

# Gain Game Changing Insights in Intellectual Property delivered through the Cloud



*IBM BAO-strategic IP insight platform (SIIP)*

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## Highlights:

- SIIP aggregates patent and scientific literature data and offers powerful search and analytics capabilities, delivered via the cloud
  - With SIIP, organizations gain valuable insights into their competitive landscape, identify white space opportunities more easily, and improve management and monetization of Intellectual Property
  - SIIP is particularly powerful in chemical and biological domains, as it automatically extracts and annotates those complex compounds from patents and literature
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## Are you under pressure to increase performance of your R&D programs and put your IP portfolios to work?

Many companies are operating in a highly volatile and increasingly complex environment. Ongoing technological shifts, the demand for more innovative products, and increasing competition in the market have forced many companies onto the path of transformation. Traditional R&D is not delivering and it is clear that new approaches are required. Companies are looking for ways to improve internal innovation, utilizing outside sources for innovation, including establishing collaborative R&D models, and adjusting their merger & acquisition strategy. They are also looking for ways to increase revenue from existing inventions by becoming more efficient with IP management, reducing risks and costs associated with patent infringements while putting more focus on licensing operations and IP monetization. But the difficulty is how to extract value and insight from the mountains of patent and scientific literature data, and how to quickly identify whitespace opportunities to boost innovation.

## Our offering: IBM BAO-strategic IP insight platform

IBM BAO-strategic IP insight platform (SIIP) is a unique and powerful data and analytics offering. It aggregates world wide patent data and scientific literature (30M+ docs) with ongoing updates as new data becomes available. From this ever-growing data set, SIIP has extracted and annotated over 200 million chemical compounds, resulting in the ability to perform faster and more accurate searches by text, chemical structure or biological target. These results create powerful insights into complex chemical and biological patents. It enables R&D departments to target efforts and investments into well-identified white space areas and do more refined portfolio management.

For IP / Legal, Business Development and Corporate Strategy departments, SIIP enables fast identification of M&A targets or licensing partners, but also earlier detection of possible patent



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## The IBM approach for spotting innovation, licensing and collaboration opportunities

The IBM BAO-strategic IP insight platform enables you to effectively manage your R&D portfolio and Intellectual Property operations with unique insights. It has a rich repository of annotated patent data and scientific literature with deep analytic capabilities.

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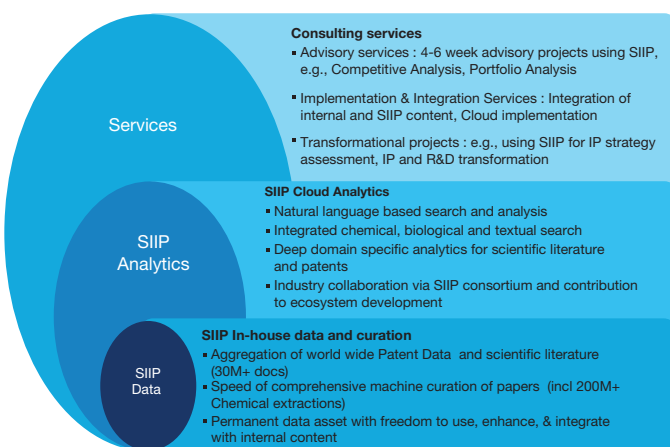


Figure 1: SIIP consists of three components: SIIP Data which can be integrated and enhanced in-house, SIIP Analytics that gives deep insights into the data through a web portal, and consulting services to support you in gaining immediate business value from your investment.

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### Quotes from our clients:

*“...making information more visible...”*

*“Used routinely for R&D activities”*

*“Critical to our success...”*

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infringements. SIIP makes it easier to do patent portfolio analysis, whether internally or for a third party of interest. It also enables accelerated and precise analysis of the competitive market landscape, easy comparison of sets of patents, and finding prior art.

## Our approach

The offering is provided via the cloud, where exceptional computing power can support the powerful analytics processes in SIIP. This cloud delivery model allows for a scalable and flexible solution in a cost-effective way.

SIIP consists of a data and an analytics component, wrapped in advisory services delivered by our technical specialists and industry experts. The offering can be implemented within a few weeks, delivering accelerated business value to you, or as part of a larger integration or IP transformational project.

## For more information

To learn more about the IBM BAO-strategic IP insight platform, please contact Chris Moore on [chris.moore@uk.ibm.com](mailto:chris.moore@uk.ibm.com)



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