

# **PATEV-ICM**

I N T E R N A T I O N A L

## *Technology and IP Management Webinars*

### **“Competitive Intelligence, Technology and IP Risk Management for Innovation and Product Development”**

Tuesday 25<sup>th</sup> February 2016

h. 10.00 – 11.00 (CET)

## Background

Innovation in companies needs relevant information and intelligence, with different perspectives. Valuable linkages between technologies, IP, products, competitors, and markets are often hidden. Furthermore, successful innovation needs to prevent and reduce relevant technology and IP risks to secure investments' return.

Even though every company does some sort of intelligence and technology/IP risk management, not every company has a formalized process. On average intelligence is functionally organized (knowledge silos), with several information sources and low integration reducing efficacy of information and increasing risk for business

Competitive intelligence is an ongoing process, keeping organizations up to date with all the critical factors that affect the business. The deep comprehension of the context is a fundamental enabler for strategic decisions about innovation and product development. The critical issue is not information availability but understanding how the various bits of technical, patent and market information fit together, and what they mean for the organization.

On the other side, technology and IP risk management starts from the comprehension of company position in its technology and business environment: it aims to identify, manage (prevent or mitigate) and control in a systematic way risks in order to support innovation activities.

Advanced competitive intelligence and technology/IP risk management can boost key innovation and product development process inside companies. These are by nature complex processes, that require intelligence cross-functional sharing.

**Based on the above considerations and on its extensive experience on competitive intelligence and IP Management, PATEV-ICM organize a webinar to share approach and best practices on “Competitive Intelligence and IP Risk Management for Innovation and Product Development” and to launch a cycle of web-events on best practices in Technology and IP strategy at European level**

## Webinar Objectives

The webinar will propose practical approach, experiences and tools in advanced competitive intelligence and technology/IP risk management by presenting real cases for mid-size and large companies. This webinar has the aim to explore how competitive intelligence and the technology/IP risk management can deeply support innovation and product development process along all its phases from the identification of market needs and innovation opportunities through development and asset management:

- Helping making better decisions: conversion of information into relevant insights
- Aligning Innovation, Technology, R&D Strategy and allocating budget in the most effective way
- Managing risk of technology portfolio
- Optimizing cross-functional diffusion of relevant information

## Webinar Agenda:

- Explore how competitive intelligence can support innovation and product development
- Underline how technology and IP risk management can secure innovation and product development success
- *Case1: “Implementation of an advanced competitive intelligence system”*
- *Case2: “Avoid Patent Infringement: IP Risk Protection Service”*

## Interested Management

Management and key Professional of the following functions:

- Technology/Innovation Management
- Product development
- R&D
- Strategy and Business Development
- Competitive Intelligence

## PATEV-ICM speakers:

Michael Beyer – Chief Operating Officer

Cristina Odasso – Research Manager

**[Webinar participation is free, for subscription click here: SUBSCRIBE](#)**

## **PATEV-ICM PROFILE**

PATEV-ICM is the European leader in Technology and IP Management Services. PATEV-ICM supports organizations in maximizing the financial value of their technology and IP portfolios. PATEV-ICM leverages on the strong assets and experience of two European leaders: PATEV Associates GmbH in Germany, Austria and Switzerland and ICM Advisors Sàrl in Switzerland, Italy and France.

With 7 offices in Central Europe and about 100 professionals PATEV-ICM covers substantial European markets of all industries. To meet economic, linguistic and cultural requirements throughout Europe, North and South America as well as Asia PATEV-ICM has a network of local expert partners.

PATEV-ICM works on the relevant interface between business objectives and technology/IP strategy leveraging on 16 years of broad and deep experience.

The work of PATEV-ICM is about assessing and improving the impact on business competitiveness, financial value of technology and IP assets, speed and quality of key technology/IP strategic decisions as well as quality and costs of technology and IP value management processes.

PATEV-ICM members are established and trusted, as well as proven. Its clients portfolio include many of the European large and mid-sized corporations, research organizations, industry clusters, financial institutions, universities and government agencies.

## **PATEV-ICM contacts**

18, Avenue Louis Casai  
1209 Genève – Switzerland  
Tel.+41 22 747 7832  
Fax+41 22 747 7900

Offices: Geneva – Berlin – Düsseldorf – Karlsruhe – Milan – Munich – Turin  
website: [www.patev-icm.com](http://www.patev-icm.com)