

# Leading Communications Company in Europe



**Alignment of IP Strategy and Business Strategy is no longer a pipeline. It is new reality with IPMation.**

*“The automated processes increased collaborations between Business, Technical & IP teams and establishing key measures & controls, resulted in transforming our organization to achieve higher licensing revenue and deliver value.”*

Head of IP Department



## Challenge

### Lack of Alignment between IP Strategy and Business Strategy

Lack of adequate alignment between IP strategy and business was impeding the capability of IP Assets strategic management in providing maximum value to the organization. Also, rations. Also, lack of adequate collaboration tools & communications between Business, Technical, IP & Legal teams and siloed applications was leading to inadequate measures & metrics in evaluating the performance, short comings translating to lost opportunities for monetization.

IP Executives needed to:

- Manage global patent portfolio
- Manage in-licensing and out-licensing opportunities
- Automate end-to-end business processes
- Measure IP performance and deliver quantitative & qualitative metrics
- Leverage controls in aligning IP strategy with business

## Solution

### Strong alignment between IP and Business strategy

IPMation empowered the company to automate key business processes and provide metrics based measures and controls and aligned IP strategy with business strategy. The measures based on key process indicators provided management deep insight into IP operations and where and how to leverage the actionable intelligence to make timely decisions and achieve the strategic & tactical objectives of the organization. It also resulted in increased monetization.

## Results

### Automating Key Processes and provisioning controls

The company was able to automate key business processes – starting with invention disclosure through patent renewals, and resulted in Increased collaboration between business, technical, IP and legal teams and reducing costs and pendency of patent applications. The company is now able to manage out-licensing strategies more effectively and increase royalty revenues.