# How Innovation Intelligence works

The worldwide patent system not only creates economic incentives for the further development of technologies by offering the ability to protect new and inventive ideas from imitation. Also, the growing pool of information made available through the publication of patent applications is a powerful source for competitive intelligence.

Unfortunately, the vast flood of information provided by countless documents written in a nested and legal manner makes it difficult for the decision makers in companies to leverage this hidden treasure in an efficient way.

Relevant patent information can be gathered by IP professionals using a broad variety of tools. To this day large lists of single documents or simplified statistical representations are creating impeding data breaks in the communication of the information to management.

**PATEV has created a solution that brings the power of big data in patent literature into an intelligence setting to support innovative decision makers with powerful insights into the technological activities of competitors, customers, suppliers or potential partners: Innovation Intelligence.**

This tool allows to create interactive analysis reports that give industry experts powerful insights into trends and developments in their areas of interest. PATEV creates these Innovation Intelligence reports by first defining the technological focus areas of the analysis. Those can include specific areas of application or technological terms and are usually characterized by research concepts that act as guidelines for the professional IP analyst to evaluate the search results.

The IP analyst then performs searches to identify the relevant documents in a variety of comprehensive databases and assigns them to the corresponding defined categories based on their concepts. In this step the analyst utilizes several professional tools and methodologies like Brief Search, Successive Fraction, Block Building or AI-based text analysis.

The results of the search are then fed into the backend of the Innovation Intelligence reporting system for processing. In the multidimensional analysis the datasets are combined, structured, filtered, arranged and represented in countless ways to create the interactive analysis environment. The result is a tailor-made intelligence system that can be used without experience in patent analytics to get insights into technological trends, company R&D focus, overall activity, targeted markets, regional differences, cooperations, etc..

**Customized interactive report and access to smart data allows**
- fast & user-friendly viewing of extensive data sets,
- an adaptation of the graphs to specific questions by intuitive filter and drill-through functions,
- access to all underlying data of each graph down to individual publications, in clearly arranged patent portraits.

**This is how we achieve**
- transparency in research results, flexibility in data analysis and focus,
- agile R&D projects through the simple integration of non-IP professionals in the use of valuable IP-based intelligence,
- reliable decision-making through smart, specific and holistic data.

ADDING VALUE TO IP

**PATEV**

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