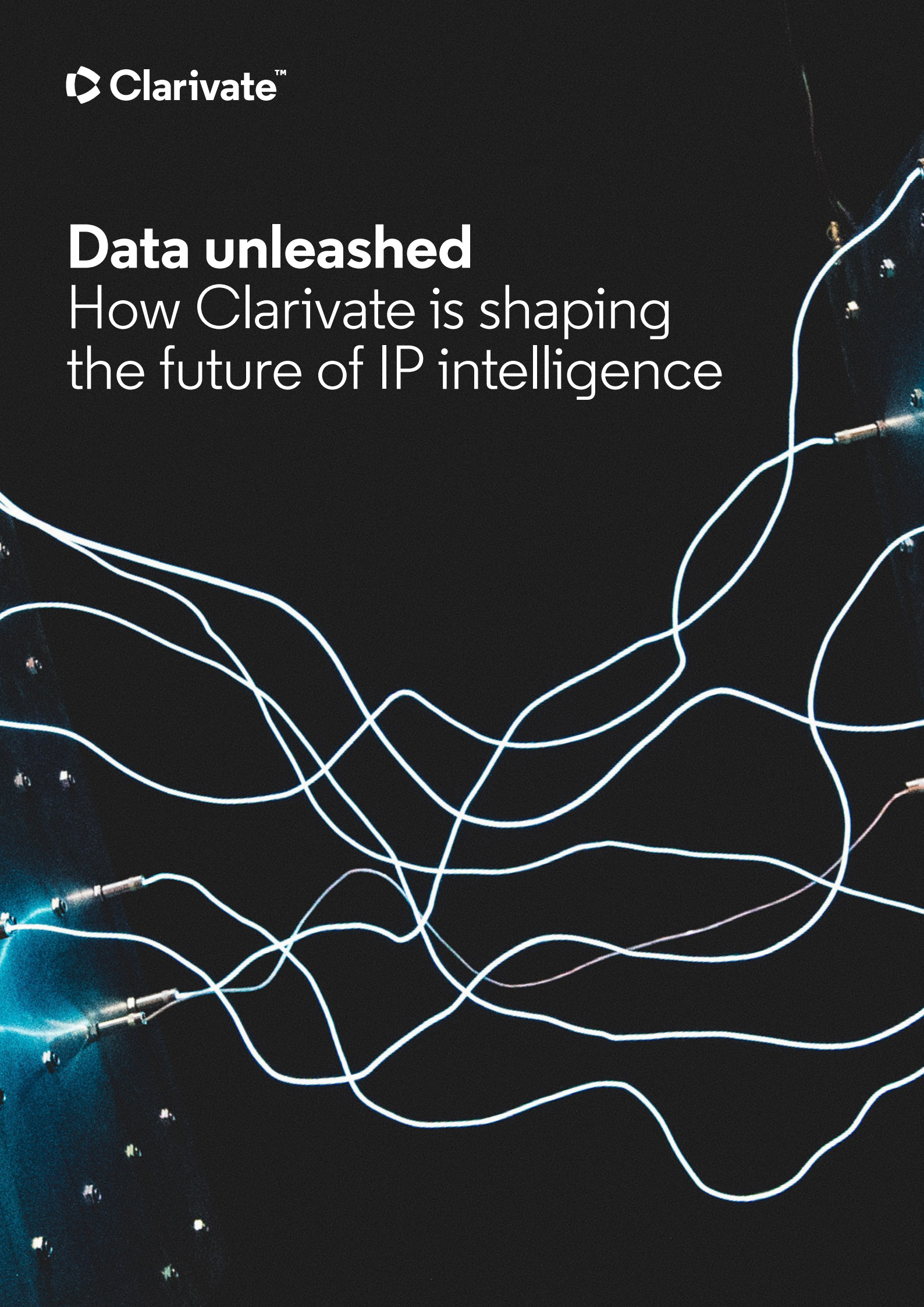




Data unleashed

How Clarivate is shaping
the future of IP intelligence



Introduction

Organizations worldwide are operating in an environment marked by continuous risk of disruption. Competitive landscapes are shifting constantly while opportunities are now appearing in unexpected places.

Innosight estimates that nearly 50% of the companies listed on the S&P 500 will disappear by 2027.¹ It's more important than ever that professionals make the right decisions, and quickly, to ensure their organizations remain viable and successful in the long term. To survive and thrive, organizations must work smarter and be more agile, focusing on the right innovations and getting them to market faster – and all within ever-tighter cost constraints.

In this age of innovation, intellectual property (IP) is at the heart of these business imperatives. We at Clarivate™ are committed to empowering them to intelligently manage their IP – helping them make smarter investments, build, manage and protect strong brands, accelerate time-to-market and mitigate risk along the way.

We do this by combining deep IP data, domain expertise, artificial intelligence and analytics in ways that reduce the total cost of doing business.

In this Special Report, we examine the factors driving the need for a new IP data model, and how Clarivate is taking the lead in shaping the future of IP information and insights to accelerate innovation and mitigate risk.

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¹ Anthony, Viguier, Schwartz, Van Landeghem 2018, '2018 Corporate Longevity Forecast: Creative Destruction is Accelerating', Innosight, www.innosight.com/insight/creative-destruction/#:~:text=At%20the%20current%20and%20forecasted,Creative%20Destruction%20author%20Richard%20Foster.



More pressure, fewer resources

Professionals tasked with managing IP assets face a rapidly changing landscape reshaped by new demands and pressures, including:



Increasing demand for data-driven decisions and strategies, while resources remain flat or declining



Globalization and technology advances that lower barriers to market entry, creating intense competitive pressures



Increasing complexity of innovations requiring IP protection, complicating research demands



Growing business need for accurate risk assessments based on reliable data



Accelerating pace of business and increasing demand for information, opinions and decisions *right now*

The business of delivering information and intelligence to drive IP decision-making is also transforming in response to broad market trends. To be most efficient, professionals need self-service solutions that enable them to access information quickly and easily. In a world saturated with information overload, they need solutions that simplify complex data and allow them to focus on what matters. The shift to virtual collaboration, already underway before the COVID-19 pandemic, has accelerated dramatically in 2020. There is mounting pressure to perform with extreme efficiency, making every moment and every dollar count.

These trends are transforming information business models across the industry spectrum. Flexible, cloud-based businesses like Amazon Web Services (AWS), Google and Salesforce.com are changing the way businesses perform a wide range of functions. The marketplace is moving beyond software-as-a-service to allow virtually any type of knowledge-based business to offer itself “as-a-service.” This allows users greater speed, agility and cost-efficiency, plus the flexibility to access capabilities in ways that work best for them. Given these advantages, it’s not surprising that the “as-a-service” model is becoming the norm, rather than the exception.

Charting a new direction

At Clarivate, we believe the new world shaped by these realities demands an innovative approach to delivering and analyzing IP information.

"The traditional platform/product model is outdated. We've listened to IP professionals and they have been clear: they want easier access to IP data and intelligence that meets their specific need, in real time. And they need that information to be updated over time to keep pace with a constantly changing global innovation landscape."

Jeff Roy, President of the Intellectual Property Group, Clarivate

Trying to meet these demands with prepackaged 'products' is not feasible. In a changing landscape, IP and R&D professionals need solutions that are adaptable for specific, evolving and even unforeseen use cases.

We envision a world where our customers have the ability to put information resources together in flexible ways, combining virtual data sources across diverse IP domains – trademarks, patents, domain names, copyrights, legal decisions, competitive intelligence and more

– to meet their needs of the moment. We will enable customers to collaborate 'on-the-fly' with shared data and analysis.

While IP professionals can continue to depend on tried-and-true Clarivate platform solutions, our "intelligence-as-a-service" capabilities will empower our customers to make critical decisions with speed and certainty. For Clarivate, this also means finding new markets for highly valuable IP data, delivering value to professionals outside of our traditional IP market segments.

Aligning with real-world needs

Realizing this bold vision will require a new model for managing and delivering information. It is critical that these new approaches are closely aligned with the real-world needs of business decision-makers, including:

Ability to access data across all IP asset classes

This means liberating data from traditional silos and enabling professionals to make new connections across IP asset classes – trademark, patent, domain name, legal decisions and other data. Democratizing data in this way will enable a holistic approach to analysis that is crucial for driving innovation, identifying white space opportunities and proactively mitigating risk.

Actionable answers, not searches

Professionals don't have time to sift through mountains of research to make decisions; to create value, they need 'smart IP data.' Using artificial intelligence (AI) we will interrogate the data to provide the answers clients need – along with the evidence behind them – without complex, error-prone search queries. We will deliver unique benchmarks and other metrics derived from our IP assets to help professionals gain insights efficiently and drive strategic decision-making. This capability is informed and strengthened by our combination of data science skills and human IP expertise that is unique in the industry.

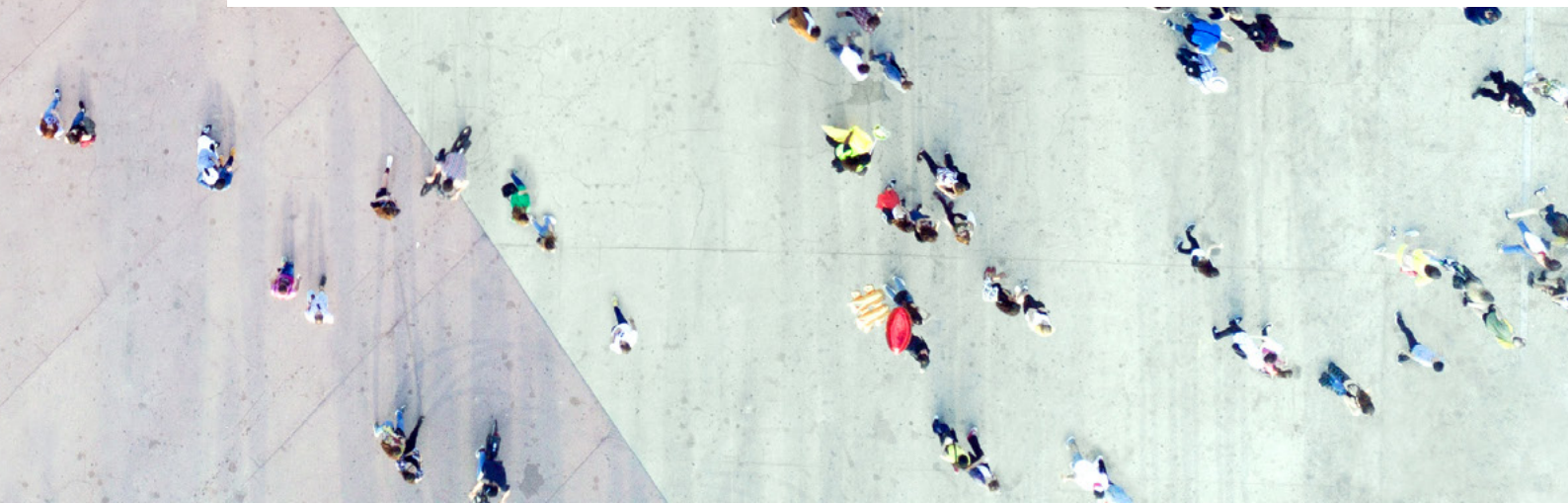
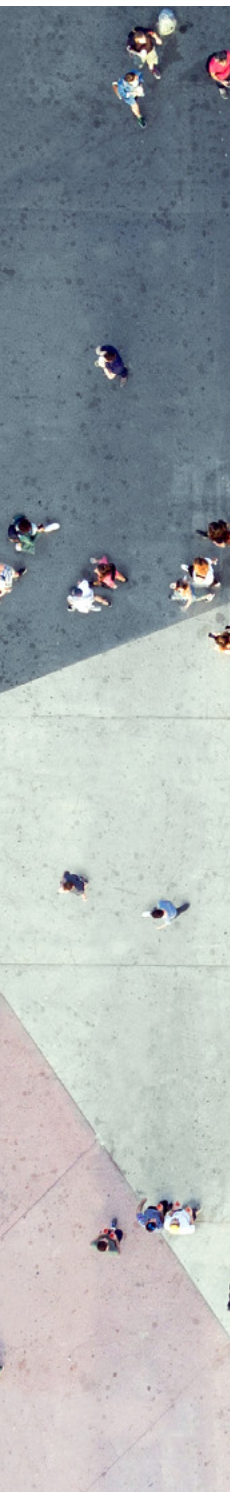
Flexibility in how you access and use our data

Decision-makers want to be in the driver's seat. They need easy-to-use, self-service tools that let them access the data resources they want – however and whenever they want them.

Intuitive visualization tools make information easier to digest, supporting faster decisions. Real-time data analytics allow users to zero in on what matters quickly, through a rapid, iterative process. Flexibility also means providing the ability to integrate Clarivate data with the third-party analysis tools customers are already using.

More efficient workflows and lower cost of doing business

Working with multiple vendors and solutions creates inefficiencies that degrade productivity and drive up costs. By providing a single-source approach to IP intelligence that encompasses the entire IP lifecycle – across trademarks, patents and domains – Clarivate will offer integrated value and easier access. This will eliminate friction in daily workflows, increase productivity and reduce costly inefficiencies.



Multi-layered technologies

Realizing this new data delivery model requires a combination of advanced technological capabilities that is entirely new in the IP industry. These include:



Automated data cleansing and normalizing

to make data from diverse sources instantly usable in multiple ways. At Clarivate, we have always recognized the critical importance of data cleansing, correcting errors in raw data as we ingest it to ensure results are reliable. As we move toward a consolidated 'data lake' model, normalizing data is a crucial prerequisite to unleashing data sets that enable new methods of analysis across IP asset classes.



Big data analytics

including entity resolution technology that enables correlations of dissimilar data to make new connections and reveal novel insights. This sophisticated capability is the equivalent of assembling a puzzle when you don't know the big picture or how many pieces there are. This technology also resolves data relationships present and past, as new data becomes available, to continually refine results.



Modern natural language processing (NLP) and visualization technologies

to quickly retrieve results and populate into easily accessible formats that you can configure. Our Image Search technology, powered by artificial intelligence (AI), is one early example of this, replicating the human ability to match similar images when clearing design trademarks and industrial designs.



Cloud computing technologies

to enable anytime/anywhere access to Clarivate information and solutions. Cloud computing is the key to delivering real-time data streams to professionals or to integrate with third-party business intelligence tools, adding value to those solutions.



Modern security technologies and protocols

to inspire organizations to trust Clarivate with their valuable data. These include multi-factor authentication (MFA) and role-based access controls to prevent unauthorized parties from accessing data and services.

Individualized experiences

Using these technologies to unlock IP data from silos allows a flexible, individualized experience. By providing configurable solutions, we hope to meet the real-world needs of our many clients, including:

IP professionals

We will continue to enhance our ability to provide IP professionals with data and analysis to help secure and protect trademarks, patents, domains and copyrights. Providing seamless access across Clarivate IP datasets enables branding and legal professionals to collaborate effectively and efficiently. The integration of Darts-ip™ global case law data is an example of how Clarivate is expanding data sets and analytics to enable IP professionals to advise their customers and business colleagues even more effectively.

Data scientists/ application developers

The quality, breadth and depth of Clarivate data represent a valuable asset to data scientists and application developers in the IP space. We are uniquely positioned to meet their need for reliable, timely IP data to perform research and/or build powerful, new research tools for a wide range of business applications. Seeing across the full global research and innovation landscape will help organizations to confidently determine which ideas, people and projects to invest in.

Researchers and innovators

There is no limit to the ways researchers and innovators can use data to create value for their companies and customers. Delivering data and analytics that encompass all IP domains will enable entrepreneurial teams to uncover new insights that drive novel products and services. With comprehensive innovation intelligence and expertise at their fingertips, they can quickly turn bold ideas into strong brands that will fuel growth and power their innovation pipeline.

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Putting innovation into action

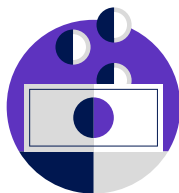
What might this look like in real life? With a globally trusted independent view into the world of innovation, you'll find actionable information and insights that can make the difference between success and failure. Consider the following examples:



A bench chemist performing materials science can access and analyze relevant patent and IP case data to **identify white space opportunities** and analyze the potential risk of conflicts.



A risk management professional can analyze both trademark data and patent data to offer **reinsurance of risk**.



An investment banker can **assess a company's value** beyond traditional financial projections by analyzing its innovation and brands based on derived data sets.



Transforming the value of IP data

At Clarivate, we are committed to improving the way the world creates, protects and advances innovation. We are fulfilling that vision by shaping our solutions to the ways professionals are working today – and the ways they will work tomorrow. With the integrated view we provide of innovation intelligence, our customers will be able to:

- **Make valuable, new connections** across disparate data sets, revealing new insights that drive better decisions.
- **Tailor research and analytics** to the needs of the moment, delivering the precise intelligence that's required, right when it's needed.
- **Accelerate decision-making**, rapidly iterating the analysis based on new findings to focus on the intelligence and insights that deliver the greatest value.

The investments Clarivate has made in recent months – including our acquisitions of Darts-ip™, SequenceBase™, TrademarkVision™, CustomersFirst Now™ and, most recently, CPA Global™ – strengthen our technological capabilities, expand our collection of high-value data assets and enhance our in-house expertise in IP data management, analytics, business intelligence and customer experience optimization.

These and other strategic initiatives will empower Clarivate customers to mitigate risk and simplify decision-making with modern applications of AI across unique and powerful datasets. Our customers tell us that our solutions and trusted information have helped them to reduce risk and

increase speed to market by anticipating market changes, reducing the expenses of gathering and analyzing data from multiple sources and enabling them to make fundamental investment and development decisions. Digitizing and integrating the IP workflow will dramatically improve workflow efficiencies and reduce customer costs.

This is the future – not just for Clarivate, but for the entire IP space. By making IP intelligence more accessible, more flexible and more actionable, we can provide the clarity our customers need to create, protect and advance innovations that will transform the world for the better.

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About Clarivate

Clarivate™ is a global leader in providing solutions to accelerate the lifecycle of innovation. Our bold mission is to help customers solve some of the world's most complex problems by providing actionable information and insights that reduce the time from new ideas to life-changing inventions in the areas of science and intellectual property. We help customers discover, protect and commercialize their inventions using our trusted subscription and technology-based solutions coupled with deep domain expertise. For more information, please visit clarivate.com.

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