

Case study | IP Intelligence

# Enabling faster, more comprehensive patent landscape analysis for an IP team

Telecommunications company selects  
Analytics Data Hub to capture actionable insights

Legal, strategic and product teams that use intellectual property (IP) data for market and technology analyses are spending undue time gathering and consolidating data from various tools. The volume of data needed to perform trend analysis or compare activity in different markets further compounds this challenge.

A top tier telecommunications provider in Europe partnered with Clarivate™ experts to create customized analysis and capture actionable insights using Analytics Data Hub from Clarivate. With Analytics Data Hub, their IP intelligence team is now able to integrate comprehensive patent, trademark and IP case data with their business intelligence tools, allowing the team to focus on data analysis rather than data processing.

# The challenge

The vast number of sources for patent, trademark and IP litigation data creates a significant challenge for IP analysts who seek a single point of view. For large scale landscape or trend analyses, analysts spend a disproportionate amount of time gathering and processing data before they can even begin interpreting the data.

The Head of IP Strategy at a large telecommunication provider in Europe leads a modest team of IP Research Analysts working on regular projects to advise their product innovation leaders. This team also takes on ad-hoc projects, such as understanding how the technology landscape is changing, evaluating new players in the industry or researching specific technological topics.

With their existing set of IP analysis and business intelligence tools, the team struggled to deliver analyses quickly to support the various projects without adding headcount. They needed a solution that would reduce the time spent gathering, processing and preparing data, so they could devote more time to high-quality, in-depth analysis to help their stakeholders make confident decisions.



## Industry

Telecommunications

## Challenge

Reduce time spent gathering, processing and preparing data so the IP team can spend more time on providing high-quality, in-depth analysis

## Solution and outcomes

After evaluating their options, the IP intelligence team selected Analytics Data Hub, a cloud-based tool from Clarivate™ that transforms IP data into dynamic analytics. Analytics Data Hub supplies a seamless connection between the comprehensive and correlated patent, trademark and IP litigation case data from Clarivate and the business intelligence tools the team uses on a regular basis (Tableau® and Microsoft® Power BI®).

Using the integration between Derwent Innovation™ and Analytics Data Hub, the team can now retrieve patent search projects from Derwent Innovation and quickly transform those projects into compelling visualizations. The connected IP case data makes it easy for the team to compare patent

and litigation trends by region and by competitor, providing an in-depth perspective of the global IP landscape.

With Analytics Data Hub, the team can easily create large-scale analytics that span patent, trademark and IP case data with their business intelligence tools, which would not have been possible with traditional IP analytics platforms.

After implementing Analytics Data Hub, IP Research Analysts were able to create IP landscapes in less time while also widening the scope of their analysis to include additional data. The Head of IP Strategy was excited to share the team's response to using Analytics Data Hub: "Our biggest project last year was an analysis on litigation data. Analytics Data Hub speeds up my work 10 times."

### Clarivate solutions:

#### **Analytics Data Hub**

Allows users to connect Clarivate patent, trademark and IP case data to popular BI tools and evaluate market and technology trends using pre-built templates

#### **Derwent Innovation**

Patent intelligence software

Contact our experts today:

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