Competitive Technical Intelligence – Knowing the Outside World
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Linda Perucca
Meet Your Presenter

Linda Perucca
Business Development Consultant
SciTech Patent Art
Agenda

- What is Competitive Technology Intelligence (CTI)?
- Why does your company need it?
- How to define an effective CTI Program
- Execution challenges and how they were overcome
- Program Benefits
- Video Demonstration of CTI Program
What is Competitive Technical Intelligence?

• Competitive Technical Intelligence (CTI) is the process of gathering information from various sources, analyzing the most useful information and drawing meaningful conclusions about your competitor or a technology space of interest.

• It is understanding what is happening in the outside world so we can be strategic in our thoughts and actions.

• Capturing technology intelligence can identify risks or reveal significant opportunities for your company before they become obvious.
Why do you need a CTI Program?

Business needs are dynamic and new technologies are constantly evolving. The opportunities and threats are global in nature.

- A proactive approach with latest technology development. Know when it is still “new”

Business environment is highly competitive and strategic decision-making is needed to stay ahead.

- Identify competitors or partners to advance technology. Build this into an internal strategic cross-functional conversation

Proactive and swift response needed to maintain leadership position.

- Recognize potential whitespace that you can own and identify disruptive technologies
How to define an effective CTI Program

Competitors, Technologies or both?

- Competitor tracking – Monitoring competitor activity
- Technology tracking – Reviewing technology landscape
- Both – Identify overlapping technology platforms across businesses and monitor specific business activity of competitors

What information sources need to collected?

- Business / Industry News – technology announcements, annual reports, investments, etc.
- Product launches – new & relaunched products, packaging, label claims & pricing information, etc.
- Scientific literature – articles, journal publications, clinical studies, conference proceedings, etc.
- Patents – published applications, granted patents
- Collaborations – partnerships among companies, universities and research institutes
How could the data be available?

1. **CTI Portal** - Custom-designed, centralized cloud-based globally accessible portal

2. **Weekly push e-mail Notifications** - Email newsletter as per user subscription – by technology or by company

3. **Connecting-the-dots(COD) summaries** - Summarize findings by correlating information from various sources
Executional Challenges

• Time & effort investment by SMEs, business heads, and program leader acting as a champion to ensure the program is successful

• Define taxonomies for companies & technologies using your company language
  o Revisit 3-6 months into the program to determine if any modifications are needed

• Filtering information – Important and good to know or not required
  o Product launches – Inclusion criteria - new products, new formulations, product relaunches, packaging etc.
  o Business news – technology announcements, new investments, quarterly & annual reports, company awards
  o Scientific literature – conference proceedings, articles from relevant journals
  o Patents – Minimize redundancy and avoid noise to capture first publications
Program Benefits

- Protected technology discovered from third party
  - License or develop work-arounds? Could save years of research time & investment
- Literature discovered demonstrates research path will not achieve the desired outcome
  - Resources no longer need to spend time and investment
- Third parties identified in a technology of interest
  - Licensing? Exclusivity? Partnerships?
- Third party patent is due to expire
  - Opportunities to enter market to compete for consumers
- Claim Library of non-traditional claims
  - Better meet consumers needs with greater sales
Video
Competitive Technical Intelligence Portal Video
Summary

Key Takeaways:

• Knowing the outside world starts with gathering a lot of data from many sources

• Data is like a piece of a puzzle, you need many pieces to see and understand the entire picture

• Understanding others should feed into your strategy and drive your focus to conquer the market place
“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.”

“If you know the enemy and know yourself, you need not fear the result of a hundred battles.”

Sun Tzu’s Art of War
QUESTIONS?

Linda Perucca
SciTech Patent Art
224-944-7705
lindaperucca@patent-art.com
Thank You!!
Appendix
Executive Dashboard

Interactive dashboard is re-created with customizable parts of the taxonomy for visualization of analyzed data.
Data Filtering Capabilities

All data is archived with newest information to the top. Information has hyperlink to original source as well as pdf copy. Data can be sourced by taxonomy, published date, keyword and global portal search capability. All data is exportable.
New Product Data

New product data can show country of launch, claims, and other product information.
Signing up for alerts is quick and simple. Alerts will come to you as an email weekly with hyperlinks directly to the information.
Metrics will show you what information is being leveraged by your company as well as user log in information.