

Derwent Data Analyzer

IP Analysis made easy, for confident IP decisions

Evaluate IP opportunities and risks

In today's innovation-focused economy, identifying opportunities and risks takes knowledge and insight. That's what you get with *Derwent Data Analyzer*, the industry's leading analysis tool for transforming large amounts of IP data into actionable intelligence.

Quickly find answers to questions driving your business strategy and make confident IP decisions. With *Derwent Data Analyzer*, you can:

- **Get a global view of your technology area**
Identify innovation countries and target markets, and see where relevant ideas are coming from.
- **Examine the competitive landscape**
Find areas of competitive saturation and areas of opportunity.
- **Gain insight into your IP portfolio**
Spot technology gaps and identify revenue opportunities through partnerships and licensing.
- **Pinpoint potential business partners**
Analyze companies' patent holdings to uncover strengths and weaknesses.

Analyze data with greater efficiency

Save time and effort with powerful importing, cleaning, and analysis tools. Easily modify data elements for a different view. And get targeted results that support your specific analytical goals.

- Check patent vital signs and understand patent portfolio health with a nuanced look at dead or alive indicators
- Import patent and nonpatent content from any data source, including *Derwent Innovation* and the *Web of Science*, in a few easy steps
- Quickly clean data for consistent, comprehensive, and accurate analysis
- Produce a variety of analyses, including lists, matrices, maps, and graphs – and see things your way
- Employ new visualizations, such as Word Clouds for text-based analysis and Matrix Viewer to show the strength of correlations
- Enjoy an improved workflow with more repeatable analysis options.

Create compelling reports

Build easy-to-share reports with findings that support decisions about your IP strategy. From one-click reporting on a single company to in-depth analysis of a specific technology, you control the output.

Your analysis influences other decision makers

Share your analysis throughout your organization with updated, easy-to-understand *Derwent Data Analyzer* reports. Everyone from non-IP experts in upper management to scientists in R&D will be able to understand and use these well designed and stylized reports. Guiding questions and explanations on each tab provide insight and support strategies and next steps. Choose from the following one-click, automated reports:

- Company report
- Technology report
- Company comparison report

Easily identify companies with:

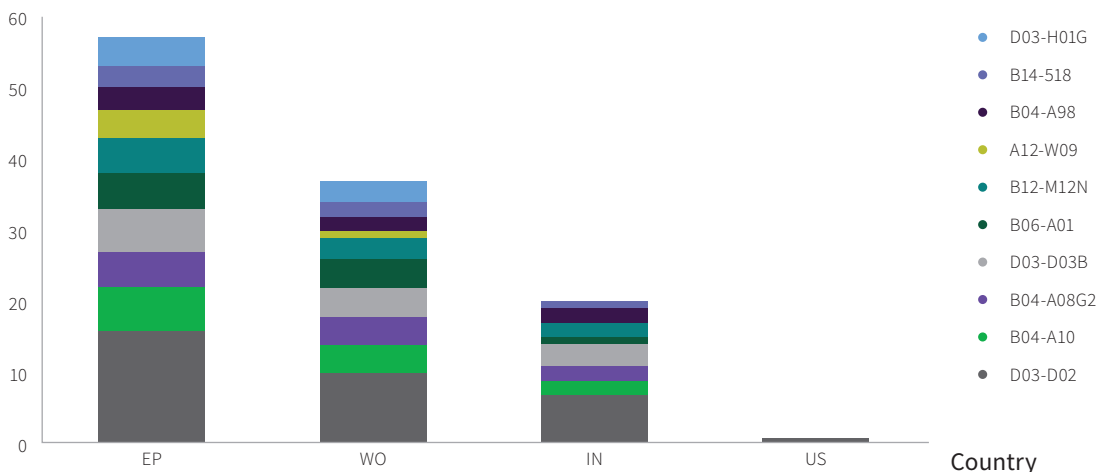
- Technologies similar to yours
- Strong innovation pipelines
- Success in securing patent protection
- Notable university collaborations
- Key inventors and innovation teams

About Derwent Data Analyzer

- *Derwent Data Analyzer* offers powerful analysis and visualization capabilities for evaluating IP opportunities and risks from your unique perspective
- Developed as a software-based analysis tool, *Derwent Data Analyzer* is designed to work with all types of structured content for optimal data compatibility and throughout

Number of Records by Technology and Country

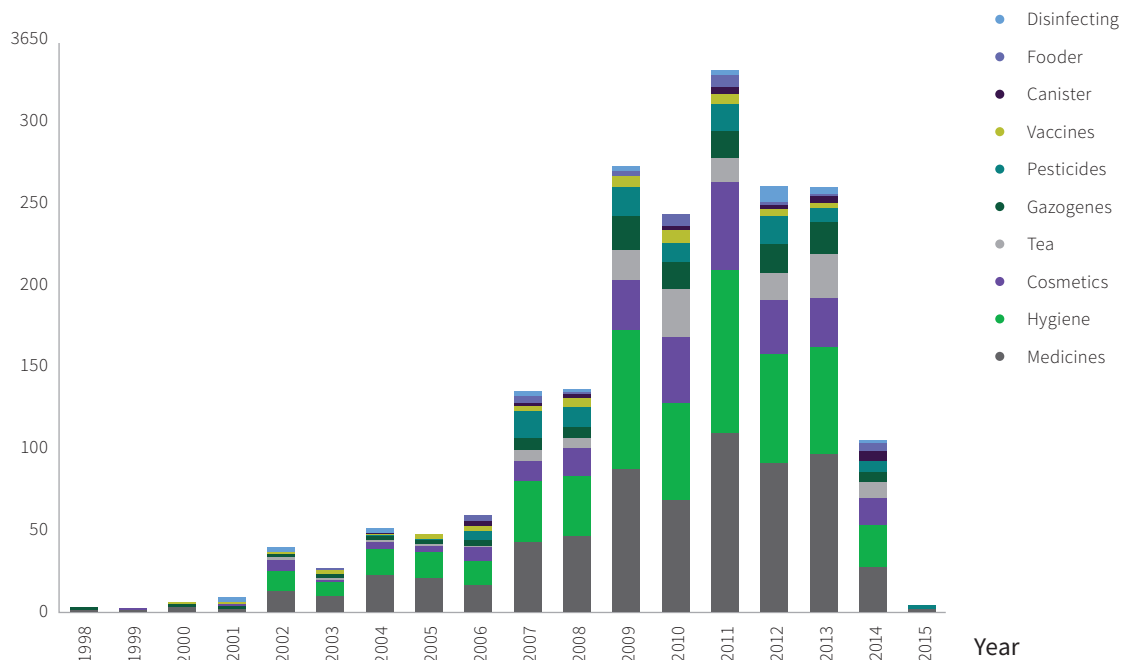
The graph below shows what happens if there is a relationship between technology area and geographic area. Are inventions related to a specific technology area being filed in specific countries? Are these regions in emerging markets or established ones? This could aid in revealing the company's target for the technology.



Company report – Generate and deliver a high-level analysis of a specific assignee in a given space. Here, we see the relationship between technology areas and geographic areas.

Number of Records by Technology and Year

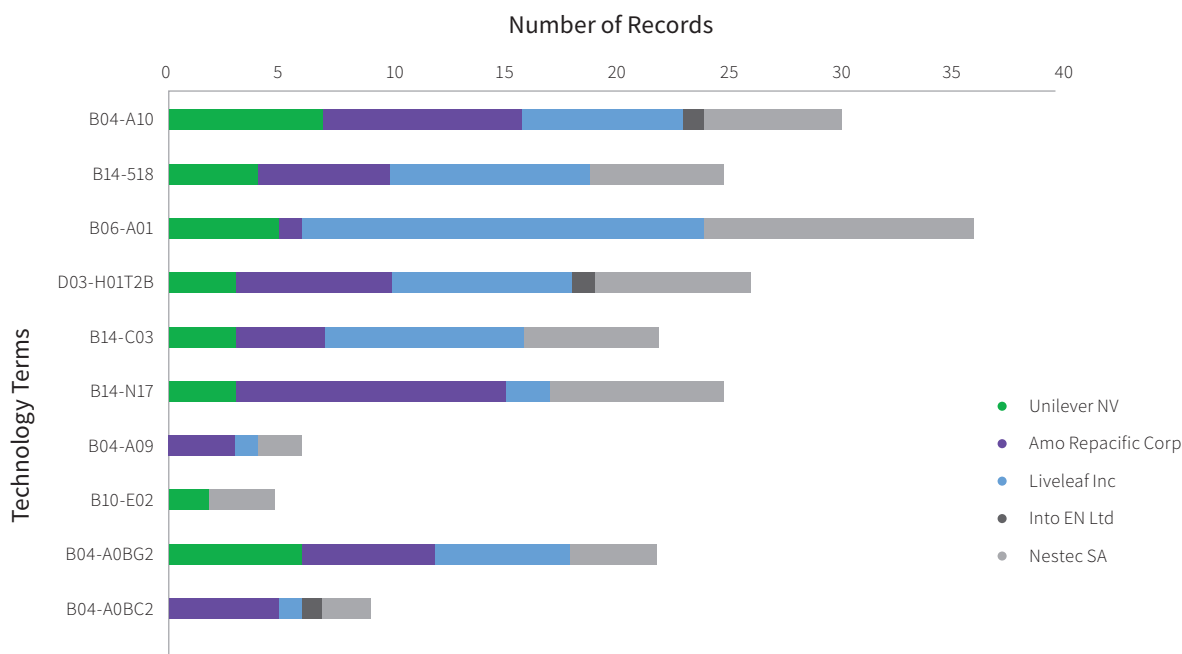
This chart shows the trending filing activity within the technology areas in the data set. Are the inventions consolidating, expanding, or unchanging in how the technology is being used?



Technology report – Generate and deliver a high-level analysis of the technologies or technical applications of inventions in a given space. This chart shows the trending filing activity within the technology areas in the data set.

Number of Records by Technology Term per Company

This shows the technical areas in which these companies are filing. Is one company highly specialized in a given area? This is based on the classification system used during report creation: IPC, CPC, or DWPI.



Company comparison report – Generate and deliver a high-level analysis of the key assignees in a given space. This information is geared to those who are looking for the epicenters of activity and how and where those epicenters are operating in relation to each other.

To find out more about Derwent Data Analyzer, please **contact a regional office listed below.**

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Derwent
Powering IP Innovation

