

IP Solution for a telecommunications company

Supporting a telecommunications company with strong strategic insights and recommendations on patent portfolio, efforts & costs and IP business opportunities

Our client, a global telecom leader, aims to future-proof its IP practice. Dennemeyer was engaged to provide strategic insights, benchmarking, and identify future business opportunities. This involved a comprehensive analysis and benchmarking of their patent portfolio to deliver actionable insights and strategic recommendations.

1. Patent portfolio analysis and benchmarking

Dennemeyer conducted data validation, portfolio clustering, base data analysis, and advanced analytics. This provided the client with clear insights into their patent landscape and strategic market positioning.

Objective: Understand market position and identify opportunities.

Outcome: Clear insights from advanced analytics.

2. IP activity and cost benchmarking with organization review

Efforts and costs of core patent management tasks were benchmarked against 100 companies. Best practices were used to review the IP function's organizational setup, providing transparency and improvement recommendations.

Objective: Benchmark against industry standards.

Outcome: Transparent costs and improvement recommendations.

3. Business opportunities in Intellectual Property for a telecommunications company

Revenue drivers were analyzed to create future scenarios and recommendations. A comprehensive report offered strategic insights and an action plan, aligning R&D and Legal departments to enhance patent capitalization.

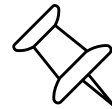
Objective: Maintain/increase licensing income.

Outcome: Strategic insights and actionable future plan.

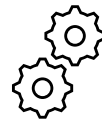


1. Patent portfolio analysis and benchmarking

Analyses and benchmarks incorporating patent, business, technology, legal and market aspects



- The client is a global player and local market leader for telecom technologies and services in several countries
- A review, taxonomy and assessment of their own patent portfolio of about 5000 cases was requested
- In addition to an analysis of the own portfolio, a benchmark against relevant technology leaders and competitors was desired
- Project results were to provide structured information and observations as well as strong insights and conclusions
- Key results were to be documented and visualized in a design suitable for C-level and external communication



- The client's patent portfolio was received, corrected, reviewed and amended according to numerous attributes
- The adjusted portfolio was clustered into a beneficial technology and business structure to allow sound benchmarking
- A review and normalization of applicant names led to the elimination of noise and errors, producing better search results
- Rich but self-explanatory overviews and charts were created, allowing immediate access to key information
- Effort was made to include a management and business perspective and facilitate C-level reporting



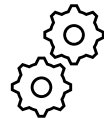
- The landscape analysis and charts delivered initial overviews, subsequently enriched with advanced analytics
- For every technology cluster and competitor, business conclusions and beneficial benchmarks were provided
- All information was combined and condensed in an intuitive way, meaning conclusions could be presented using single charts only
- Results of the analysis and benchmarks allowed a deep understanding of both, the competitor and technology landscape
- Advanced and state-of-the-art technology and patent analytics provided valuable insights and conclusions way beyond simple landscapes or trend analysis only
- All analyses and benchmarks were exactly adjusted to the client's needs while being informed by Dennemeyer's long experience

2. IP activity and cost benchmarking with organization review

Denne Meyer supported a telecommunications company with IP benchmarking data, comparing client information, and reviewing the organization



- In the telecommunications industry, our client is a global player applying advanced technologies and providing a multitude of services to their public, business and private customers, both in fixed-line and mobile communications
- While the IP department was in a good situation, there were potential benefits in thoroughly reviewing its current organizational set-up and cost structure, and compare this to external benchmarks for insights and transparency
- Denne Meyer was tasked with providing benchmark data, as well as insights and experiences from other IP organizations to enrich the purely internal view in two work packages: activity & cost benchmarking and organizational review



- Core activities of patent portfolio management were selected and compared based on effort (FTE) and cost (EUR) with a benchmark of about 100 companies with similar characteristics to the client's IP management and industry
- In-house activities and (partially) outsourced cases were compared; examples of IP committee set-ups were provided
- The IP function hierarchy model was introduced to evaluate the three main categories of an IP organization, considering their pros and cons for the client
- Discussion focused on leadership levels, licensing embedded in the IP function, and an outside-in assessment of the client's innovation and IP position compared to selected companies

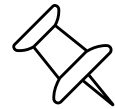


- Applying various benchmarks made our client's IP situation transparent
- Existing biases and misconceptions could be "normalized", e.g., demonstrating that the client performs well in leveraging IP from R&D spend compared to its selected peers
- The insights gained led to conclusions, from which recommendations were developed, improvements and enhancements were devised to make the client's already successful IP management contribute even more value to the company

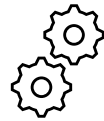


3. Business opportunities in Intellectual Property for a telecommunications company

Dennemeyer supported a telecommunications provider in identifying future revenue streams and creating organizational alignment to deliver the required future patents



- Our client is a global player and local market leader for telecom technologies and services in several countries
- While the client is able to generate significant revenues from licensing out their technology, specifically in the area of standard-essential patents (SEPs), their IP team sought to secure these revenue streams for the future and develop them further
- Given the natural life cycle of technologies, existing patents within various patent pools and bilateral licensing agreements will be expiring in the future, meaning they need to be replaced and expanded with new rights
- Organizational alignment is required to ensure a targeted flow of inventions that leads to meaningful patents



- Dennemeyer supported the client in analyzing the current revenue pools, and created a projection of how these would develop over time in a “do-nothing” scenario
- Scenarios were crafted around present invention and IP activities, along with a more aggressive strategy that would enable further revenue growth
- Activities and KPIs were defined to reach the ambitious revenue growth targets, prioritizing those technology areas with high potential in this regard
- Organizational alignment with key partners, such as R&D, was fostered to create an action plan for patent development



- Clear targets and measurable KPIs for the technological areas with the highest revenue growth potential were set
- Targets and action plans were communicated and discussed with major departments, such as R&D and Legal, to create organizational alignment on the required next steps
- Several roadshows created top-level alignment to quantify and explain the current situation as well as the plan going forward

Future-proofing your business by empowering Intellectual Property

Denne Meyer IP Consulting helps you to
**identify and exploit the maximum
potential of your Intellectual Property.**

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