

IBM Innovation and intellectual property management solutions

Help transform innovation into business advantage with IBM IP expertise and tools



Highlights

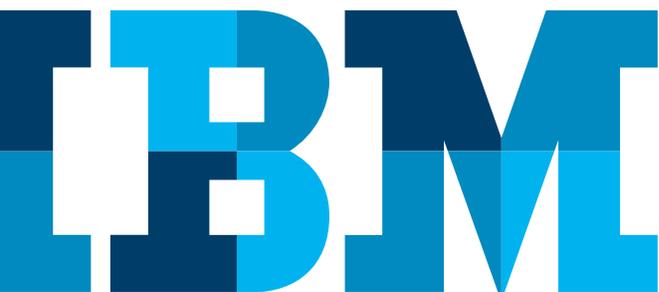
- Fosters a culture of innovation by helping you identify and prioritize IP goals
 - Helps you manage IP assets with a flexible platform and know-how delivery of sustainable processes
 - Helps you capitalize on and protect your intellectual assets by planning, implementing and leveraging IP efforts
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Organizations in the electronics industry recognize that innovation is critical to long-term success. After decades of increasing complexity, compressed product lifecycles and intense competition, innovation on a global scale has more potential for sustainable growth and competitive advantage. Implementing a systematic process to strategically plan, establish and leverage the inherently chaotic innovation process can be challenging, but global intellectual property (IP) processes, governance and systems are critical to fostering innovation.

IBM Electronics Industry Solutions—innovation and intellectual property solutions combine advanced tools, leading IP management practices and a more flexible web-enabled software platform to help you plan and manage an IP strategy for competitive advantage. Based on your specific needs, IP professionals deliver knowledge gained from extensive experience managing IBM's own IP portfolio.

Foster a culture of innovation with a strong IP strategy

Aligning your business and IP strategies and defining the near- and long-term objectives of both are important steps to success. No matter what your business and IP goals are, planning is critical to understanding your drivers and establishing an overarching IP strategy that supports a culture of innovation. Our team of IP professionals can provide an assessment of your existing processes and infrastructure to help you identify and prioritize the specific goals necessary for your IP program to support your business objectives. The assessment also outlines the various implementation tactics and IP capabilities needed to achieve those goals. We leverage our own experience managing IBM IP assets



to deliver know-how on determining the real value and need for assets in your portfolio. With this knowledge, you can make informed decisions regarding key maintenance, filing or registration. Informed decision making in turn can lead to a significant return on investment. Our experience has shown us that clients can realize up to a 25 percent increase in licensing revenues and up to a 25 percent decrease in maintenance fees.¹

Help implement and manage IP assets more effectively

Once you have identified and prioritized your IP strategy and goals, our IP specialists can help you implement the process, tools and management structure needed to help unlock the power of global innovation and IP networks. Leading intellectual property management consists of hundreds of capabilities, from driving innovation to assessing portfolio

valuation to commercialization—and these capabilities span the entire invention lifecycle. We help deploy a robust IP lifecycle management solution built on a web-enabled software platform that can scale to meet changing IP needs and strategies. We also help you establish IP tactics to realize your specific IP goals through a series of focused knowledge modules. For example, we can help you deploy an inventor enablement program to encourage innovations in strategic areas. And we can help you establish invention review boards and protection mechanisms to draw upon when those innovations are ready for evaluation and commercialization. We can also help you learn effective ways to maintain a high-quality portfolio—from identifying the holes in a portfolio to identifying ways to fill those gaps. With a tactical infrastructure and sustainable processes in place, you can more efficiently manage the entire IP lifecycle.

	Plan		Implement		Leverage		
	Evaluate	Enable	Invent	Manage	Defend	Influence	Capitalize
Direct	Culture of innovation and strategy development		IP strategy deployment		IP enforcement and business model development		
Control	Establish organizational infrastructure		Drive innovation and a high quality IP portfolio		IP licensing and collaboration		
Execute	IP policies, practices and education		Portfolio development and evaluation		Negotiation, M&A and change management		

IBM can help determine and implement the IP strategy that works best for you.

Help capitalize on and protect your intellectual assets with stronger IP management

As the quest for differentiation continues to rise in priority, your investments in research and development must be both leveraged and protected. We can provide the know-how to help you leverage your IP portfolio externally and internally to extract more value from your products and services, build better brand awareness and instill an improved reputation as a technology leader. Sophisticated web-based tools incorporate advanced analytic capabilities and competitive insight that is better aligned with your business strategy. Using your established metrics, you can closely monitor and track the success of your IP commercialization efforts and proactively adjust them based on changing market dynamics. We can also help you monitor your level of IP protection and learn to enforce your IP rights to better protect your organization from competitive threats. Fully customizable to your organization's needs, the combination of know-how delivery and flexible software platform can help you reduce the risk of commoditization and provide freedom of operation.

Why IBM?

With a century of experience in IP management, IBM manages one of the largest intellectual property portfolios in the world—protecting and leveraging inventions developed by its global technical community of 250,000 employees. The tools, leading practices and capabilities developed for managing IBM's portfolio help provide the basis for the IP Management Solution. IBM, a leader in the electronics industry, has deeper industry experience and advanced consulting capabilities with a special focus on IP lifecycle management.

For more information

To learn more about the Innovation and Intellectual Property Solutions, contact your IBM representative or IBM Business Partner, or visit the following website(s): ibm.com/electronics



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¹ Based on IBM's own experience with customer engagements. Metrics and results vary based on the client's current state and the drivers for IP as aligned to the business strategy.



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