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Patent Research
and Analysis Services

Number ONE RANKED PATENT Research & Analysis

**THOMSON REUTERS
THOMSON
INNOVATION**

PRODUCTS INCLUDED IN THIS ANALYSIS

CPA Global Limited: Discover 2.0
Innography: Advanced Analysis
LexisNexis: TotalPatent
Questel: Orbit.com
Thomson Reuters: Thomson Innovation

Product Ranking

Advancing the Business of Information

April 29, 2014

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Why This Topic

In the past few years, patent information services have undergone a quiet revolution, and it's not over yet. The depth and breadth of available patent literature is increasing, with growing availability of full-text records for key emerging markets and, with the support of machine translation, wider access to these records in English. At the same time, public access to the primary patent content from global patent offices has opened up the market to new entrants and exerted pressure on the incumbent players to continually add value with new tools and premium services. Now, a fundamental shift in the way that intellectual property is managed in the corporate world is driving further innovation. Applying for patents has traditionally been a defensive, tactical activity aimed at mitigating risk, but, increasingly, the intellectual property portfolio is seen as a strategically important asset to be actively leveraged and exploited. At the heart of both existing and emerging patent information services is the patent research and analysis platform. In this report, we look at how key services in this segment are shaping up to these new market pressures and opportunities.

Methodology

We define patent research and analysis services as those that provide their client with access to primary patent literature aggregated into a searchable database.

Our main criterion for product selection was comprehensive patent databases aimed at the large corporate buyer. To provide a solid lens into the space, we selected a range of products from both established players and more recent entrants:

1. CPA Global: Discover 2.0

2. Innography: Advanced Analysis

3. LexisNexis: TotalPatent

4. Questel: Orbit.com

5. Thomson Reuters: Thomson Innovation

We evaluate, score, and rate each product in three categories for a total of 100 points using the methodologies outlined here.

1. Product Quality and Performance (65 points)

Each company gave us an online demo of its product, along with a trial password with which we could review product features and evaluate usability. We also spoke at length with product managers and marketing leads for the products. For this category, we review the content offer and coverage, as well as evaluate critical attributes such as search capabilities, navigation, and innovative product features.
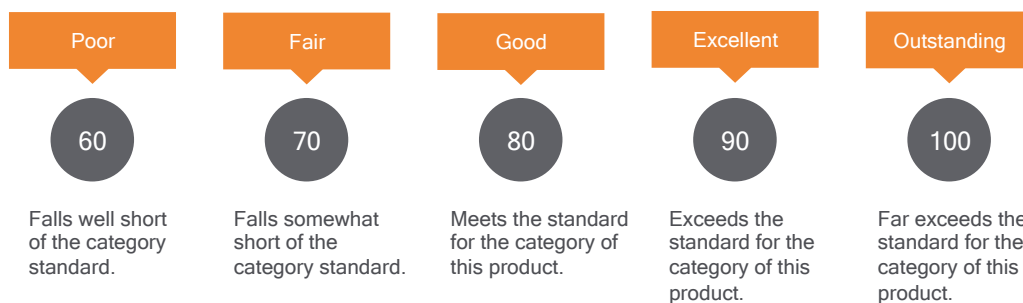
2. Sales (20 points)

For the sales-facing function, Outsell examines the website for comprehensiveness and clarity, assesses pricing transparency, and randomly calls 1-800 numbers and speaks to sales staff. A mystery shopper makes these 1-800 calls to eliminate vendor bias. In this area, we evaluate sales staff responsiveness, professionalism, and product knowledge, as well as pricing transparency and quality and clarity of the product website.

3. Service (15 points)

In assessing service, Outsell performs an on-the-record interview with the vendor to determine training, product implementation assistance, and support. We also make random calls or place e-mail requests with customer support to ask for product assistance. In addition, we are looking for free training options and for overall comprehensiveness of product support.

Rating Definitions

We rate each of the services reviewed on a scale of 100, with 60 being poor and 100 outstanding. A detailed sample scoring sheet is included in the Appendix.

Poor	Fair	Good	Excellent	Outstanding
60	70	80	90	100
Falls well short of the category standard.	Falls somewhat short of the category standard.	Meets the standard for the category of this product.	Exceeds the standard for the category of this product.	Far exceeds the standard for the category of this product.

Target Market and Users

We evaluate all products in this report from the enterprise buyers' and end-users' perspectives. The orientation of our review is to assist buyers in selecting or buying products that best meet their needs, and therefore Outsell assesses the product version geared toward professional and power users. In some instances, buyers are purchasing the product for functional roles such as marketing, public relations or competitive intelligence, so we take those other roles into consideration in our evaluation. In this instance, patent search specialists and attorneys (in both corporates and law firms) are the primary functional roles for these services. However, as intellectual property assumes more strategic importance, so the direct use of patent information platforms has widened from its traditional user base to include end-user communities (such as scientists and engineers), business managers, strategists, competitive intelligence professionals, and the investment community.

Outsell's Bottom Line

The evolution of online patent research and information is illustrative of many of the fundamental shifts technology has brought to the business of information. Early abstracting and indexing services are being superseded by full-text access, and machine translation is enabling English-language access to patent literature from important emerging markets. With over 90 million documents to manage (and growing), patent research databases demand the highest quality of data curation. In parallel, vendors must apply the latest search, filtering, and analysis technology as users demand fewer hits and more insight.

Against this challenging backdrop, our overall rankings show that all of the vendors are performing very well, with each scoring >80 and achieving a "Good" product rating. However, subtle variation in scoring in different categories points to particular strengths and weaknesses which will impact their suitability for different enterprise buyers. Our top-rated product, **Thomson Innovation**, is the most successful one-stop blend of comprehensive patent literature and search, combined with unique complementary data and easy-to-use visualization tools. However, it is not the most novice-friendly interface or search tool and it does not score quite as well on innovative features as newer entrant **Innography**. It does, however, rate consistently strongly in both sales and service. We also anticipate further integration across the Thomson Reuters IP portfolio, adding more value down the line (e.g., seamless data transfer between Thomson Innovation and Thomson IP Manager seems a likely next step).

The "newer kids on the block" in patent research and analysis make excellent comparators and shape up extremely well. Whilst **Innography** is playing catch-up with the market incumbents on overall content coverage, it aims to open up patent intelligence to a wider end-user audience, and its analytical features and support tools to meet their needs are unique and market-changing. It has the highest joint score (with Thomson Innovation) for product quality and performance (its overall ranking is impacted by a slightly weaker score in sales relative to its peers). Its very user-friendly navigation and layout, innovative integration of analytical data, and excellent automated reports bolster Innography's excellent product quality score.

LexisNexis' **TotalPatent** service rates very highly in terms of content coverage and attributes, and it performed well in the sales review. This ranking reflects its positioning as an established database with strong credentials in content acquisition, processing, and management. **TotalPatent** leads the way in full-text coverage and offers multi-faceted search features, but falls short of its peers on built-in analytics and charting options (although additional tools such as Patent Optimizer and Patent Advisor are available in the wider LexisNexis IP portfolio).

Questel's **Orbit.com** offers excellent coverage reflecting the company's position as a long-standing and trusted provider of high-quality content in this sector. Questel's sales and service teams performed particularly well in our tests. **Orbit.com** supplements content coverage and quality with strong multilingual features and useful key content patent summaries. Its impressive IP

Business Intelligence analytics module is included in our analysis. This integrates with the **Orbit. com** database and delivers insightful additional analysis and visualizations and is one of a suite of new products Questel has developed and continues to develop to support clients across the lifecycle of intellectual property management.

CPA Global's **Discover** does the basics extremely well, with excellent coverage of patent information and a superior user-friendly interface. Its dashboard-style home page, image browser, and instant analytical overview of search results are impressive and reflect efforts to improve the user experience. **Discover's** direct integration with CPA Global's widely installed corporate intellectual property workflow management software is a key differentiator and is no doubt compelling to its many existing clients.

Outsell Overall Rankings at a Glance

Figure 1 summarizes our overall rankings for this competitor set.

Figure 1. How Patent Research and Analysis Products Rank

	Thomson Innovation	Innography Advanced Analysis	LexisNexis TotalPatent	Questel Orbit.com	CPA Global Discover
Content	26	22	23	23	19
Search and Navigation	16	18	16	16	17
Features	12	14	11	12	14
Sales Experience	11	9	11	12	10
Website	4	4	4	2	4
Pricing	2	2	2	2	2
Training Capabilities	8	8	8	8	8
Troubleshooting Support	7	6	7	6	6
Total Score	86	83	82	81	80

Outsell's Rankings By Category

A deeper look at the overall rankings points to differences, albeit subtle, among the offerings in product quality and performance, sales, and service.

Product Quality and Performance

To assess overall product quality and performance, we evaluated the products' strengths in three core areas for a total of 65 points.

Content (30 points): In the patent information segment, all the vendors serving large enterprises source much of their data from the same public sources and all exhibit high standards of data curation. There is little to differentiate these vendors in many key content areas of the ranking. Thus, our summary focuses on a few critical attributes which do highlight relative strengths, weaknesses, and points of differentiation:

- Overall patent authority coverage;
- Number of countries covered in full text;
- Availability of English full-text translations for key Asian markets;
- Access to complementary non-patent content;
- Added value proprietary patent summaries;
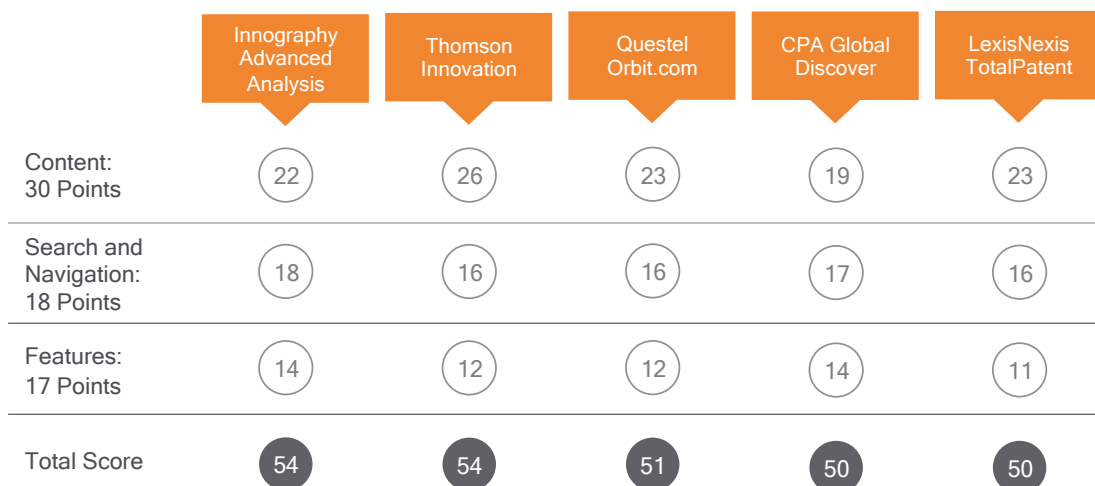- Availability of patent strength ratings, to aid evaluation of search results.

Search and Navigation (18 points): We evaluated the ease of use and the intuitiveness of the user interface, display of results, the ability to filter and segment by different criteria, and additional features such as ease of generation of visuals. We also looked at options for saving searches, creating work folders, exporting data, and generating reports.

Enterprise-wide and Innovative Features and Intangibles (17 points): We looked for value-added features such as collaborative tools, integration with workflow, and built-in analytic features. We also considered how well the product performed against its stated mission.

We have documented progress towards mobile functionality as part of the enterprise-wide features set, whilst recognizing that for all of these products, especially when it comes to advanced or "power" searching, the primary users are accessing the product on a desktop, not on a mobile device. For this reason, we did not give mobility any additional score.

Figure 2 summarizes our ranking for product quality.

Figure 2. Product Quality and Performance Rankings

	Innography Advanced Analysis	Thomson Innovation	Questel Orbit.com	CPA Global Discover	LexisNexis TotalPatent
Content: 30 Points	22	26	23	19	23
Search and Navigation: 18 Points	18	16	16	17	16
Features: 17 Points	14	12	12	14	11
Total Score	54	54	51	50	50

Source: Outsell analysis

Key Takeaways

Whilst workflow and analytics make all the current headlines in the patent information sector, the patent literature research database still remains at its heart. Its integrity determines the quality of the other products it underpins in vendor portfolios. Systematic analysis of content "cleanliness" or an in-depth review of search and retrieval performance is beyond the scope of this report. Cross-comparison of results sets in this sector is, in any case, highly problematic given differences in upload schedules and machine translation quality, among other factors. Equally, it is important to note that the relative value of different interface features will vary greatly from user to user, depending on personal preferences (particularly for experienced searchers), user objectives, and preferred workflows. Thus, this review focuses on a comparison of core content coverage, the relative availability of key innovative features, and a top-level evaluation of basic navigation and interface features. Table 1 presents a summary comparison of key factors.

Table 1. Overview of Quality and Performance Key Takeaways

	Innography Advanced Analysis	TR Thomson Innovation	LexisNexis TotalPatent	Questel Orbit.com	CPA Global Discover
Content					
Total coverage of authorities (bibliographic/full text)	96	94 (plus 50 editorially enhanced)	>100	>100	95
Full-text coverage	9	17	35	22	23

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	Innography Advanced Analysis	TR Thomson Innovation	LexisNexis TotalPatent	Questel Orbit.com	CPA Global Discover
Full-text English coverage of Asian authorities	1	6	4	5	1
Key ancillary (non-patent) content sets (integrated or linked)	Integrated into the patent records: Litigation US (PACER/ International Trade Commission)+6 international markets Company financials (e.g., hierarchy, revenue, employees) Standards data (e.g., ETSI, ITU) Scientific literature/ conference proceedings Trademarks (US)	Integrated into the patent records: Litigation (LitAlert) Integrated into search: Web of Science Conference Proceedings Current Contents Connect INSPEC NewsRoom Additional fees apply	Links to: Litigation (CourtLink) Scopus Chisum on Patents Additional subscriptions required	Integrated into the patent record: Litigation US litigation (from MaxVal Patent Litigation Databank) + >30 international markets currently in beta-test with clients (from Darts-ip). Industrial design database Additional fees apply for full access	None
Proprietary summaries/abstracts	None	Proprietary titles and abstracts	None	Automated key content summaries	None
Patent strength rating	Yes (customizable)	None	None	Yes (customizable)*	None
Search and Navigation					
Multiple search options	Yes	Yes	Yes	Yes	Yes
Precision search capabilities	Excellent	Excellent	Excellent	Excellent	Excellent
Interface design/ ease of navigation	Excellent	Good	Good	Good	Excellent
Features					
Mobile	Optimized for mobile	No mobile version	No mobile version	HTML5 version for Android and Apple tablets	Optimized for iPad and tablets
Analytics and visualization tools	Excellent	Good	Standard	Good	Good

*Note: Questel's patent strength rating tool is only available in a separate workflow module tool and, for that reason, has not been included in the ranking scores but is included here for completeness.

Source: Outsell analysis

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Launched in 2007, **Innography's Advanced Analysis** platform is one of the two somewhat "newer kids on the block" in this mature vendor grouping. The product is designed to appeal to a broader business user base and key features explicitly support strategic uses of patent literature, such as evaluating licensing opportunities, IP portfolio analysis and valuation, and strategic product development. **Advanced Analysis** leads the way in integrating complementary data into the patent record. For example, correlating company financial data with patent data and enabling this as a filter in the patent record gives a unique perspective for charting competitive environments. Its patent strength rating (underpinned by an algorithm based on 12 variables such as citations and volume of litigation) is a strong example of analytics supporting productivity in this research-intensive environment. Such tools will clearly appeal to new clients such as the investment community, particularly in time-sensitive M&A work where "good enough" portfolio evaluation metrics are critical. Non-specialist users are particularly well-supported with semantic search, easy to use, but sophisticated visualizations and innovative reporting features, notably the range of "playbook" automated reports (e.g., Prior Art Search or Portfolio Strength).

Thomson Innovation is underpinned by the Derwent World Patent Index (DWPI), with its proprietary "plain English" abstracts and titles (and the data curation skills of a 500-strong editorial team) offering strong product differentiation. Translation quality (some of it manual) is considered critical and it currently offers the widest range of full-text patent content for Asian markets. There is a strong suite of charting and visualization functions, including quick and easy access to sophisticated analysis tools such as ThemeScape Maps (topographical analysis of search results) and Text Clustering, to drill down into results sets. However, **Thomson Innovation** makes few explicit concessions to the non-specialist searcher (there is no semantic search, for example); the service relies on the added layer of DWPI editorial clarity to help searchers find the most relevant content. A key strength of the service is its access to unique ancillary non-patent content sets (both scientific literature and a business news database) and their integration into the **Thomson Innovation** search structure. Patent records that cite non-patent literature prior art also include hyperlinks directly to the non-patent literature reference. Buyers should note that DWPI, the Asian translations and the complementary literature access are incremental to the **Thomson Innovation** base price. The service is unique in offering custom fields into which clients can add their own data fields (e.g., docketing data relating to the ongoing administration of proprietary patents) for integrated search and retrieval within the system.

Questel's Orbit platform offers modular service options, built upon the core patent literature database. This service structure is oriented towards meeting different user needs, but this makes it difficult to cross-compare with other vendors. Equally, Questel is in the midst of a dynamic period of new module launches and product development. Its Intellectual Property Business Intelligence Module is impressive and provides excellent charting, visualizations, and analytics seamlessly integrated with the **Orbit** platform. The underlying database has good coverage and is particularly strong in terms of multilingual search and support tools. Questel also offers automatically generated Key Content summaries which extract and summarize useful content

from each patent document to help users filter results quickly. Questel is also working to improve access to non-patent data: it currently has extended international litigation coverage in beta test, plans to add its Research Disclosure database into **Orbit.com** and has further content additions in the pipeline. **Orbit's** modular approach targets end-to-end IP portfolio lifecycle management (from innovation to portfolio optimization) with new module launches slated for the 2014 product roadmap. Existing components of the wider portfolio (which are not included in our ranking scoring here) include its Innovation Portal, Inventor Portal, and a range of IP Evaluation Modules such as Licensing-In and Licensing-Out. The latter are examples of a range of guided workflow tools that Questel is developing which provide customizable strength ratings of patent portfolios to support different IP valuation activities (e.g., licensing or portfolio pruning). Patents can be valued on 150 parameters which can be customized according to the business questions the company needs to answer.

LexisNexis has led the drive to include more full-text coverage in patent research databases. **TotalPatent** is the most comprehensive in terms of full-text patent collections and focuses on broad and deep coverage, combined with data timeliness and cleanliness. Whilst **TotalPatent** offers only basic charting functions and analytics compared to some of its peers, its semantic search function is a strength, particularly the ability to organize and adjust the relevancy of terms to drill down to the most relevant results set. Its position within the LexisNexis portfolio offers subscribers links to unique complementary content such as the CourtLink litigation data and linked references to Scopus (with full-text access for journal subscribers) and case-law links to key reference work Chisum on Patents (subscribers only).

CPA Global's Discover platform was only launched in 2010 and is the newest player included in this product ranking. It offers excellent patent literature coverage, particularly in terms of full text, although it is currently less strong in terms of ancillary content compared to its peers. More full-text English translations (for Japanese, Korean, and Taiwanese patents) are in the pipeline for the next release. **Discover 2.0** launched in January 2014 with a focus on improving navigation, speed, and performance. These efforts have resulted in an extremely user-friendly interface. Its instant analytics for search results (a summary page analyzing results by variables such as assignee, inventor, publication date, and country) is an excellent feature. It also includes an image browser which allows images to be extracted from patent documents and explored independently. In response to demand from law firm clients, **Discover** is also one of the first platforms to optimize for iPad and tablets. CPA Global's core business is in patent-related legal services and patent portfolio management software. Thus, a wide range of additional patent services are available to clients (for a fee) such as patent scoring by a professional patent searcher. Finally, **Discover** is unique amongst the vendors reviewed in its ability to integrate directly into CPA Global's widely installed patent portfolio management software.

Sales

We evaluated the following attributes to assess the sales function and experience for a total of 20 points.

Sales Experience (12 points): Outsell contacted each company anonymously by telephone and by e-mail through their websites, and we evaluated them on responsiveness, professionalism, and product knowledge.

Website (4 points): In reviewing the website experience, we evaluated the ease of navigation, the quality of product descriptions, the availability of contact information, and the overall look and feel.

Sales Pricing (4 points): Our goal was to understand the degree of transparency in each company's pricing models. In reviewing pricing, we looked for publicly available information around pricing fees and subscription models. If pricing information was not available via the company's website, we contacted the vendor by e-mail or telephone to determine if it would be willing to provide a rule of thumb on the costs for enterprise licenses and the method on which the product is priced (e.g., by seat, by yearly fee, etc.) and we then evaluated their responses.

Ranking results

Figure 3 summarizes our ranking for the sales experience.

Figure 3. Product Sales Rankings

	Lexis Nexis TotalPatent	Thomson Innovation	CPA Global Discover	Questel Orbit.com	Innography Advanced Analysis
Sales Experience: 12 Points	11	11	10	12	9
Website: 4 Points	4	4	4	2	4
Pricing: 4 Points	2	2	2	2	2
Total Score	17	17	16	16	15

Source: Outsell analysis

Key Takeaways

In terms of sales experience, vendor personnel were mostly very responsive in this sector and achieved excellent e-mail response rates. Innography is the only exception in this respect, with a lack of e-mail response having a detrimental effect on its sales score relative to its peers. Vendors were consistently responsive to telephone inquiries and readily provided insightful product demonstrations. Almost all sales staff exhibited solid product knowledge. Sales team members were also broadly able to convey the product's value proposition, but most did not probe sufficiently into particular client needs. In addition, in several companies, the sales personnel we spoke with had little knowledge of their competition (this was the weakest area across the board) and thus were not able to differentiate their own product.

All of the products reviewed sit within a wider portfolio of related solutions, and vendors' websites focus on their ability to support clients across the intellectual property lifecycle. The product websites are of good quality and are generally informative, offering multiple contact options. However, on several it was necessary (and frustrating) to navigate away from the product description page to hunt for more in-depth product fact-sheets and, in some cases, these proved difficult to find.

None of the vendors we feature publish their pricing. Although rule-of-thumb pricing was provided on the telephone across the board, this lack of transparency will be frustrating to enterprise buyers. The model is consistent for all players, with yearly subscription fees per seat for unlimited usage in all cases (although both **Thomson Innovation** and **Questel's Orbit** take a modular approach to pricing for particular service elements). A number of players also distinguish between "expert" and "express" type users, charging different per seat rates for each (with varying levels of access to advanced search and features) and allowing customers to mix and match types of users in their enterprise subscription.

Table 2 gives a high-level view of the key points for each of the five products.

Table 2. Overview of Sales Key Takeaways

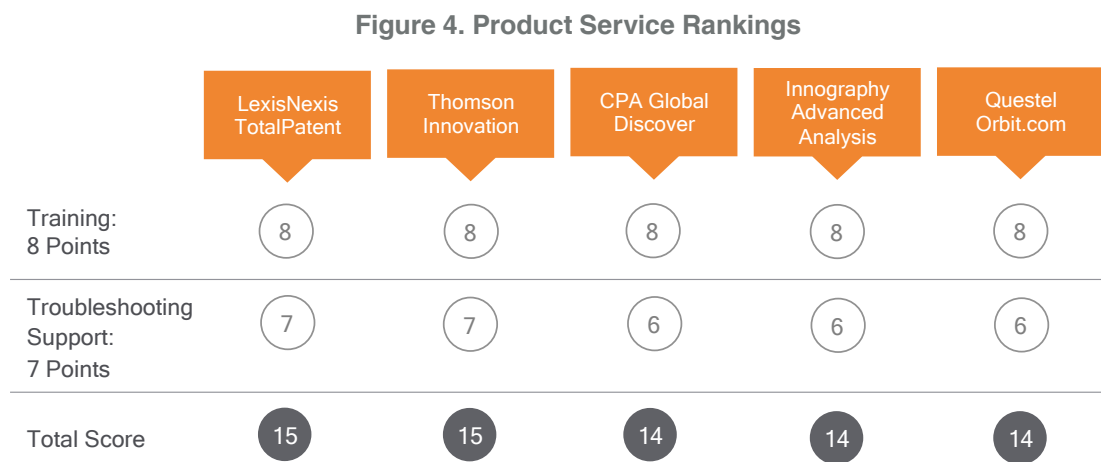|	Lexis Nexis TotalPatent	Questel Orbit.com	Thomson Innovation	CPA Global Discover	Innography Advanced Analysis
Sales Experience	Responded to e-mail inquiries within 12 to 24 hours. Immediate response to phone inquiries. Demo set up. Able to explain value proposition. Very good product knowledge. Understood product differentiation, but less clear on actual competitors.	Responded to e-mail inquiries within 12 to 24 hours. Immediate response to phone inquiries. Demo set up. Able to explain value proposition. Very good product knowledge. Understood competition and product differentiation. Quick response to follow-up questions.	Responded to e-mail inquiries within 12 to 24 hours. Immediate response to phone inquiries. Demo set up. Able to explain value proposition. Very good product knowledge. Worked hard to identify client needs and tailor value proposition. Some knowledge of competition and product differentiation.	Responded to e-mail inquiries within 12 to 24 hours. Immediate response to phone inquiries. Demo set up. Able to explain value proposition. Adequate product knowledge. Some knowledge of competition and product differentiation.	Did not respond to e-mail inquiries. Immediate response to phone inquiries. Demo set up. Able to explain value proposition. Adequate product knowledge. Some knowledge of competition and product differentiation.
Usefulness and Completeness of Vendor Website	Clear, well-structured. Good product description and link to in-depth brochure.	Reasonably clear. High-level descriptions of main modules. More informative product sheets available (from another part of the site), but not for all products.	Clear, well-structured. Clear high-. level product description (e-mail registration required to get a more informative fact-sheet).	Clear, well-structured. Clear high-level description. More informative product sheet available from another part of site (e-mail registration required).	Clear, well-structured. Good product description. More informative product sheet available (from another part of the site).
Sales Pricing	Not published on site, but provided on phone.	Not published on site, but provided on phone.	Not published on site, but provided on phone.	Not published on site, but provided on phone.	Not published on site, but provided on phone.

Source: Outsell analysis

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Service

In our review of the customer service function, we assessed two key areas for a total of 15 points.

Training Capabilities (8 points): We evaluated whether training is available, whether it is included in the product price, or if there is an additional charge.

Product Support and Troubleshooting (7 points): We looked at how flexible the company is in providing support via phone, e-mail, chat, or any other method (e.g., web forms, social media, etc.), as well as the times and days of availability, and we tested the service by either e-mail or telephone.

Ranking results

Figure 4 shows our ratings in these service areas.

Figure 4. Product Service Rankings

	LexisNexis TotalPatent	Thomson Innovation	CPA Global Discover	Innography Advanced Analysis	Questel Orbit.com
Training: 8 Points	8	8	8	8	8
Troubleshooting Support: 7 Points	7	7	6	6	6
Total Score	15	15	14	14	14

Source: Outsell analysis

Key Takeaways

As in previous reports, the companies are fairly comparable in their training and support offer. All the vendors profiled offer free customized training for new clients, and access to various training tools for ongoing skills development. "On-boarding" for new or transitioning clients is also handled systematically in most cases, with support for product rollout and marketing, both at an education and training level, as well as hands-on support with tasks such as setting up alerts, migrating work folders, and converting search syntax. Each vendor differs in terms of exact offer for setup and ongoing support, however, and buyers must consider carefully which package best meets their needs.

While test-driving vendor products, Outsell contacted each of the customer support teams and generally found them to be helpful and professional. Questel's and Thomson Reuters' personnel stood out in this regard. One slight point of variation is the geographic coverage of live client support, with LexisNexis and Thomson Reuters offering the most comprehensive service across key country markets, Questel and CPA Global offering support in key regions, and Innography offering only US-based support at present.

Table 3 gives a high-level view of the key points for each of the five products.

Table 3. Overview of Service Key Takeaways

	Lexis Nexis TotalPatent	TR Thomson Innovation	CPA Global Discover	Innography Advanced Analysis	Questel Orbit.com
Training capabilities					
Free Customized Sessions	Yes	Yes	Yes	Yes	Yes
Extras	Dedicated support team. Online materials. Modular training. Quarterly release training.	Dedicated support team Online materials. Trial-support training. Live training. Recorded online sessions. Access to reference attorneys (e.g., for search strategy creation/ refinement).	Dedicated support team. Online materials.	Dedicated client success team. Online materials and videos. Newsletter. Webinars. Live sessions.	Dedicated support team. Online materials. Live sessions. Further e-training courses and additional live training available (for a fee).
Troubleshooting support					
	Phone and e-mail, global (working hours, Mon-Fri) Online ticket submission 24/7	Phone and e-mail, global (working hours, Mon-Fri) Online ticket submission 24/7	Phone and e-mail, regional (working hours, Mon-Fri) Online ticket submission 24/7	Phone and e-mail, US CST (7 a.m.-6 p.m., Mon-Fri) Online ticket submission 24/7	Phone and e-mail, Europe and USA (working hours, Mon-Fri) Online ticket submission 24/7

Source: Outsell analysis

Suitability

In essence, patent content is the result of a trade-off: in exchange for temporary exclusivity, an inventor must disclose details of the invention. The result is access to a unique set of business information and intelligence that is only available in patent literature. Those selecting a patent research and analysis platform must evaluate their own priorities for extracting value from patent literature and choose a system which delivers on those needs.

If full-text coverage is a key requirement and exhaustive global patent screening is the primary target for the service, then **TotalPatent** is currently well-positioned. CPA Global's **Discover** also offers users good coverage and, whilst it does not currently add value with ancillary data, its superior usability may be compelling enough for clients who want to focus on prior art search and integrate it with their embedded CPA Global IP workflow software.

For organisations prioritizing access to patent intelligence and strategy support for a wider user base, Innography's **Advanced Analysis** is a natural fit. Its correlated data records, built-in analytics and template "playbook" reporting formats leverage value from patent literature in wholly innovative and accessible ways.

Questel's **Orbit** platform offers a middle option here, with both good coverage and, for an extra fee, a way to provide a good integrated analysis option in the form of its IP Business Intelligence module. The complexity of piecing together a solution (and the possible impact on pricing) may, however, prove a barrier for potential clients.

Thomson Innovation's particular strength is still in the sheer weight of human editorial input that underpins its content offer, and its proprietary titles and abstracts in particular. Blended together with high-quality translations, unique relevant ancillary content, and good visualization tools, it fits a good range of professional requirements, though it possibly makes fewer concessions to the new breed of novice users than some of its peers, and additional fees are incurred for some features.

Of course, as pricing is not published, we cannot include it in our assessments. Clearly, however, it will be a key factor for enterprise buyers in determining suitability in this sector and will provide an additional perspective on each of the services featured.

Imperatives for Information Managers and Buyers

1. Understand how patent information can be leveraged

Patent research and analysis information and tools are too valuable to be "siloed" in the corporate counsel's office. The high-end services featured in this report support traditional patent screening and protection activities, but they can also streamline enterprise workflows for a broader range of IP management activities, including white-space analysis, patent portfolio analysis, competitor monitoring, and licensing activities. If an organization already invests in a patent research database, it must ensure the investment is working hard in all these areas.

2. Scrutinize vendor training and support

An investment in a complex patent literature research and analysis platform must include high levels of training and support both for successful "on-boarding" or vendor transitions and for ongoing education and search support. Ensure that the vendor package includes the right blend of support tools to meet the needs of a particular mix of specialist and novice system users.

3. Understand vendor's wider IP information and management portfolios

Beware of viewing the patent research tool in isolation. This is an evolving and dynamic information sector and the core patent research database will be increasingly integrated with other products, such as IP portfolio management software, ancillary content, analytical modules, and other add-on workflow tools. Review vendor IP portfolios, pricing, and their development roadmap carefully to decide which overall solution offers the best long-term buy for the enterprise.

Appendix: Sample Scoring Sheet

Product Quality and Performance / 65 Points Maximum

Content and Critical Attributes / 30 Points Maximum

Total patent office coverage, 0-6 points
Full-text patent office coverage, 0-5 points
Availability of key Asian markets in full-text English, 0-5 points
Added value summaries or abstracts, 0-2 points
Availability / integration of complementary content (non-patent data), e.g., financial, STM, news, 0-3 points
Patent strength rating to evaluate and filter results, 0-2 points
Availability of legal status and litigation data, 0-3 points
Normalized assignee names, 0-2 points
Patent literature organised in patent families (and able to be de-duped), 0-2 points

Search Capabilities / 18 Points Maximum

Ease of website/database navigation, layout, clear display of results, 0-5 points
Precision search capabilities and filtering, 0-5 points
Alerts, saved sets, report generation, data export options, 0-5 points
Multiple search options (e.g., semantic, boolean, fielded), 0-3 points

Enterprise-wide and Innovative Features and Intangibles / 17 Points Maximum

Collaboration tools (e.g., shared work folders, internal and external, e-mail data to non-subscribers, shared alerts), 0-4 points
Built-in data analytics (e.g., charts, citation analysis, maps, visuals), 0-4 points
Integration with enterprise data/workflow, 0-3 points
Accessibility/features for novice searchers/new types of users (e.g., semantic search, template reports), 0-3 points
Intangibles: How well product performs against stated mission, 0-2 points

Sales Performance / 20 Points Maximum

Sales Contact Review / 12 Points Maximum

Value proposition/competitive differentiation, 0-4 points
Product knowledge, 0-4 points

Usefulness and Completeness of Vendor Website / 4 Points Maximum

Clarity (well-written, easy to navigate), 0-2 points

Sales Pricing / 4 Points Maximum

Publishes pricing, explains pricing methods, 4 points
Provides generic or sample pricing, 3 points
Provides rules of thumb for pricing, 2 point
Does not publish, explain, or provide rules of thumb, 0 points

Service / 15 Points Maximum

Training Capabilities / 8 Points Maximum

Customized training is available and at no extra cost, 8 points
Customized training is available but at a cost, 2 points
No customized training is available, 0 points

Troubleshooting Support / 7 Points Maximum

Multiple methods (e-mail, phone, live chat), 0-2 points
Level of support (24/7, global, regional), 0-2 points
Speed of response, 0-2 points

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Related Research

Reports

The Evolving Patent Information Landscape	April 11, 2014
The Patent Information Landscape: Market Size, Trends, and Opportunities	September 2, 2010

Insights

Patent Information Market Continues to Grow	January 8, 2014
Patent Trolls and Software Patents in the Crosshairs	December 16, 2013
10 Legal Startups To Watch	October 28, 2013
PatentCore: Beating the Old Scouts at Their Game	February 26, 2013
Innography Playbooks: Guided Workflow for "A Different Kind of User"	September 6, 2012

Product Reviews

Thomson Innovation	September 20, 2011
Innography	September 29, 2010
Orbit.com	September 21, 2010

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