

Aligning IP Strategy with Business Strategy

Gain Competitive Advantage and Maximize Technology IP Value

IPMation™ provides you 'what to do' and 'how to do' to achieve the alignment between IP strategy and business strategy



Introduction

Much is either written or is in thoughts in aligning IP Strategy with Business strategy, but in reality not in action. So, *is it still going to be a pipe dream?* Not any longer – is the short answer!

VajraSoft Inc.'s IPMation™ delivers end-to-end IP management and automated processes, performance measures & metrics needed to align your enterprise IP strategy with business strategy and provide "value" to stakeholders. More importantly IPMation™ provisions "control" levers to measure, control & align your IP strategy with business strategy. This control comes in terms of key parameters, performance measures & metrics.

Through this innovative IP software and control you can achieve faster alignment, with changes to / in business strategy. "Business is ever changing to adapt to customer needs" and drive profitability. So there is constant pressure and dire need to align IP strategy with business to accelerate and deliver on enterprise strategic goals. What's unique about IPMation is that it not only provides controls to align IP strategy with business strategy but also provides flexibility to achieve both strategic & tactical goals of the business.

Misalignment due to Perception Issues

More often or / According to PWC report, 70 percent of Executives

believe IP management is treated as Legal function and not of "strategic value". This is a major perception issue and needs to be rectified if enterprises need to improve 'value' to stakeholders.

More Automation, the Better

It is to achieve alignment between IP and business strategies. Most often, Executives are challenged to deliver more value from existing IP assets with no many resources being allotted to manage relevant processes. So, end-to-end process integration, better visibility to IP operations, levers to controls, measures to affect (?) changes are critical for business success. So the scope & need of integrated IP management software to deliver the goals in obvious.

Help Arrive at Common Definitions

Often, the definitions of IP strategy and business strategy across business, legal and technical functions are different. So, based on business goals - both strategic and tactical, the judgment or expectations are different. There is need to define common measures & metrics to evaluate the achievements of goals & objectives and any gaps therein.

IPMation provides performance measures and metrics & controls to achieve this alignment, and more importantly realign IP strategy to changing business needs, improving ROI & lowering the Total Cost of Ownership (TCO).

Engage IP Executives, get CXO buy-in

In order to successfully formulate & executive IP strategy & its alignment with business strategy it is imperative to get top leadership "**buy in**", as it is critical for success of the organization & maximizing value to business stakeholders.

Critical Success Factors for IP Strategy

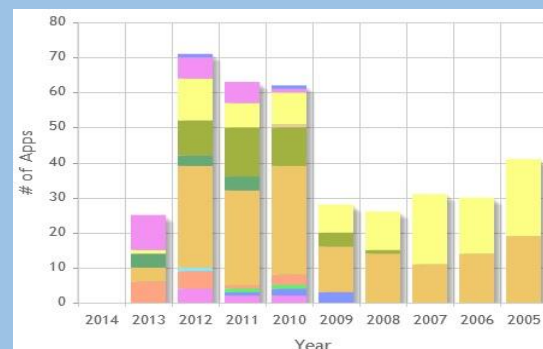
- IP Strategy must be aligned with business strategy – but how to make it happen? Built in features & capabilities in IPMation enable this.
- Support or sponsorship from executive leadership
- Interested in automated processes, tools, measures to execute and manage IP business operations
- IP technology licensing and driving revenue - technology wise, business unit wise, product wise tracking
- Establish measures, strategic deliverables & drive by metrics
- Adequate communications between IP functions and business units
- Alignment between IP, Legal, Business & Technical functions
- Enforce IP Governance & compliance
- Identify internal champion(s) driving IP strategy
- Address risks of litigation
- Alignment should be (top-down) vertical and horizontal (across business units)
- Keep an eye on points of failure

Points of Failure

- Misalignment between IP, Legal, technical & Business units
- Inadequate communications
- Lack of management support for IP initiatives

Benefits

- Execute IP strategies with ease
- Reduce costs, minimize & manage risks
- Increase company value
- Protect & grow IP value successfully
- Manage & do more with less
- Increase competitive advantage
- Deliver better products
- Identify technologies gaps
- Drive acquisition strategy and increase 'value'



Takeaways



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