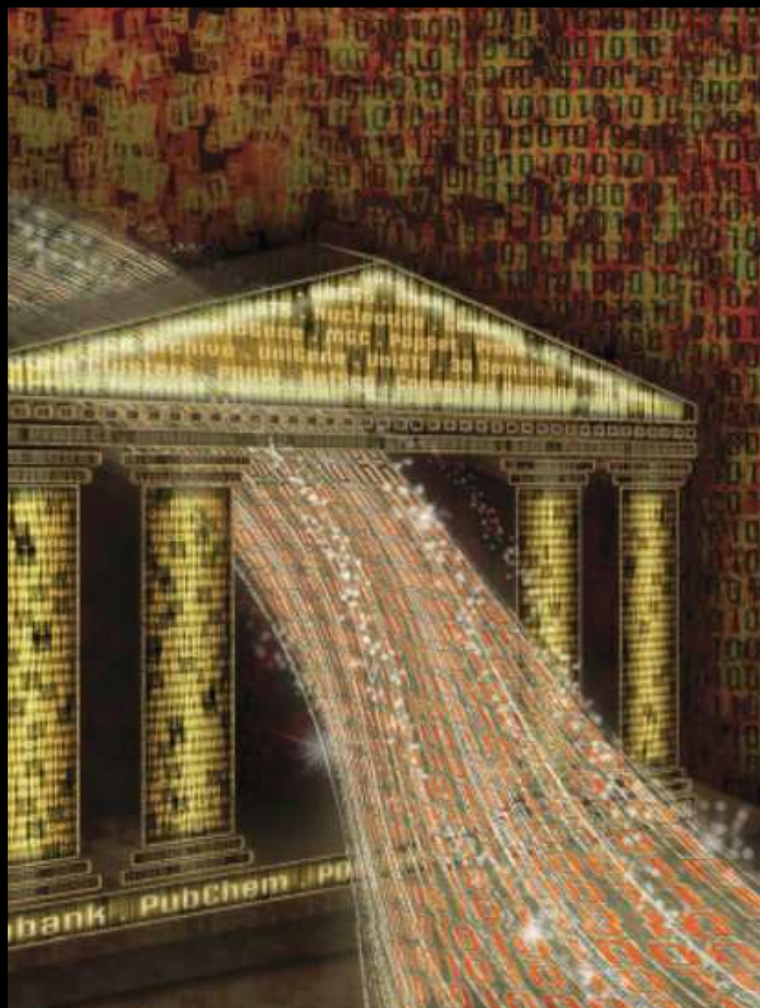
*Parthys*  
**Reverse Informatics**

*The Art of Generating New Knowledge*



ICIC 2010  
Vienna, Austria  
October 24-27, 2010

**Data, Data, Data...everywhere**



**Research Community Flooded with Literature**

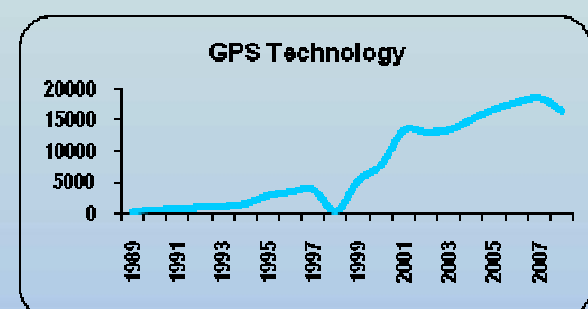
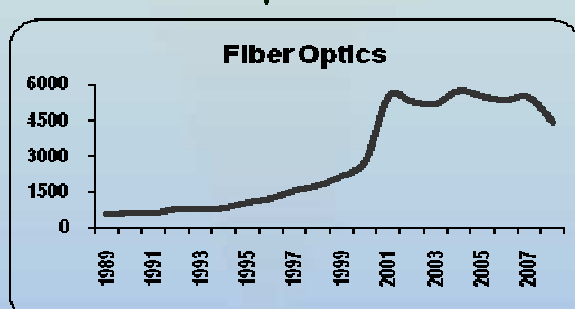
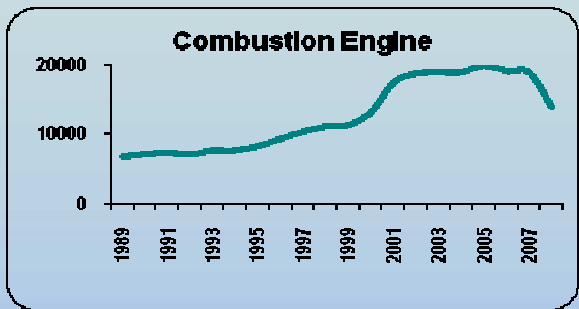
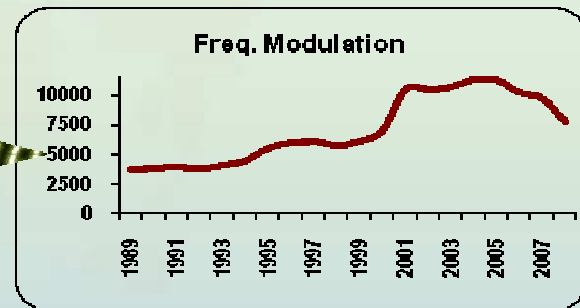
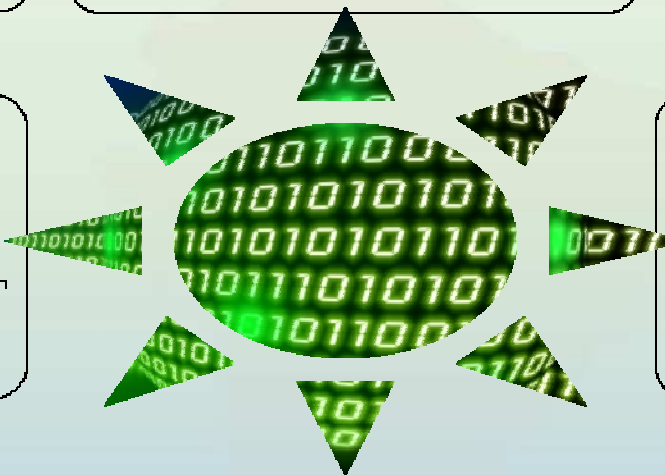
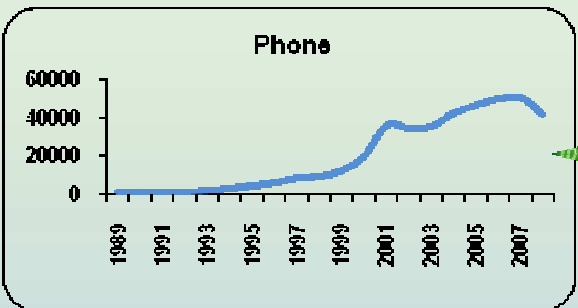
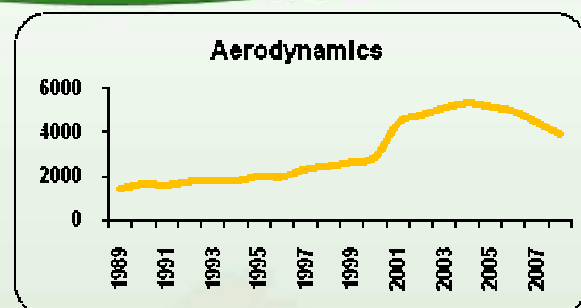
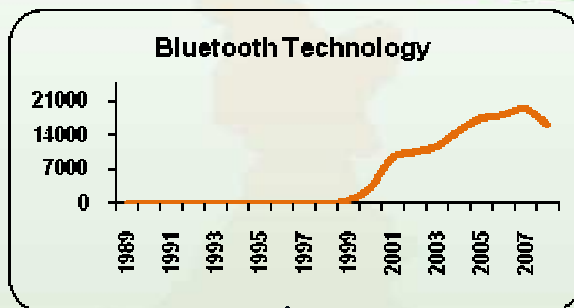
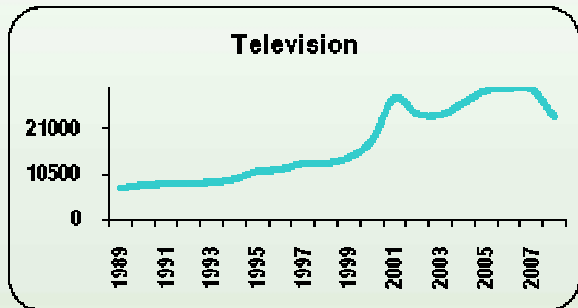


*Linking the Two Ends*

**The Driving Forces of Outsourcing**

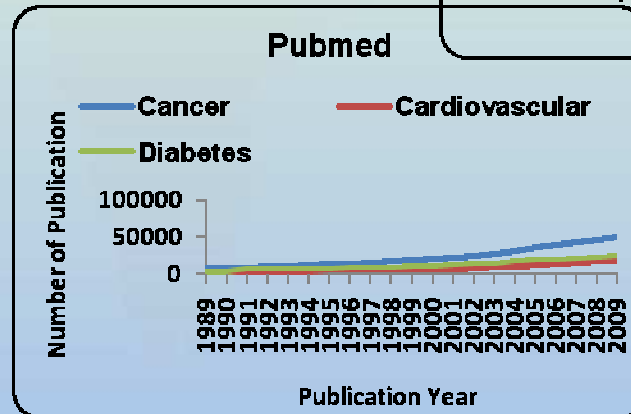
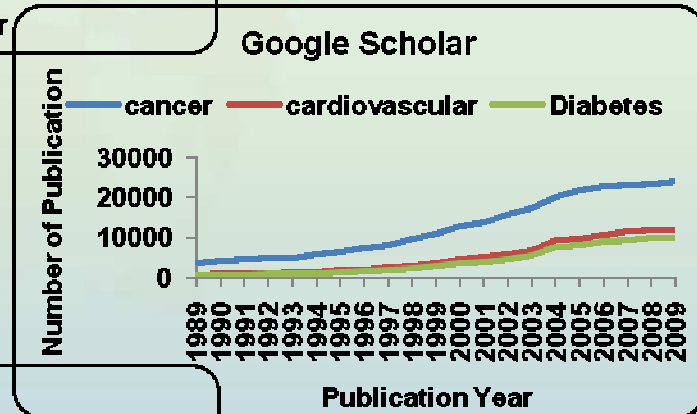
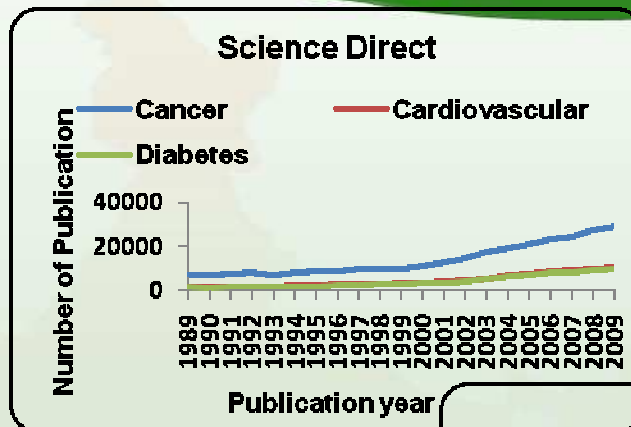
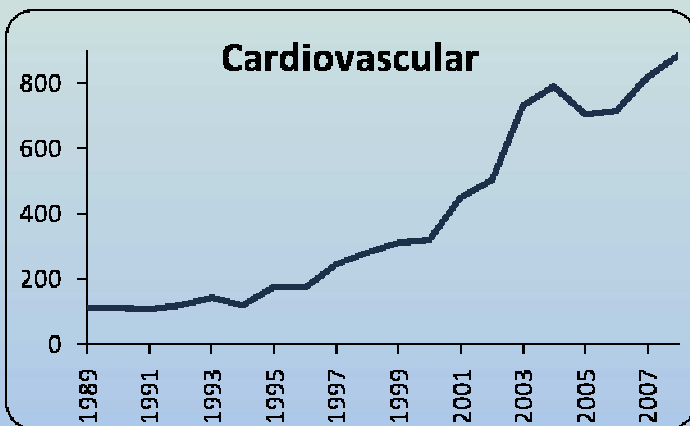
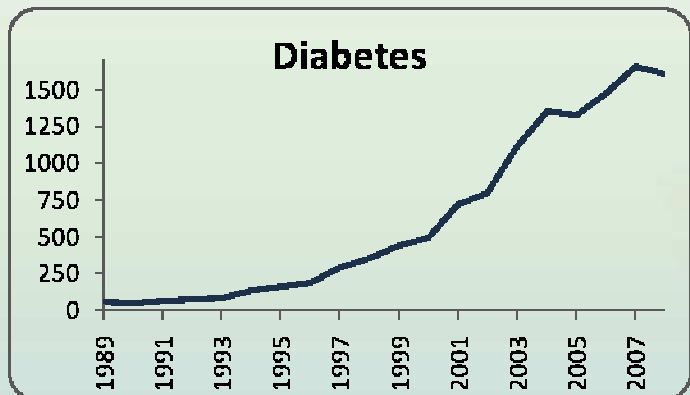
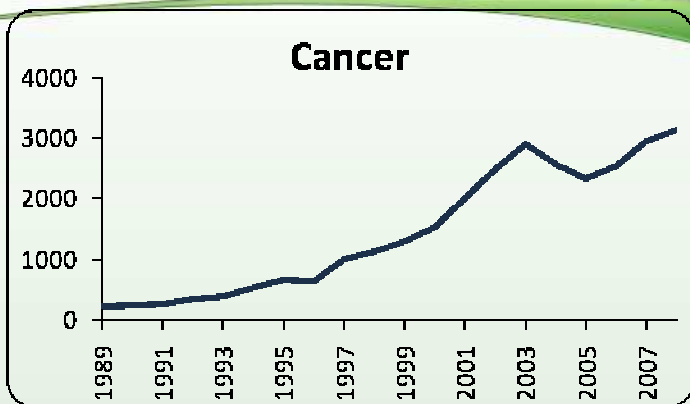
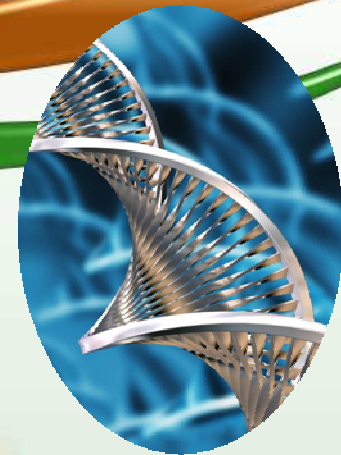






# Patenting Trend of Major Technologies



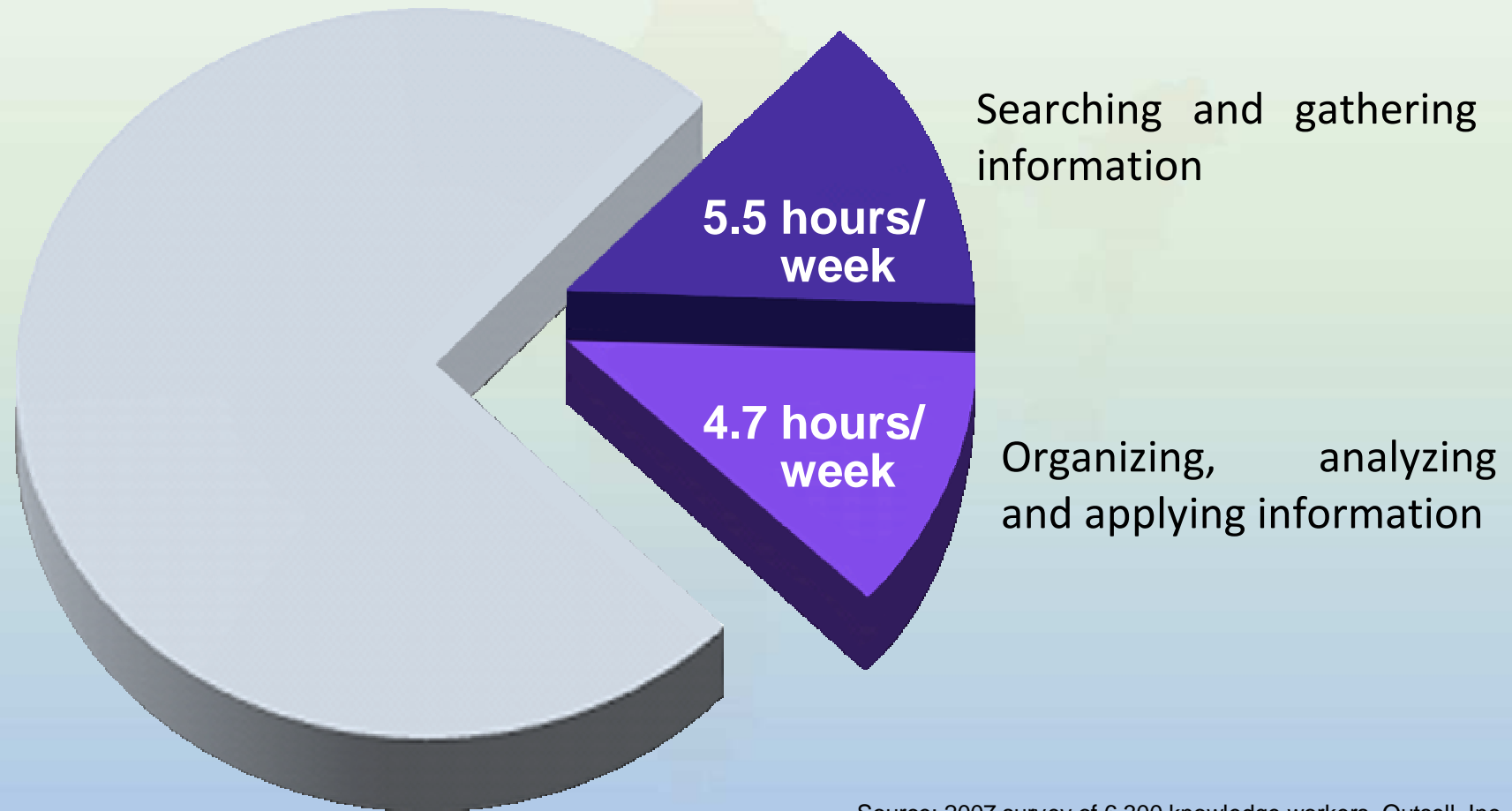


\*Publication trend analysis was carried out by using disease keywords in patents and journal articles.

# Patent and Non-Patent literature for Major Diseases



*Researchers spending more time looking for information than analyzing and applying it*

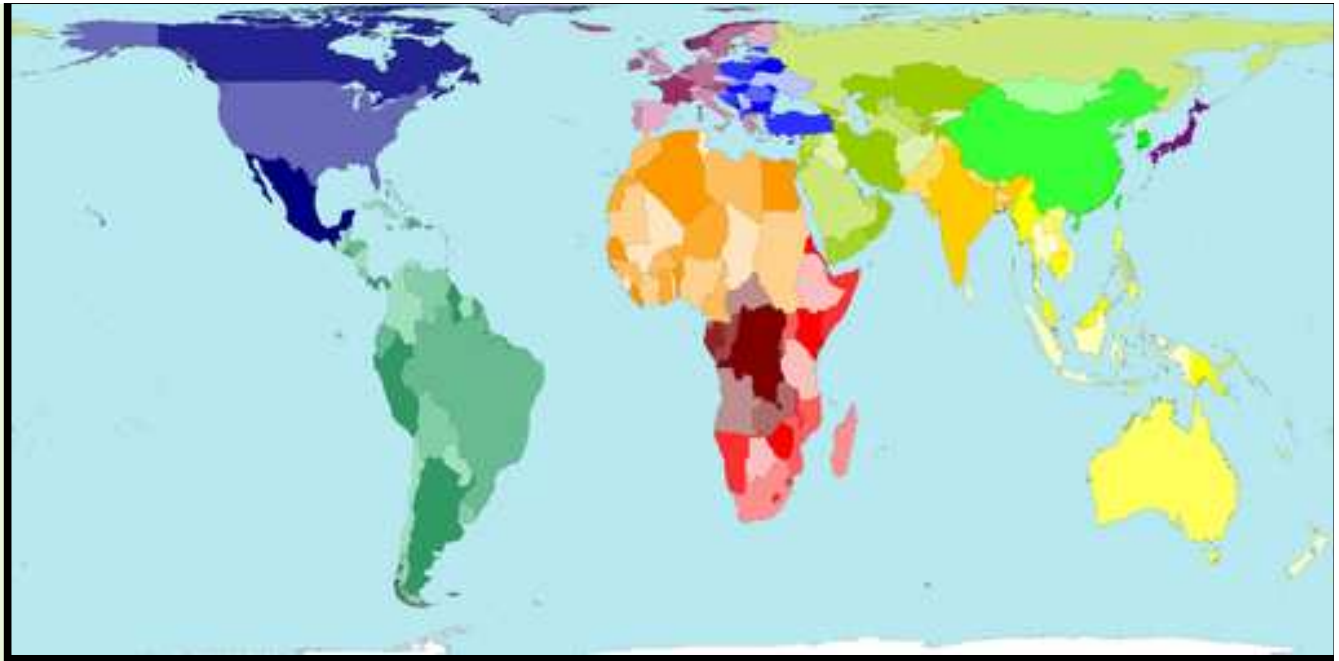


Source: 2007 survey of 6,300 knowledge workers, Outsell, Inc.

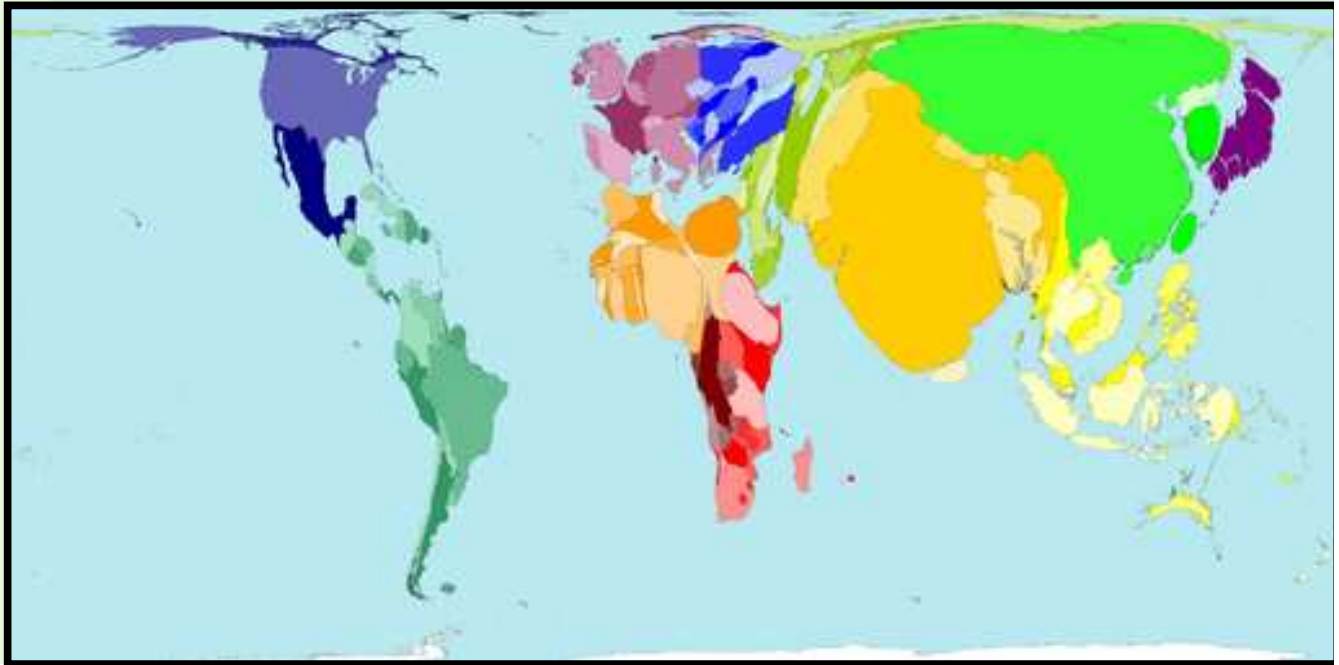
**Gathering and Analyzing Information Is Time Consuming**



**Land Area**



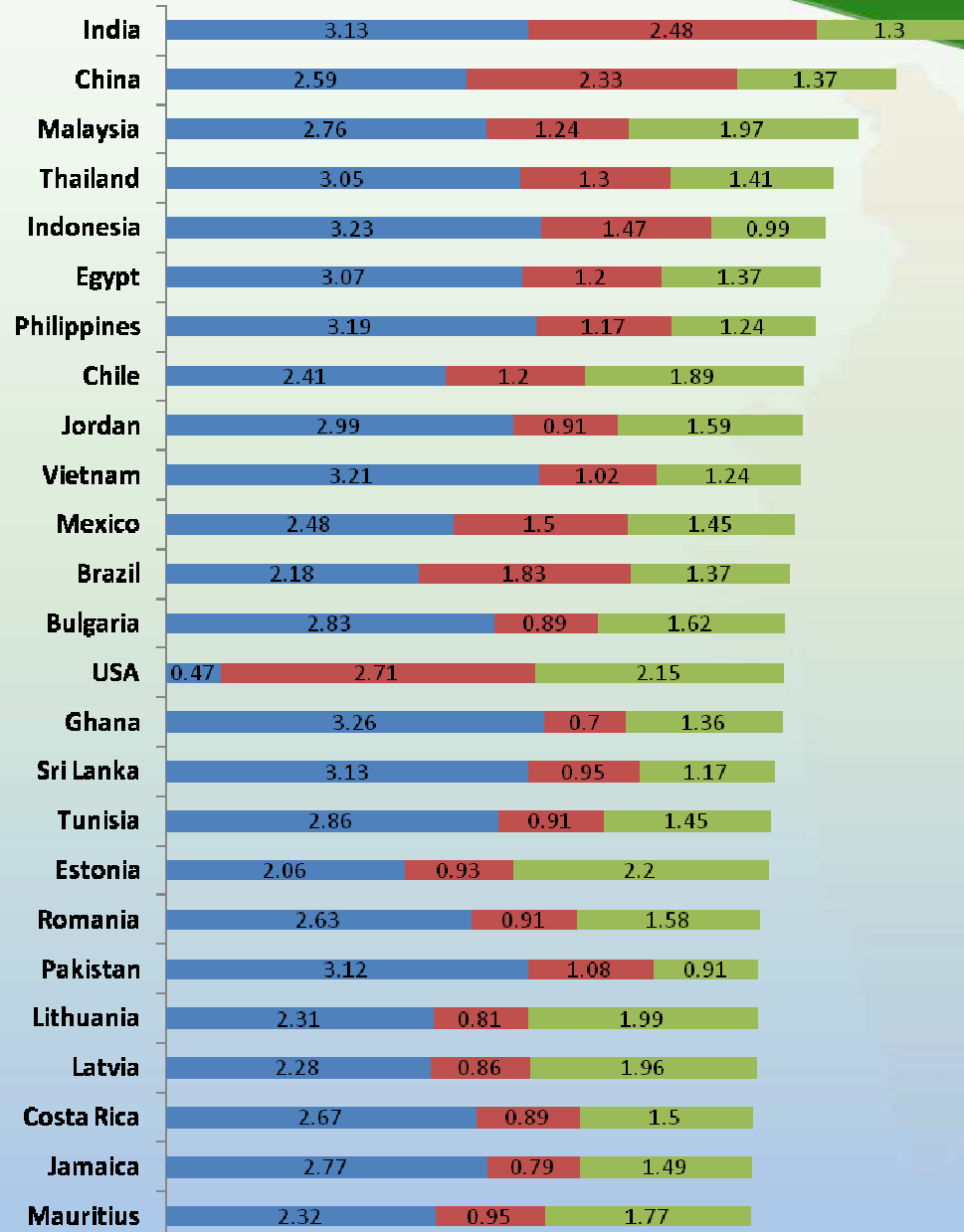
**Land Area to Population**



**Shifting the Burden of Information Overload, but Where?**



■ Financial Attractiveness ■ People Skills and Availability ■ Business Environment



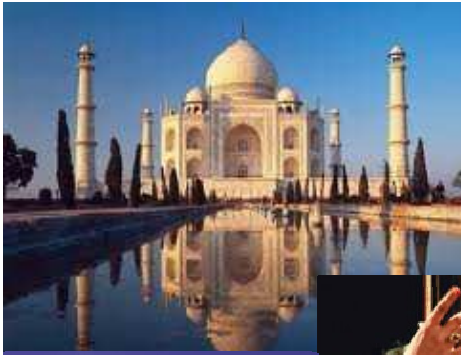
- India leads among other offshore destinations
- India is rich in Financial, People and Environment variables compared with other countries.

Source: A.T. Kearney Global Service Location Index 2009

# Preferred Offshore Locations











### **New Delhi**

Seat of Central Government. Adjacent areas have large engineering units. Growing BPO industry.

### **Bangalore**

IT capital. Aerospace industry center. Cosmopolitan city.

### **Chennai**

Major port and commercial capital of South India. Automobile manufacturing hub.

### **Hyderabad**

Rapidly growing IT/ITES hub.

### **Kolkata**

Major port and commercial capital of East India.

### **Mumbai**

Major port and commercial capital of the country.

**Lack of Good Quality Real Estate**

**High/ Escalating costs**

**Anti- globalization Activism**

**Religious Sensitivities**

**Increased Attrition**

**Inadequate or crumbling infrastructure**



**Improving infrastructure**

**Good environment for International business**

**Overall Skills Availability & Stability**

**“Work Culture” & Work Ethic**

**ExPat Life Style support**

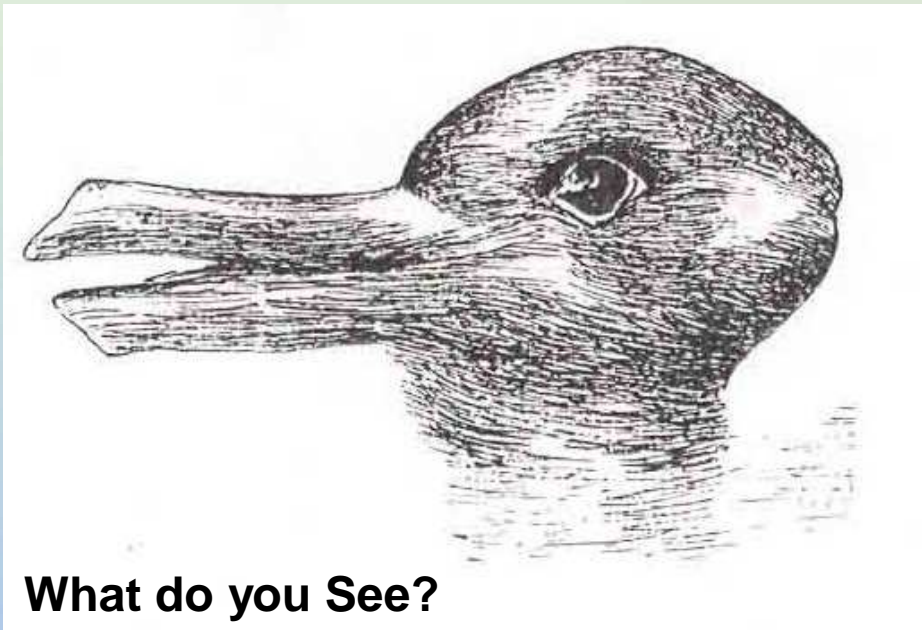
**Number & Quality of Educational Institutions**

**Active Political Support- State & Local Level**

# Cities- Drivers & Inhibitors



Culture is like an iceberg,  
where most of it is  
“hidden beneath the water.”



What do you See?



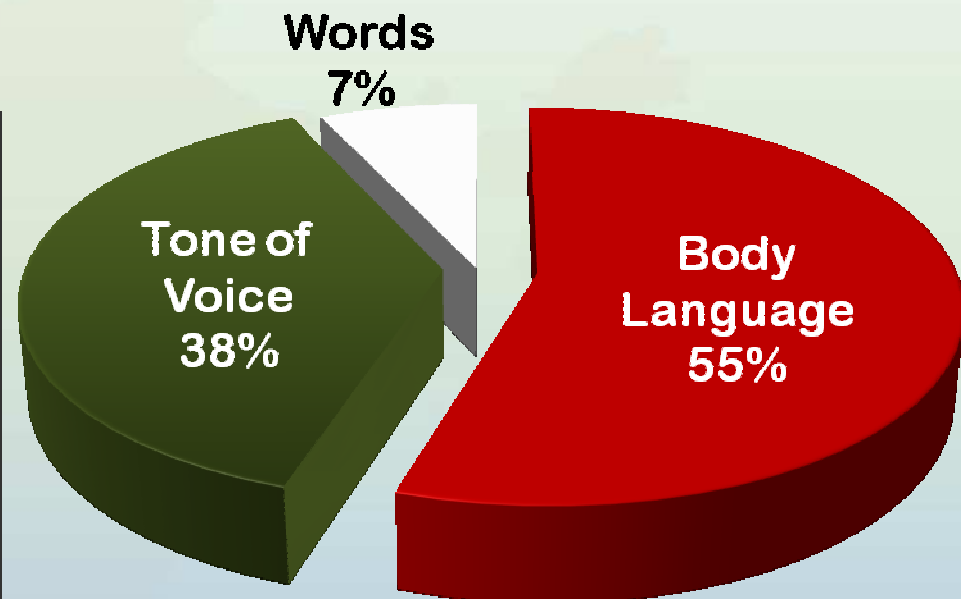
Impact of Culture - Why it matters!



Driver: *Do I turn left?*  
Passenger: *Right*



## Communication



- Country risk
- Intellectual property risk
- Loss of proprietary knowledge risk
- Data security risk
- Contractual risk





✓ Cost savings



✓ Access to resources and knowledge



✓ Global diffusion of knowledge

✓ Increased sophistication of IT



✓ Rise of global knowledge workforce

✓ To concentrate on core business

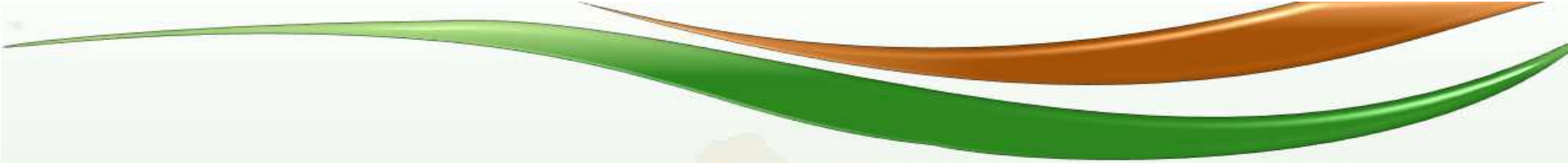
✓ Fast turn around time

### *The 'not so obvious' advantages*

- Minimize **infrastructure**
- **Flexibility** wrt project planning & resource allocation
- Tap into specific **expertise** of a Patent Analytics firm



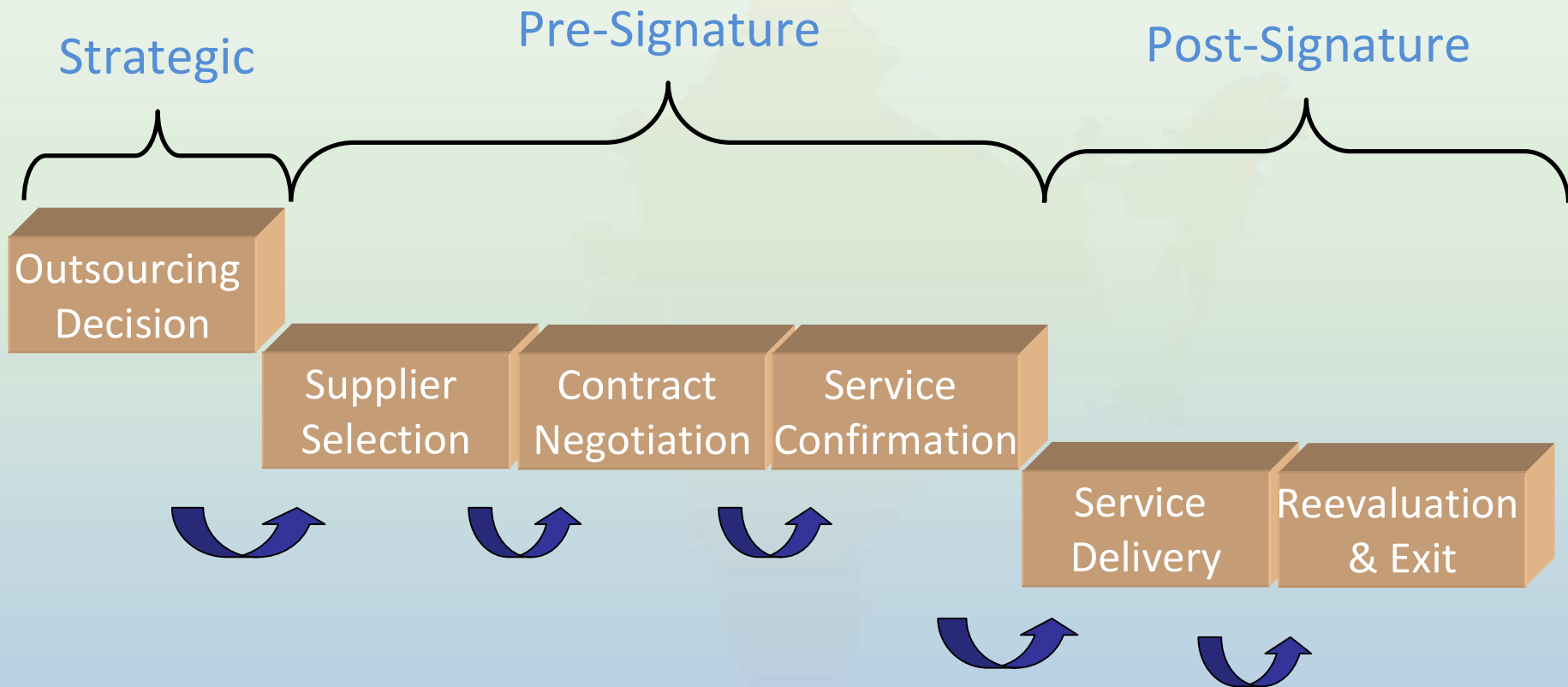


- 
- ▶ ITO – information technology outsourcing
  - ▶ BPO – business process outsourcing
  - ▶ KPO – knowledge process outsourcing
  - ▶ LPO – legal process outsourcing
  - ▶ TO – transcription outsourcing
  - ▶ CRO – contract research outsourcing
  - ▶ ITES – information technology enabled services
  - ▶ RIX – reverse informatics (conversion of unstructured knowledge into structured data)

.... and the list goes on.



## So Lets Understand The Process





**Science**

## Thematic Database

**Price per  
Record/article**

- Pre decided terms and conditions
- Number of records or articles decide the price



**Legal**

## Prior Art

**Hourly  
Rate**

- Most common way of billing
- Charged on the basis of number of hours spent on a job



**Business**

## Patent Brokering

**Contingency  
Basis**

- Sharing the risk
- Rewarded after the success with defined %



## Principal deal structure

- Captive center/subsidiary
- Joint venture
- Build Operate Transfer
- Outsourcing

## Common Approach

- Pilots,
- Short -terms
- Full-scale outsourcing
- Multiple suppliers
- *Financial stability*

## Key service agreement terms

- Rights to approve personnel and subcontractors
- Rights to dispute charges
- Termination rights and unwinding
- Right to use third parties or in-source
- Price protections
- Service level agreement

## Recommendations:

- ▲ Check out multiple vendors, start by outsourcing small chunks until you find the right vendor and get the act right.
- ▲ Keep a window open to re-negotiate services , should your understanding of service provisions or the regulatory environment change.



### **Why outsource to India?**

**Cost effectiveness** with **high quality searches**, meeting our expectations. Its more of choosing the right partner than the destination.

### **Why India, when so many outsourcing destinations to choose from?**

Greater availability of **skilled people** at affordable cost. **GREAT ENGLISH** is the key to communicate easily.

### ***Which industry sector patent search (engineering, pharma, chemistry) are you satisfied in outsourcing? Why?***

Outsourcing **pharma and chemistry as the search topic is easier to define** in a search statement that we can transmit via e-mail; although we outsource also in the fields of engineering, physics, and others.

### ***What are the parameters that you consider for selecting the right service provider?***

**Quality, responsiveness and cost effectiveness**

### **What metrics you employ to gauge the quality of the search services?**

Redundancy of searching is a standard way in which we gauge quality, and particularly the reliability of the search outcome.

We **identify the key patents and look for the same** in the searchers report





- Delayed Deals Get Green Light
- Desperately Seeking Value
- Flexibility to Get Out of Contract
- New Destinations/Companies Differentiate Themselves
- Tooling Up with Technology





**THANK YOU!**

