Pintels Technology Scouting Solutions

Accelerate Business Value

Challenges

With the constantly changing market dynamics there is a need for comprehensive competitive intelligence from both emerging technology standpoint and ongoing new product development business need. It is essential to effectively manage the future. Businesses are challenged as there is no structured way of looking for technologies – where to look for new technologies? Traditional methods of attending conferences and scouting for potential targets based on screening criteria are expensive and not working well. So, organizations are in the dilemma on 'what to do'. A gaping-hole and big issue for organizations is – *How to collect data points, assess, screen and qualify potential company's, technologies* based on business criteria and potential targets for technology licensing or potential Merger & Acquisition.

Business Development Executives, In-Licensing Managers, Technology Scouters, Product Managers, Marketing executives, Alliance Management teams alike want to optimize returns on investments, create new monetization channels 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 technology landscape and emerging technologies. Pintels Technology Scouting solutions provide in-depth details on emerging technologies, opportunities, threats and empower you with actionable intelligence – that is, provide right information at right time to make facts driven decisions and maximize the Return On Investment (ROI) as well as lowering the Total Cost of Ownership (TCO).

Key Benefits

- Identify trends and opportunities
- Detect emerging Threats
- New Product development
- Address customer, market needs – Add new product features
- Identify potential M&A targets
- Continuous Technology monitoring
- Identify potential partners
- Identify potential targets for technology licensing

Introduction

Technology Scouting is the starting point of a long term and interactive matching process between external technologies and internal requirements of the organization for strategic reasons. Pintels Technology Scouting Solution provide powerful data visualizations on both technology landscape as well as the competitive landscape to accelerate delivering business value. The actionable intelligence analytics insights helps discover emerging trends that impact your business. It provisions deep insights into technology and competitive landscape including the top players in the technology field. The technology scouting solution helps you understand disruptive technologies and assess, eliminate or manage risks. The data visualizations help you to access trends for strategic market positioning, new product development and potential in-licensing.

Why Pintels Technology Scouting Solution?

Pintels Competitive intelligence helps you gain competitive advantage. Factoring in your specific needs and screening criteria, Pintels technology solutions provision deep insights in terms of analytics, data visualizations and point-and-click visualizations and help you find the technologies and partners for the technology areas your organization needs.

What is your business issue? What are the business decisions you want to make? What are the emerging threats, trends, opportunities – What are the facts that you need check to make an informed decision on selecting potential partners? Based on these fundamental questions you need Pintels technology scouting solution to address your needs. 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
- Identify potential partners for alliances
- Accelerate new product development and improvement
- Generate qualified leads as per predefined screening criteria
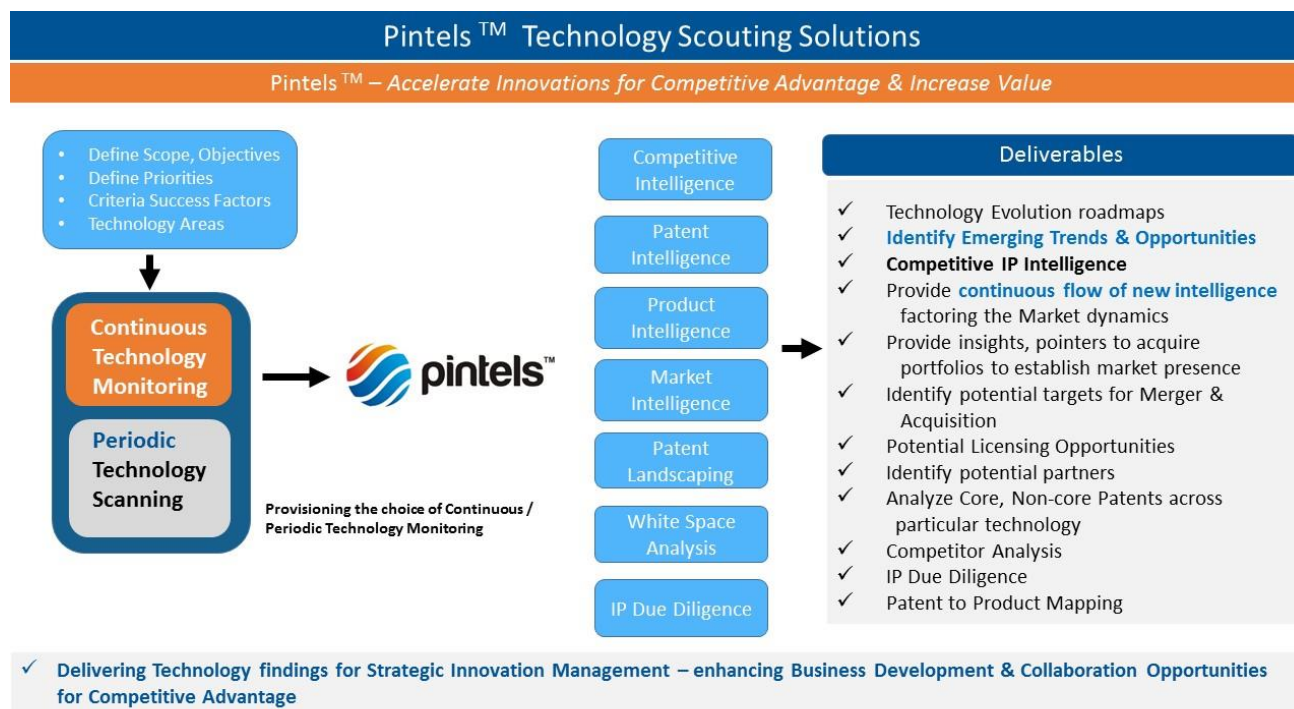
Then, the answer is right in front of you.

Also, understanding what you want out of technology and competitive intelligence is obvious as some common goals of technology scouting include:
- Detecting competitive threats
- Eliminating or lessening surprises
- Plan to deal with emerging threats
- Finding new opportunities
- Provides insights into New Product Development or improving existing product (incremental value add)
- Also assess new trends and opportunities
- Identify potential partners
- Identify new players entering a market

Pintels Technology Scouting Solution

Businesses have two choices for them to add business, market value. Either build products, processes and services and serve the markets, or follow the acquisition route or partner with companies and quickly go-to-market and address market needs, gain competitive advantage and deliver value. As technologies change, there is a constant challenge to monitor the technologies continuously and feed into business decision making process. Pintels Technology Scouting Solution perfectly fits the bill to address your business needs and fast track your organization to quickly go-to-market and acquire market share and add business value.

Pintels Technology Scouting Solutions: Continuous Monitoring & Data Visualizations

Pintels ™ Technology Scouting Solutions

Pintels ™ − Accelerate Innovations for Competitive Advantage & Increase Value

- Define Scope, Objectives
- Define Priorities
- Criteria Success Factors
- Technology Areas

Continuous Technology Monitoring

Periodic Technology Scanning

Provisioning the choice of Continuous / Periodic Technology Monitoring

pintels™

- Competitive Intelligence
- Patent Intelligence
- Product Intelligence
- Market Intelligence
- Patent Landscaping
- White Space Analysis
- IP Due Diligence

Deliverables

- ✓ Technology Evolution roadmaps
- ✓ **Identify Emerging Trends & Opportunities**
- ✓ **Competitive IP Intelligence**
- ✓ Provide **continuous flow of new intelligence** factoring the Market dynamics
- ✓ Provide insights, pointers to acquire portfolios to establish market presence
- ✓ Identify potential targets for Merger & Acquisition
- ✓ Potential Licensing Opportunities
- ✓ Identify potential partners
- ✓ Analyze Core, Non-core Patents across particular technology
- ✓ Competitor Analysis
- ✓ IP Due Diligence
- ✓ Patent to Product Mapping

✓ **Delivering Technology findings for Strategic Innovation Management − enhancing Business Development & Collaboration Opportunities for Competitive Advantage**

Copyright © VajraSoft Inc.

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 Scouting solutions for your business, or to find more information, you can reach at **www.vajrasoftinc.com or www.pintels.com**