



## A Fortune 100 company generates ROI from its patent portfolio using AOP Connect

### The client

A fortune 100 tech company.

#### Solution elements

RWS IP Research

AOP Connect

### The challenge

A Fortune 100 tech company with a wealth of patents sought a way to increase the ROI of their portfolio. They also hoped to motivate their inventors as part of the process.

Like many organizations, they had a challenge mapping and tracking their patents to products, and uncovering evidence of use. Additionally, they needed proper compliance controls in place to prevent inventors from giving opinions on the mappings, allowing them to only present specific information relevant to that mapping.

### The solution

RWS worked with the tech company to develop a platform that would house all of their art and mappings in one, centralized location with a single login.

This platform gave the tech company the ability to highlight documents, generate graphs and conduct robust full-text searching across all of its stored documents. It also provided them opportunities to brand the platform with their own logos and launch private, internal, studies in the same manner as RWS, using their own inventors. The platform fully integrated with the results generated by RWS's Crowd, allowing them the benefit of viewing their search efforts, both internally and externally, with studies run through the AOP Connect platform.

"As a result of integrating with the AOP Connect platform, the client has reported an increase in ROI of its patent portfolio."

**Key benefits for the client**

- Identified licensing opportunities
- Increased inventor engagement
- Converted a cost centre into a source of revenue

**The results**

As a result of integrating with the AOP Connect platform, the client has reported an increase in ROI of its patent portfolio. They now more easily identify relevant standards where the patent could be licensed. They continue to launch both new studies with RWS's Crowd and their internal team, with all of the results stored in one, easy-to-use, centralized location.

Our client has also motivated and re-engaged their inventors. In most companies, once a patent is secured, the involvement with the inventor usually stops. Now inventors are able to participate in the latter stages of monetization, help identify potential instances of infringement and see the real value of their work throughout the entire process.

Just as important, our client has raised the visibility of intellectual property within the company, demonstrating how a traditional "cost centre" can be converted into a revenue generator.



### About RWS IP Solutions

RWS is the world's leading expert in IP research, patent translations, foreign patent filing and database services.

For over 60 years, RWS has led the industry and helped more than 10,000 clients protect and enforce their IP rights around the world. We can help you:

- Ensure the highest quality patent translations
- Cut costs and save resources
- Simplify and streamline

### About AOP Connect

AOP Connect is a web-based review platform for organizing, storing and controlling the flow of references and prior art related to IP searches.

With AOP Connect you can keep all of your prior art in one central location, under one simple login and gain the ability to highlight, map, rank and keyword search all of your prior art documentation.

For more information, [get in touch](#).

Discover more about RWS IP Solutions

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