

# IP Monetizer™

## Automate Global IP License Management



### **BUSINESS CHALLENGE:**

Businesses are constantly looking for ways to improve their cash flow on one hand and often neglecting the intangible assets like Intellectual Property (IP) on the other side. Another major concern for most companies is avoiding IP Revenue leakage. Also, Business Executives are looking for ways and means to monetize their IP Assets. Creating and tracking IP contracts and revenues is critical in executing the IP Monetization strategies.

According to a PWC report - IP license revenue remains one of the most poorly managed and under-utilized assets in the world wherein 95% of the royalty and revenue share is under-reported for a variety of reasons. The bottom line is that managing IP Licensing as strategic asset is more critical than ever before.

Intellectual Property(IP) is now viewed as vital part of a company's value and a key revenue generator, IP leaders are being held more accountable for the revenue generation from their portfolios; So business leaders and investors need to look at creating stronger Return On Investment (ROI) from their IP portfolios. A company's IP assets often represent a significant portion of its market or enterprise value. It is, therefore, increasingly important for management and stakeholders to understand the IP assets and related income generation for financial reporting.

### **SOLUTIONS:**

IP License Management is very critical for organization's success. Managing IP Licenses and the revenue streams therein, ensures IP Monetization and optimization. VajraSoft Inc.'s IP Monetizer™ automates global IP License Management - managing both In & Out licensing, Royalty Management as well as providing Return On Investment (ROI) on each IP or patent family.

Using IP Monetizer™ you can achieve Protecting, Valuing and Licensing Intellectual Property and automatically calculate royalties. It helps organizations gain control over their license agreements and track them through the lifecycle, enforcing compliances and maximizing revenues. IP Monetizer provisions IP License Management - managing both In & Out licensing as well as providing Return On Investment (ROI) on each IP. It allows you to manage IP Assets, licensing agreements as strategic assets.

A logical progression for organizations with substantial Intellectual Asset Management is IP Monetization. IP Monetizer automate IP license management and helps companies improve the bottom-line. CXO's, IP Managers, IP Licensing executives, Technology Transfer specialists, IP Auditors readily adopt the software to automate, manage, track their global IP licensing portfolio and revenue streams and improve stakeholder value.

IP Monetizer ensures diligent enforcement of license management from the start. Adopting the application, manage all Technology License agreements and track the increase in sales revenues. Using licensing inventory information formulate, fine tune marketing strategies and negotiate IP licenses on better terms. Also, as the license information and associated contracts metadata exists within database managers can make revenue forecasts. Also, with the depth of information, analytics available detect revenue leakage



signals and license contracts terms are complied and rightly monetized, avoiding lost income situations. IP Monetizer stops and mitigates the pilferage of IP license revenues. Technology transfer agreements / license contracts can also be maintained and tracked within the application.

Adopting IP Monetizer web application, IP licensing professionals and auditors can easily uncover unreported or under-reported revenues and thereby stop, mitigate the pilferage of IP license revenues and save millions in potentially lost income. The reports provide management with indepth information, to make informed decisions on Out licensing.

IP Monetizer™ application automates In / Out IP License management and royalties management and analytics providing insights into monetization / IP revenue channels. The application provisions:

**In / Out License Management** - Manage and track all your In / Out IP Licenses in a single global repository. The licensing metadata provides Legal executives the visibility to expiring license agreements / contracts to take pro-active actions.

**Royalties Management** - Calculate the royalties due on an IP. Based on current licenses, forecast the Royalty Revenue. Visibility into expiring license contracts to take appropriate action.

**License Compliance** - Verifies the completeness and accuracy of royalty streams and provisions the information for full-scale royalty audit.

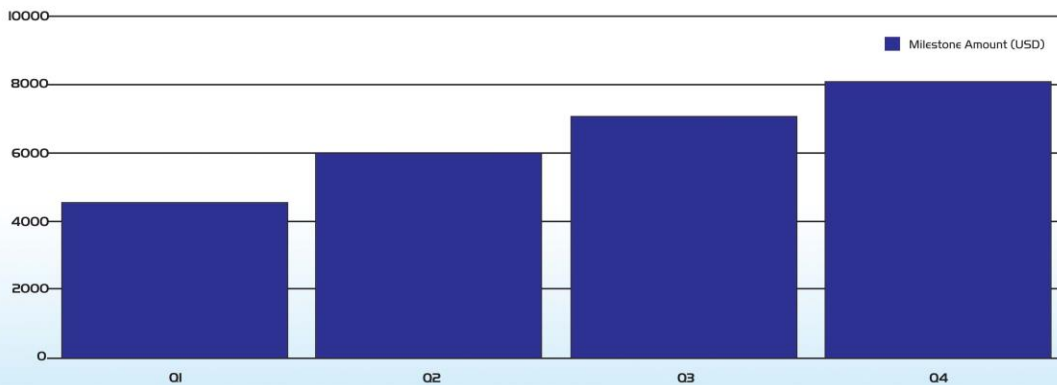
**Conduct Royalty Audits** - IP Licensing consultants can perform License Compliance & Auditing to identify and plug in IP license revenue leakages.

**Royalty Revenue Forecasting** - Based on current licenses portfolio, predict future license revenue.

**License Compliance & Auditing** - IP Monetizer provisions requisite license agreement and royalty information and helps IP Licensing consultants to identify revenue leakages. Aid IP auditors to conduct audits on IP license transactions.

**Intellectual Property Compliance Audit** - Using the data IP auditors can create risk assessment for the audit period.

**Milestone Bar Chart**



**Valuation** - The software captures the Market value determination for provisioning licensing, financing and enforcement of IP rights.

**Dashboards & Reporting** - Analytics and reports provide operational analytics - expiring contracts due for renewals, Revenue forecasting reports, ROI on each IP / Patent family etc.

**Training** - Easy to use application and needs basic training only.

**Application Support** - Standard support includes 16 X 5 technical application support.

### **KEY FEATURES:**

- IP License Management
- In/Out License Management
- Royalty Management - Automatic Royalty Calculation
- Tracking ROI on each IP
- Pre-built Email Integrations
- Salesforce Sales Cloud Integration
- Oracle ERP - Accounts Receivables (AR) Integration
- Provide in-depth information to management for informed decision making

### **KEY BENEFITS:**

- IP License Management
- Maintain & Track all IP licenses
- Manage In and Out Licensing
- Royalties Management
- Make Revenue forecasts
- Visibility to expiring license contracts
- Role based personalized dashboards
- Reporting based on KPI's and Key Metrics
- Track License compliances
- Conduct IP Audits with ease



**VajraSoft Inc.**

7567 Amador Valley Blvd

Suite 207

Dublin CA 94568

USA

Tel: (510) 825-6367

Email: [contactus@vajrasoftinc.com](mailto:contactus@vajrasoftinc.com)

[www.vajrasoftinc.com](http://www.vajrasoftinc.com)