

Driving digital transformation

Modernizing IP management for a leading memory manufacturer

Winbond Electronics Corporation is a recognized leader in the design and manufacturing of memory and logic integrated circuits. The company's products help power everything from handheld devices and consumer electronics to automotive and industrial electronics. When Winbond wanted to modernize the management of its intellectual property (IP) assets, they turned to Clarivate.

Customer profile:

Winbond Electronics Corporation

Leading manufacturer of integrated circuits and memory

Founded in 1987

Owning two 12-inch wafer fabs in Taiwan

A strategic focus on intellectual property

In 2025, Winbond was named a Top 100 Global Innovator by Clarivate for the third year in a row. Their commitment to innovation is a core company value, according to Dr. Pei-Lin Pai, Chief Technology Officer for Winbond.

“Pursuing aggressive innovation enables us to meet and exceed our customers’ needs and improve our competitive advantage in the marketplace. Maintaining a strong IP portfolio is essential for protecting our innovation,” Dr. Pai explains, noting that Winbond is equally focused on driving innovation throughout its own operations.

Noting that this emphasis on digital transformation extends to every corner of Winbond’s business—including the management of its IP portfolio, where the company faced some key challenges.

Challenges

Disconnected systems, manual processes

Winbond’s IP department is tasked with managing thousands of patents and trademark portfolios that are constantly expanding without increasing the number of team members. In addition to keeping pace with growth, the team wanted to generate business insights through analysis of IP data. Their existing IP management software hampered their ability to achieve these goals, according to Susan Shu, Intellectual Property Department Manager at Winbond.

“Our team relied on separate IP management systems (IPMS) for managing inventions, patents and trademarks. This lack of integration made searching for relevant information extremely time-consuming and inefficient,” Shu explains, adding that the architecture of the systems and vendor limitations prevented consolidation of the IP datasets.

“In addition, the systems lacked automation capabilities, requiring manual processes for each stage in the patent life cycle. Team members spent significant time each day on data management like sorting, archiving, entering, uploading data and so on into the various IPMS systems. “To ensure data accuracy, we had to verify each column manually, an extremely time-consuming task,” Shu explains, noting that this prevented Winbond patent engineers from devoting time to higher-value, strategic tasks.

Adding to the burden of manual tasks, the legacy systems lacked functions for managing key performance indicators KPI, IP maintenance, forecast and expense management, invention review and patent value assessment management. In addition, the systems’ user interfaces were not user-friendly and lacked time-saving features like to-do lists, task assignments, full-text search and dashboards displaying critical information.

“In order to enable all patent engineer team members to exert their higher intellectual property professional value, replacing these legacy systems with a modern IPMS became a priority,” Shu explains.

Solution

IPfolio IP management software

The Winbond team evaluated systems from several vendors. Consolidating all the company's IP assets into a single system was a key objective for the new IPMS. Other requirements included a user-friendly interface, automating and streamlining processes, synchronizing and collaborating data with external partners, sharing data securely, and providing relevant IP charts in a timely manner for dynamic IP data. Finally, they wanted to partner with a reliable IPMS vendor dedicated to continuously improving their efficiency.

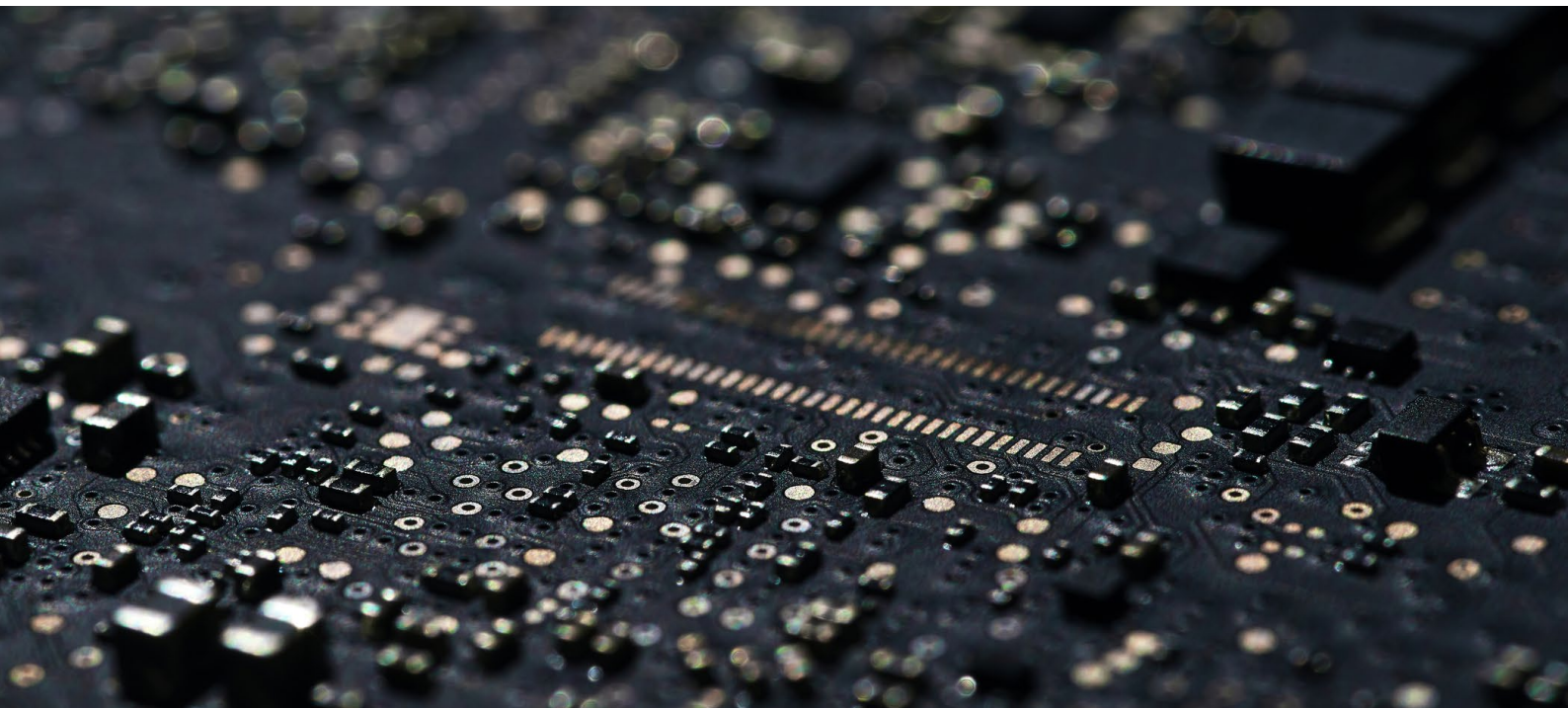
"After a comprehensive evaluation, we chose IPfolio due to its robust capabilities and features that aligned perfectly with our requirements," Shu says. Key features that influenced their decision include IPfolio's integrated design, advanced automation and synchronization features and secure collaboration capabilities, along with its user-friendly interface and visualization, and flexibility for continuous enhancement. As a hosted solution based on Salesforce, the Winbond team always benefits from the latest technology updates.

Support from the start

Shu says the implementation of IPfolio proceeded smoothly, with strong support from Clarivate implementation experts.

"The Clarivate implementation consultant played a key role in setting up the foundational processes for us. He showed us how to use IPfolio effectively, so that we could develop and optimize the system on our own in the future," Shu explains.

A key deployment challenge was implementing Single Sign-On (SSO) to enable automated import of user data. "The implementation consultant resolved this issue and also managed our complex data migrations in stages tailored to our needs. This enabled us to centralize our IP operations, greatly enhancing our overall efficiency and effectiveness," Shu says.



Impact

Efficiency transformed

Shu says IPfolio successfully addressed her team's operational challenges, improving efficiency and data accuracy, while accelerating processes. Key results included:

- 90% improvement in data accuracy thanks to seamless integration with Clarivate IP data, eliminating error-prone manual entry of this data.
- Real-time patent data update frequency, internal operation efficiency increased by 25%.
- Freeing up management human resources by an estimated of 15%, due to automated data verification, collaboration with external partners, email document archiving and real-time reporting. Those features are equivalent to a virtual IP administrator.

Dr. Pai says eliminating manual processes has improved IP service quality. After the introduction of IPfolio, it has been observed that the IP team members are more engaged in high-value project tasks, and the efficiency of patent data analysis has improved. This has resulted in performance growth and cost reduction benefits. "I look forward to working closely with our IP team to generate more value and be even more creative using this management system."

Outsourcing patent renewals

Based on the successful implementation of IPfolio, The Windbond IP team also decided to have Clarivate handle the company's patent renewals as well.

"Managing renewals across multiple jurisdictions with varying regulations for our large patent portfolio is a complex and time-consuming challenge," Shu says, noting that integrating The Clarivate annuity service with IPfolio enables the patent maintenance process to be automated and scheduled. This helps ensure timely renewals while reducing her team's administrative burden.

"The Clarivate robust platform and experienced team provided us with the efficient tools and support to streamline this process, ensuring timely and accurate renewals. This has allowed us to focus on our core innovations with confidence that our IP rights are protected," Shu says.

Dr. Pai agrees. "Letting Clarivate do what they are best at enables us to focus on the things we can only do in-house. This reduces our workload and makes things better for our team."

A valuable partnership

"The expertise and comprehensive solutions from Clarivate have helped us improve our IP management practices and have provided us with valuable insights on the latest IP management trends. This information has been crucial in accelerating our R&D work and ensuring our patent strategies are aligned with market demands."

Dr. Pai says the partnership has offered multiple advantages. "Being named as a Top 100 Global Innovator by Clarivate has improved our visibility with customers. Working with IPfolio and Clarivate services has increased our efficiency in managing our IP. So, we have realized both marketing and management benefits. We appreciate our partnership with Clarivate very much."

"Innovating and managing renewals across multiple jurisdictions with varying regulations for our large patent portfolio is a complex and time-consuming challenge."

Pei-Lin Pai
Chief Technology Officer at Winbond

About Clarivate

Clarivate is a leading global information services provider. We help people and organizations think forward by connecting them to intelligence they can trust to transform their perspective, their work and our world. We are the partner law firms and companies rely on to transform the way they create, manage and protect intellectual property. Our comprehensive intellectual property data, software and expertise helps companies drive innovation, law firms achieve practice excellence, and organizations worldwide effectively manage and protect critical IP assets. Clarivate is home to Derwent Innovation, CompuMark, Innography, Darts-ip, IPfolio, FoundationIP and other leading IP solutions.

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