

# DO YOU KNOW YOUR COMPETITORS?

Competitive intelligence can be useful for companies that know their competitors as well as companies that would like to find out who they are. Patent analysis can provide you with information on what your competitors are doing, what their patenting strategies are and give you a better understanding of key players and technologies within your industry. The results can help to guide innovation within your company, avoid infringement and identify potential licensees for your patents.

crowded, with several competitors in the same spaces. In this case, there were several competitors in the spaces where the client's patents were clustered. This information created a significant impact on the client as they gained an awareness of the scale of patent filing within the industry and its subsequent importance in the future.

Data for priority applications can give an indication of where companies have R&D facilities, while the publications in other countries can give an idea of countries where they think patent protection may be commercially useful or important as a precaution.

It also gave them information on their competitors such as their strengths and weaknesses in technology areas in relation to both their own interests and generally within the industry. Having a visual landscape of the client's patents combined with their competitors' patents allowed them to see their patent position.

Most competitors had patents clustered around technologies that corresponded with their well-known products. However, there were patent applications outside of the clusters which may suggest new products/technologies or new lines of research for a competitor and suggest trends within the industry.

It was of interest to the client that a number of their own patents were being cited by their customers in addition to some smaller companies which they had not heard of. These could be new customers or competitors.

All three stages of the report produced a useful information which can be used to develop a more informed strategy on R&D, investments and collaborations.

**Client**  
Tier One supplier for the Aerostructures industry

**Client Sector**  
Large Enterprise

**Service**  
Competitor Analysis and Patent Landscape

**Expertise**  
Aerospace



## Background

The client knew its competitors and market well from a commercial perspective as they frequently supply the same manufacturers and work on the same products. However, it wanted more information on the industry and competitors from a patent perspective.

## Objective:

To gain some insight into the patent portfolios of their known competitors and combine the competitors' portfolios with their own to give a comprehensive industry analysis.

## Approach:

Initial patent searches on the competitors helped to select the 8 competitor portfolios the client wished to include. The companies were chosen from the Tier One suppliers and key players in the aerostructures industry. Each of the portfolios were narrowed down to focus only on the aerostructures industry and were analysed individually. IP Pragmatics carried out the competitor analysis and patent landscape in three stages:

**1** A high-level analysis on the combined portfolios of the client and 8 competitors to give an overview of the aerostructures industry

**2** An in-depth assessment of the patent portfolios of the individual competitors

**3** A citation analysis on the client's own patent portfolio to identify other competitors for their technologies and get some information on the assignees and technologies that are referring to their patents

## Result:

Overall, the analysis showed that patenting activity in Aerostructures has tripled in the last five years. As with a lot of similar industries, the patent landscape is becoming increasingly

DO YOU  
KNOW YOUR

**Client**  
In-vitro Diagnostics Company

**Client Sector**  
SME

**Service**  
Regular Competitor  
Patent Monitoring

**Expertise**  
Life Science Diagnostics



## Background:

The client has a wide range of technology areas and several key competitors for each one. They wanted to keep track of what all the competitors are patenting, to scout for new technologies and stay ahead of the game.

## Approach:

**1** Set up searches for each technology area – define the correct search terms.

**2** Set up alerts to produce regular search results and identify any new patent applications from the chosen competitors in the corresponding technology area.

**3** Supply spreadsheets containing the patent data every three months.

## Result:

Further regular searches were requested for specific technology areas based on keywords and not limited to known competitors. These would regularly identify patent applications from unknown competitors (freedom to operate, potential collaborators/licensees).

The results of the searches were used as part of their innovation meetings.



The results can help to guide innovation within your company