Pintels Competitive Intelligence Analytics
Gain Competitive Advantage and Add Business Value

Challenges

With the constantly changing market dynamics there is a need for comprehensive competitive intelligence. It is essential to effectively manage the future. Is IP Management an important consideration for your organization? - If it is "Yes" then read on.

Business Executives and IP Managers alike want to optimize returns on patent portfolio investments and improve shareholder value. But, the key question is – *How to achieve it?* How to manage it for optimal return? Key to achieving this objective is to get hands-on information about the competitive intelligence. The (*cradle-to-grave scenario*) *end-to-end analytics* provide in-depth details and empower you with right information at right time to make facts driven decisions, minimize risks and maximize the Return On the Investment.

Key Benefits

- Identify trends and opportunities
- Analyze Competitors portfolio
- Find the best practices to engage in.
- Detect Threats
- Accelerate Strategic Planning
- Assess and Manage Strategic Risks
- Define Strategic roadmap
- Identify M&A targets
- Continuous monitoring
- Close gaps between Business strategy and execution
- Integrate strategic planning, business strategy and execution
- Text Mining

Introduction

Pintels Competitive Intelligence Analytics provide powerful data visualizations on the competitive landscape and business value. It helps discover trends that impact your business. It provisions deep insights into competitive landscape as well as top companies in the technology field, understand emerging trends and opportunities, understand disruptive technologies and assess risks. The data visualizations help you to access trends and leverage the intelligence for strategic market positioning, technology roadmaps and new product initiation. You can also leverage technology intelligence to close gaps between business strategy and execution.

Pintels – Patent Intelligence Systems – **Competitive Intelligence** Solution offering provides you *intelligence analytics on demand*, empowering you to make the right decisions at the right time. It provisions unprecedented level of intelligence to make informed decisions. The competitive intelligence provides continuous flow of new intelligence which is essential keeping in mind the market dynamics and adaptive business needs.

Pintels Competitive Intelligence analytics helps you understand market needs and empowers you to make strategic decisions Make versus Build decisions, Merger & Acquisition as well as leveraging the best practices to engage in. It also helps to understand the Research & Development emphasis of the competition and where they are spending the investment dollars.

Why Pintels Competitive Intelligence?

Pintels Competitive intelligence helps you gain competitive advantage. The deep insights from analytics and data visualizations and point-and-click visualizations help you close the gap between business strategy and execution.

What is your business issue or what is the business decision you want to make? – What are the facts that you need to make an informed decision? Based on these fundamental questions you need adopt competitive intelligence to address them. A key question to ask for is – What is that you are looking for?

- Add business value
- Gain competitive advantage
- Identify emerging technologies and opportunities
- Alliances, acquisitions and divestitures
- Sales and marketing strategies and activities
- Customers/markets served and market share
- Products and product lines
- Technology area
- All of the above or any one of these or a combination of these and more?

Based on responses to these fundamental questions you have to adopt appropriate route in getting competitive intelligence to fast track your business decisions.
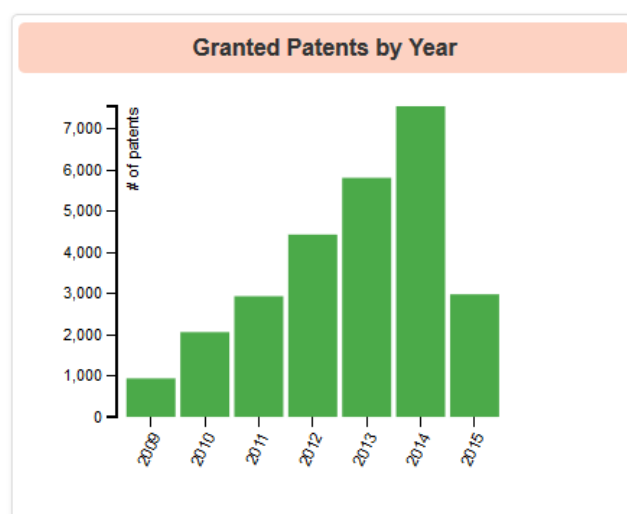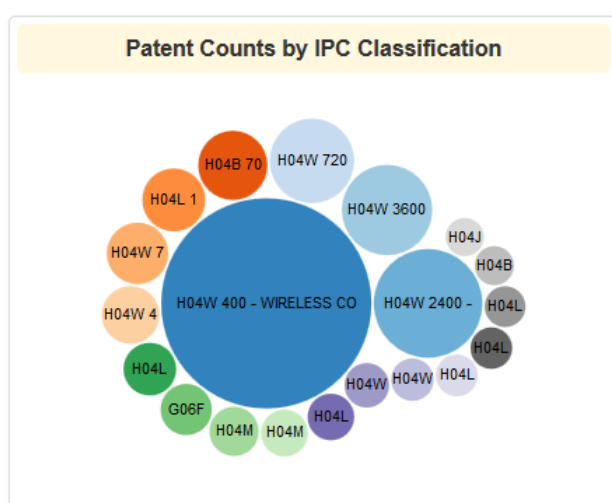
Understanding what you want out of competitive intelligence is a precursor to figure how to get it. Some common goals of competitive intelligence include:

- Detecting competitive threats
- Eliminating or lessening surprises
- Enhancing competitive advantage by lessening reaction time
- Finding new opportunities
- Provides insights into New Product Development or improving existing product (incremental value add)
- Also assess new trends and opportunities and changes in technology landscape.
- Competitor Patent Landscape Analysis – Technology landscape analysis; Patent filing trend analysis reveals your position in specific technology area and how strong your patent portfolio is in the market – where you stand with respect to your competitors.
- Analysis of patent portfolio shows areas to look for that need attention
- Identify new players entering a market
- Analyze gaps in technology area which could be new development opportunities (CEO - Startups)
- Observing when a competitor abandons a technology
- Assess the risk of infringement (working with patents attorneys)

Pintels Competitive Intelligence Analytics

Competitive intelligence is specialized form of competitive intelligence and can help you significantly reduce risks on one side and on the other, showcase new opportunities relevant for business and add *value*. Leveraging the patent information, for example, you can identify and assess options for external generation of technological knowledge. It allows you answer some important questions related to technology management, for example, the portfolio insights help you identify relevant firms with requisite technologies your business needs or competing with.

Snapshot of Pintels Competitive Intelligence Analytics: Data Visualizations

Patent Counts by IPC Classification

Granted Patents by Year

Packages & Options

If you are interested in getting more information, contact our Intellectual Property experts at contactus@vajrasoftinc.com or via telephone at 1-925-248-2523.

To consider Pintels Technology Intelligence Analytics solutions for your business, or to find more information, you can reach at **www.vajrasoftinc.com** or **www.pintels.com**