TREPAREL

IFI CLAIMS®
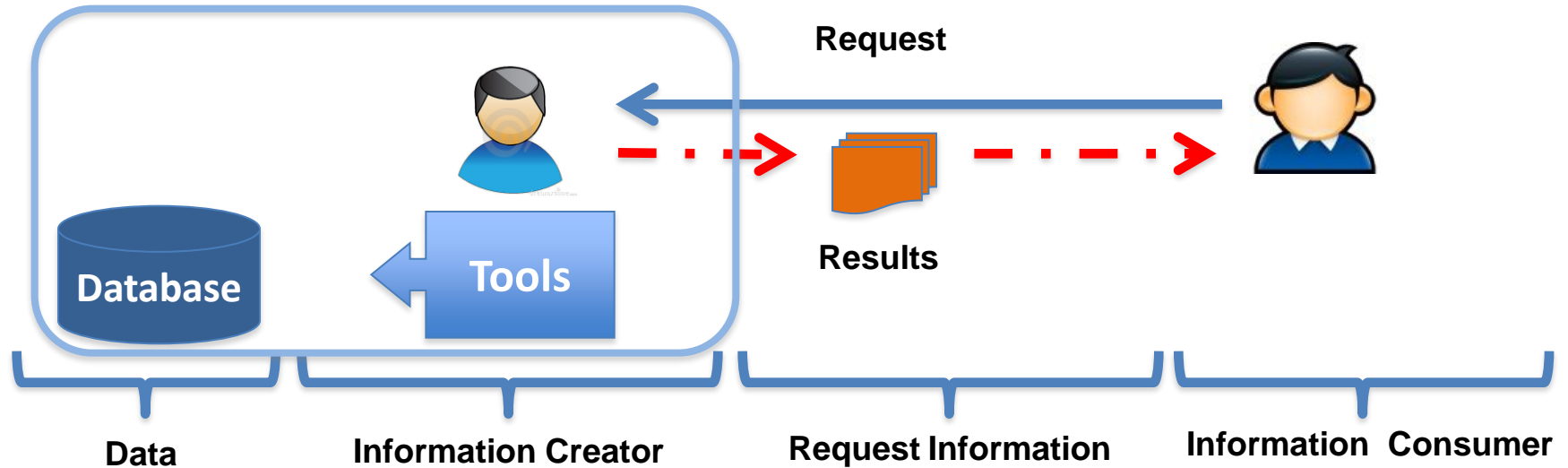Patent Services
a division of Fairview Research

Treparel
Delftechpark 26
2628 XH Delft
The Netherlands
www.treparel.com

Anton Heijs

anton@treparel.com

October 16, 2012

The traditional IP search and analysis

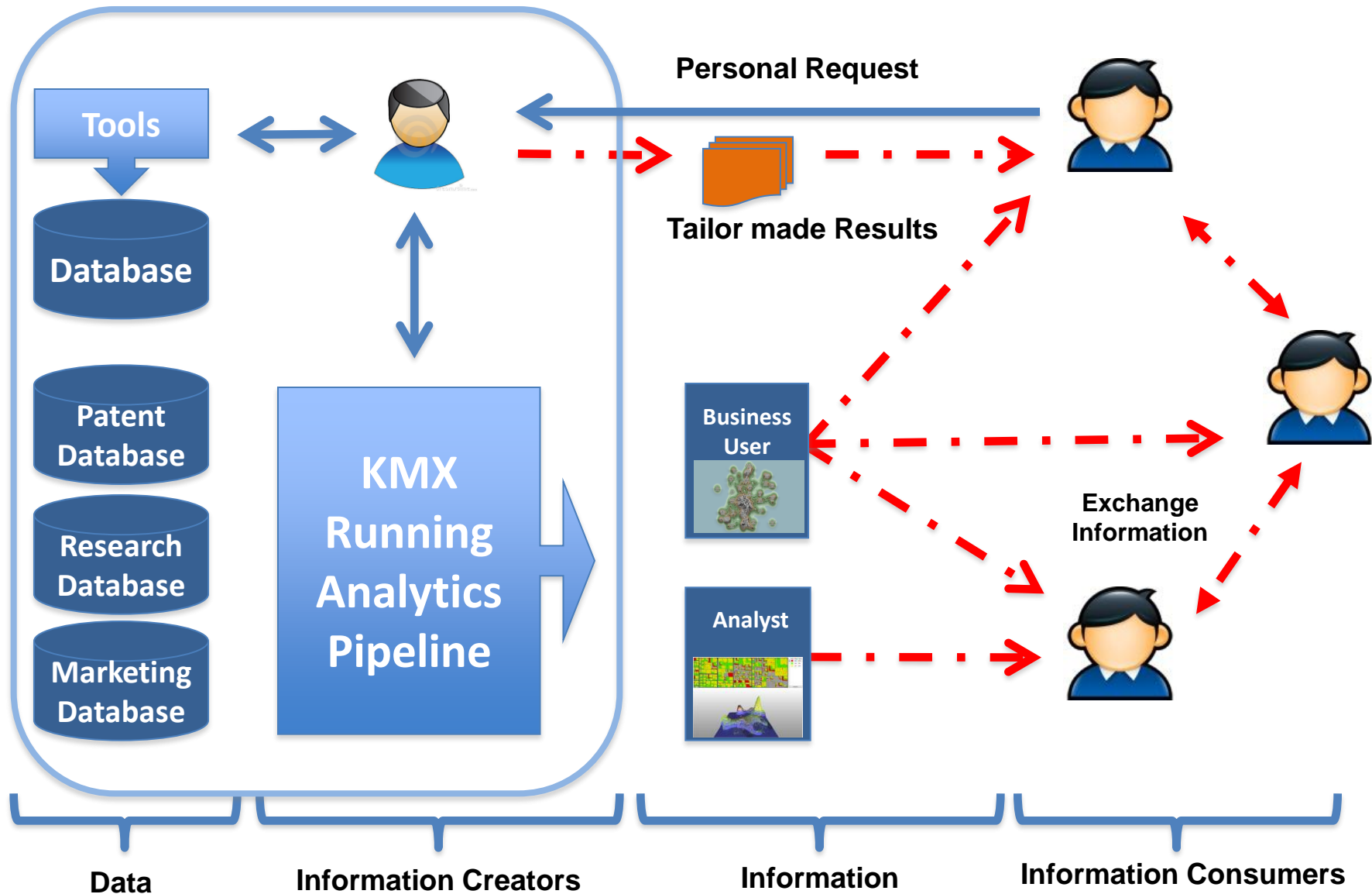**Data**   **Information Creator**   **Request Information**   **Information Consumer**

- **Very specific searches require experts**
- **Analysis of large documents sets can be automated – which is an opportunity to analyse more and manage workload**

Proactive analysis to search and analysis

Data · **Information Creators** · **Push Information** · **Information Consumers**
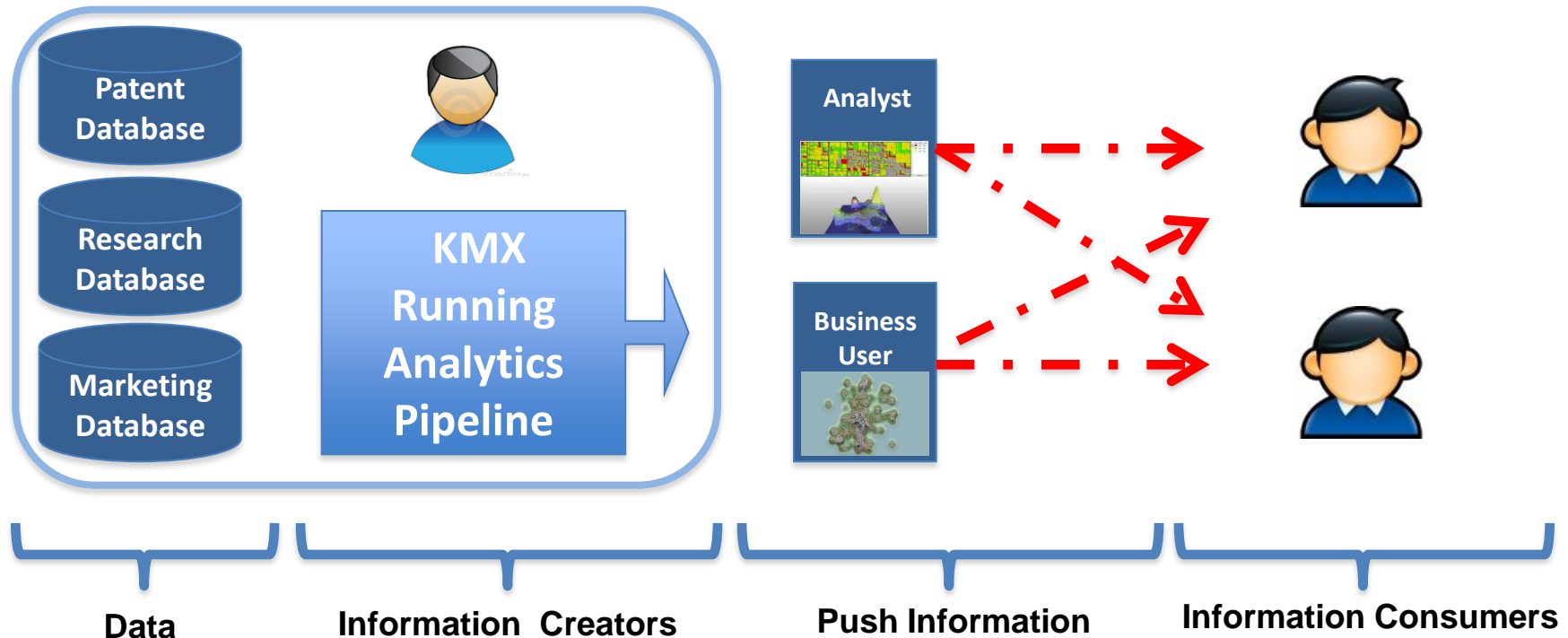
- **The knowledge Creator:**
  - **defines the analysis pipeline and test it on the data**
  - **deploys the analyses using cloud computing resources**
- **Direct access for information consumers for in depth analyses**

Combining proactive analysis with traditional IP search and discovery

TREPAREL

Personal Request

Tools

Database

Patent Database

Research Database

Marketing Database

KMX Running Analytics Pipeline

Tailor made Results

Business User

Analyst

Exchange Information

Data   **Information Creators**   **Information**   **Information Consumers**

Use Case: SWOT analysis

- **Perform proactive SWOT analysis of ebooks market**
  Amazon Kindle – Apple – Samsung/Google and other players

- **Who owns what?**
  - **What can we learn from competitive technology landscape?**
- **Why?**
  - **Determine a company/technology position and opportunities**
- **We do this in KMX on IFI CLAIMS DIRECT by:**
  1. **Query to get patents**
  2. **Landscape analysis**
  3. **Classification/Ranking**
  4. **Filter and select subset**
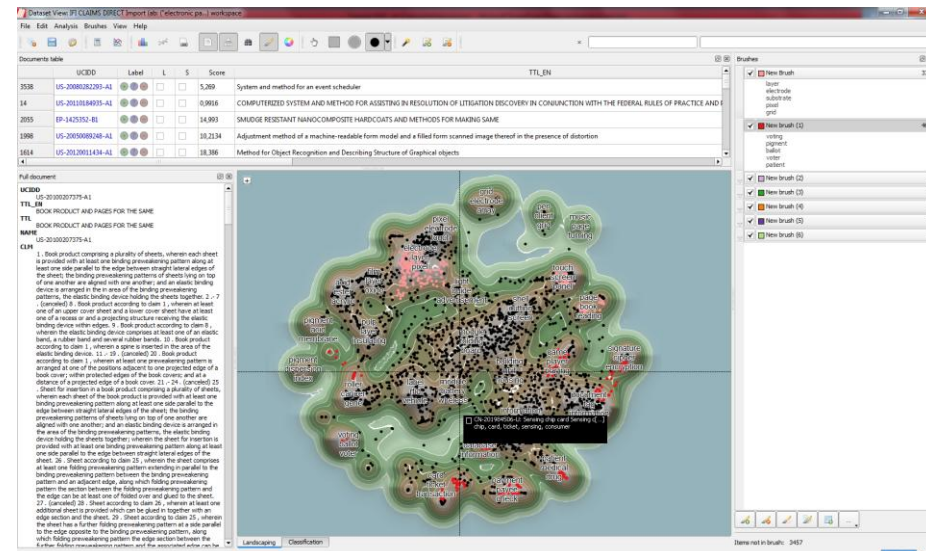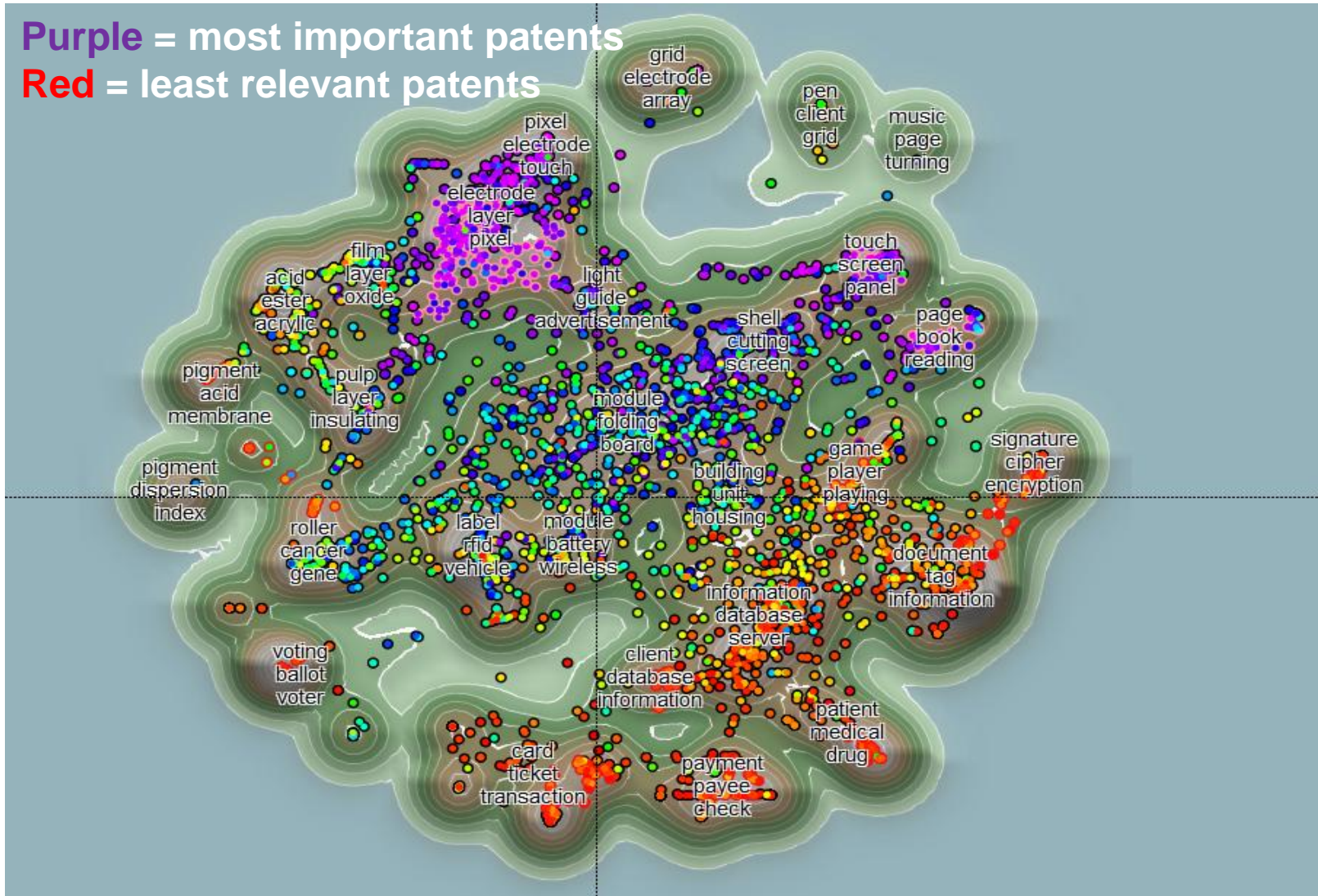 5. **Iterate step 1-to-5**

Fig 2: Overview landscape visualization of 4257 patens
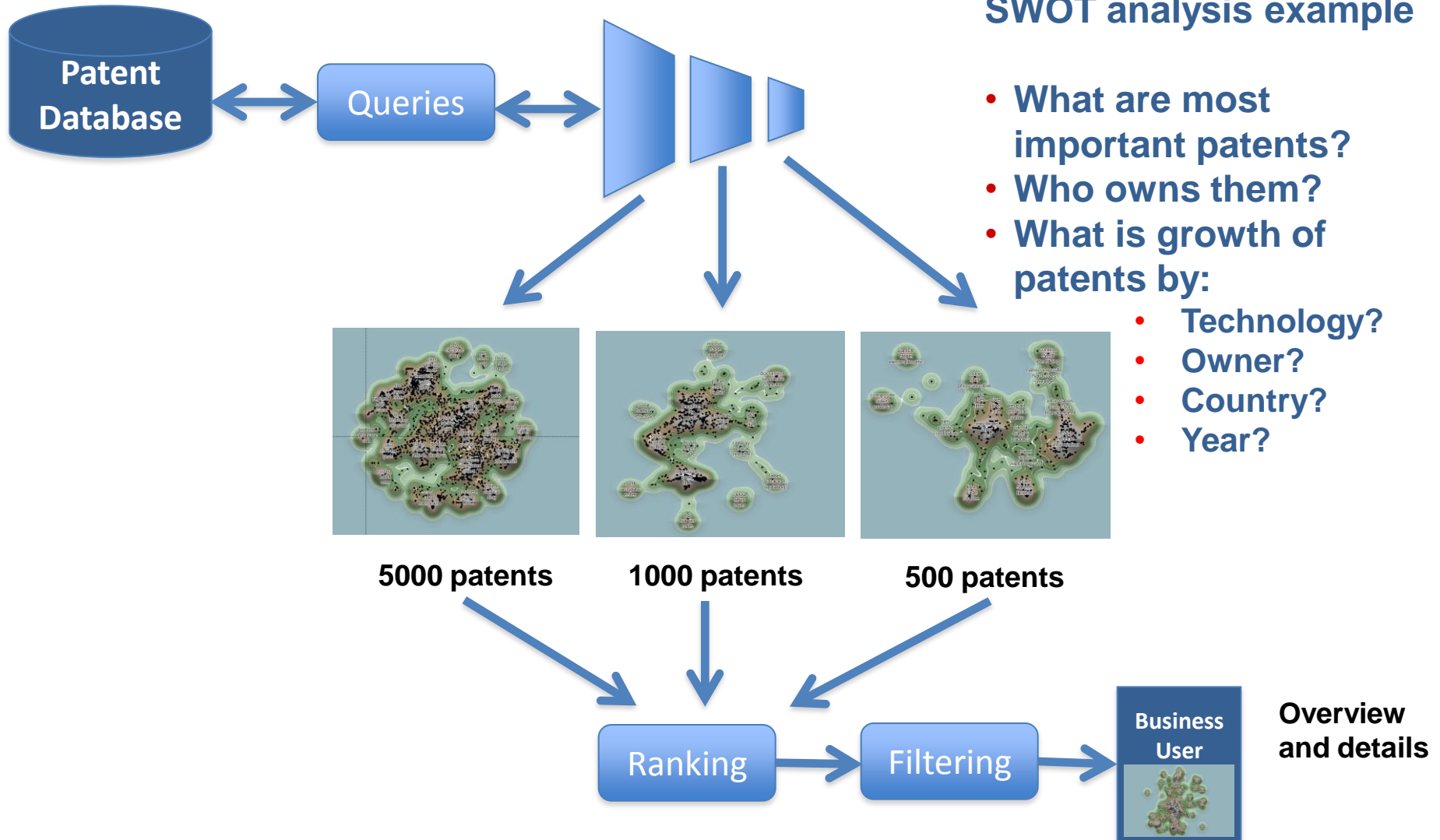
Use classification to rank the patents

Purple = most important patents
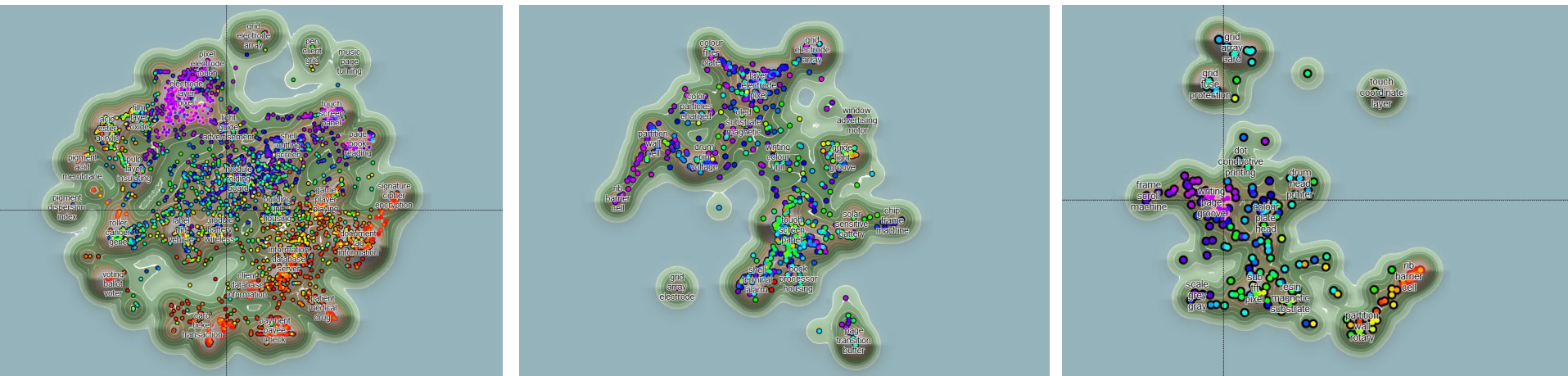**Red** = least relevant patents

Ranked patents using a classifier for ebook technology (In purple the selection of relevant patents for deeper analysis)

# Example: performing large to small scale analysis

SWOT analysis example

- **What are most important patents?**
- **Who owns them?**
- **What is growth of patents by:**
  - **Technology?**
  - **Owner?**
  - **Country?**
  - **Year?**

Patent Database ↔ Queries ↔

5000 patents   **1000 patents**   **500 patents**

Ranking → Filtering → **Business User**   **Overview and details**

Landscape visualization going from 4257 to 1049 to 369 patents

After removing the least relevant patents we use *filtering* to determine:

- Who are the important players (assignees, inventors)?
- Where are the important patents filed (countries)?
- What is the trend over time (growth of patents over the years)?
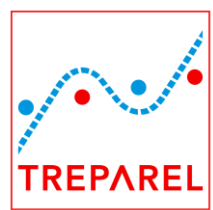
Key takeaways

- ✓ **Big Data Paradox:**
  - • **Limited (human) resources available for in-depth analysis**
  - • **Growing need for data driven decisions**

- ✓ **KMX for information creators**
  - • **Setup proactive information analysis**
  - • **Perform specific text mining analysis for single user request**

- ✓ **KMX for information consumers**
  - • **Obtain proactive information from automated analysis with interactive capabilities**

Sharing information empowers collaboration