

TECHNOLOGY INTELLIGENCE STUDY

Report snapshot

BASICS

What is this study?

A Technology Intelligence Study (referred herein as “study”) provides a complete analysis of the commercial and technological activity within a specific sector or technology.

Who is this study for?

This study is primarily for R&D and IP departments at large corporations, or C-suite executive and their direct reports at medium-sized corporations. This includes titles such as:

- Innovation Lead
- CTO (and immediate reports)
- Strategy & Partnerships Lead
- IP Manager
- IP Attorney
- Head of R&D
- R&D Category Manager
- Head of IP
- Chief IP Counsel

When should I request this kind of study?

This study can answer critical R&D and IP strategy questions for any company that is dealing with:

- Changing industries
 - M&A activity disrupting the current competitive or supply chain ecosystem
 - Emergence of new players
 - Regulatory changes
- Changing technologies
 - Disruptive or emerging technical innovations
 - Adjacent markets
 - Solution hunting (who has solved this problem before, and how?)
- Changing strategies
 - Revenue and market pressure causing audit of R&D or IP approach
 - Upcoming or recent past commercial transactions
 - Attempting greater collaboration and partnerships to widen access to markets or get to market quicker



WHAT DOES THIS STUDY TELL ME?

Although every Technology Intelligence Study is customized for the specific client and request, it will always provide your company with commercial insights and visualizations, based on IP data, to inform and guide R&D and IP strategy.

A typical study would include:

- Analysis of patenting activity, available by time, specific entities, entity type, geography, and technology focus
- Custom taxonomy building and analysis – technology trends, emerging technologies, IP and R&D strategy of major entities
- Filtering and specific conclusions around entities or technologies of high interest

This study is particularly useful for assessing changing market dynamics, identifying unknown or new competitors (or potential partners), critiquing current R&D strategy, or supporting downstream R&D decision making.

POWERFUL INSIGHTS: GETTING THE MOST VALUE FROM THIS STUDY

What is the typical structure for a technology study?

- Executive Summary
- Collection Summary
- Technical Analysis
- Key Findings
- Commercial Analysis
- Project Methodology

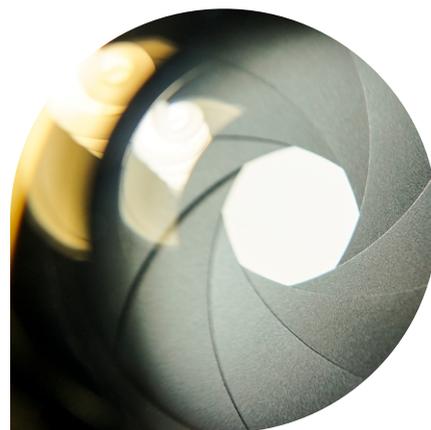
What are the critical capabilities behind this study?

- Thorough search of a variety of electronic data sources of IP data and non-patent technical literature (manual sources may also be required).
- Powerful analytics software to match patent, financial and legal data for better, faster results.
- Cleansed data and categorized large datasets of IP information.
- Honed analytical frameworks to make the link between dry technical insight and commercial reality using clean visuals for quick insights.

What scoping requirements should I include when requesting this type of project?

An excellent provider of Technology Intelligence Studies will hold a scoping call with you to ensure that your strategic needs are thoroughly understood. The objective of this discussion is to reach an agreement on what is to be measured, why and for whom. This critical step in the project management process ensures that you and your provider are working toward the same objectives. During this discussion, you would identify:

- The pain points or challenges relating to your technologies, industries or strategies that have motivated your request for assistance through a Technology Intelligence Study
- Specific questions to which you want answers
- Who you intend to share the study with, or who the ultimate audience will be, so that the structure and style can be amended appropriately
- The specific sector or technology that should be the focus of the study
- The business decision or process the information is intended to support



WHAT ELEMENTS ARE INCLUDED IN THIS STUDY?

An excellent Technical Intelligence Study will:

- Provide usable, shareable commercial insights
- Incorporate strong, easily understood visuals which communicate key takeaways from the assessment of massive amounts of IP and other technical and business data

Who can utilize this study?

Your company can maximize the value from this study if it is distributed to, and read by, a large internal audience – not just by the team that was directly involved in commissioning the project. This will help to ensure that the commercial insights provided in the study attain corporate buy-in and support critical R&D and IP strategy decisions.

The best way to facilitate such broad distribution is a clean format that incorporates a large number of compelling visuals to communicate key takeaways based on the assessment of massive amounts of data. You may also want to request the underlying datasets, but the study and the supporting visuals are the key to socializing the results more broadly in your organization. In some cases, you may also want to request a presentation.

What other questions should I ask about this type of project?

- Does your provider have staff with backgrounds in the technologies and industries on which the Technology Intelligence Study will focus?
- Does your provider have a market-leading focus on the accuracy and quality of their work? Do they thoroughly clean and categorize the data and eliminate noise prior to beginning the analyses needed for the Technology Intelligence Study?
- Does your provider emphasize communicating results through clean, compelling visualizations of complex datasets?
- Does your provider have experience with multiple, honed analytical frameworks for assessing commercial implications of technical innovations?

CONTACT US TO LEARN MORE

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