

## Key Findings



# Cipher Benchmarking Survey

The survey was conducted in collaboration with IAM

January 2021

**This is the first global survey investigating the importance of patent benchmarking. It was conducted in collaboration with IAM between October and December 2020.**

Patent owners understand the importance of benchmarking and 98% adopt this approach in support of their patent strategy. Over half, however, complain about the time and expense of benchmarking, and almost the same number state that there is a lack of objective and reliable data. This is more than a coincidence, it's causation. Make a task hard enough and it's human nature to avoid it.

Those who are not taking advantage of this capability risk being at a significant competitive disadvantage. Benchmarking is at an inflection point where over half of organisations have access to the data and analysis they require to support evidence-based decisions. The other half still struggle with an information deficit largely attributable to obstacles that machine learning and process improvements can eliminate.

Benchmarking is used for competitive intelligence

89%

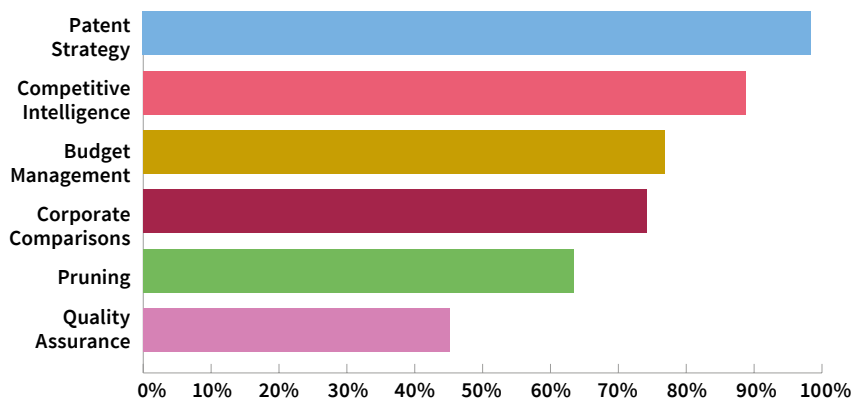
98%

of organisations use benchmarking to support their patent strategy

## 1 Benchmarking is mandatory for patenting strategy

Over 98% of organisations use benchmarking to support their patent strategy, and 73% report that it is essential. Benchmarking is also used for competitive intelligence (89%) and budget management (77%). Our expectation is that this will change dramatically in the coming years, as patents receive increasing levels of attention from audiences outside the IP team.

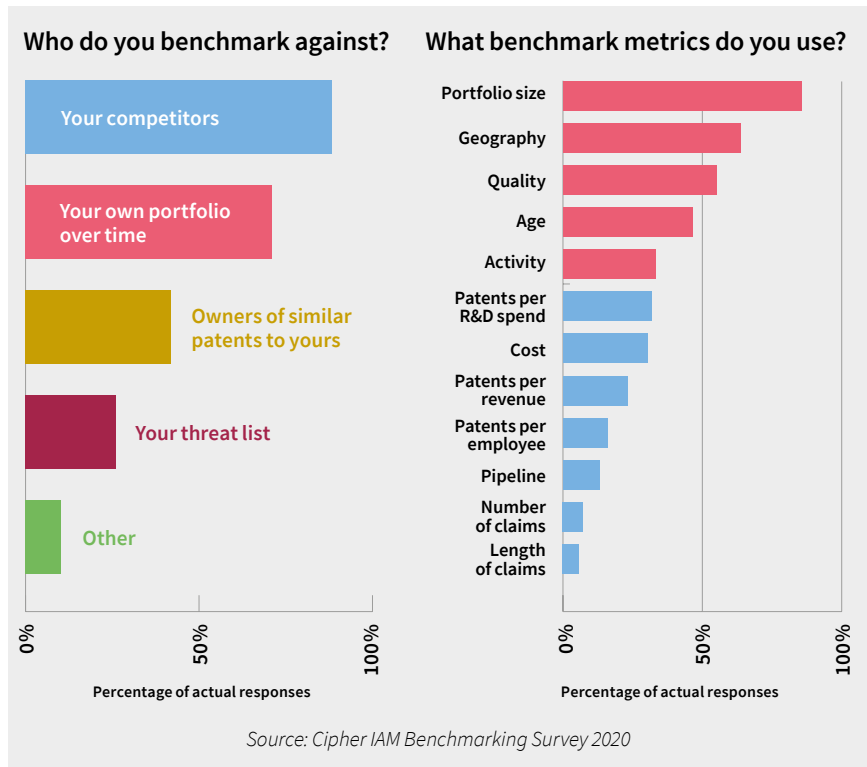
Why do you benchmark your portfolio?



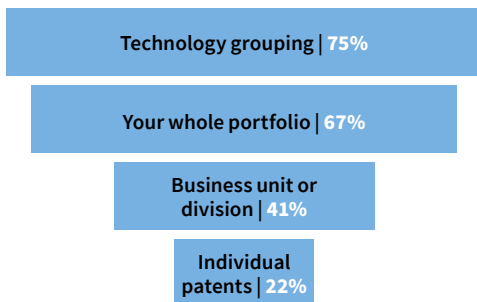
Source: Cipher IAM Benchmarking Survey 2020

## 2 Understanding your competitors is a fundamental requirement of benchmarking

88% of patent owners report that benchmarking involves a comparison to competitors. Most use Portfolio Size, Geography, Quality and Age as metrics. However there is a growing trend towards combining this data with other sources of business data to increase relevance to executives across finance, technology and other business functions. This is a topic explored further in our article *Beyond Portfolio Optimisation (IAM 100, 2020)*.



### What granularity do you benchmark?



Source: CIPHER IAM Benchmarking Survey 2020

## 3 Benchmarking at the technology level is best practice

Benchmarking must be conducted at the right level of granularity to be actionable. 75% of patent owners report that

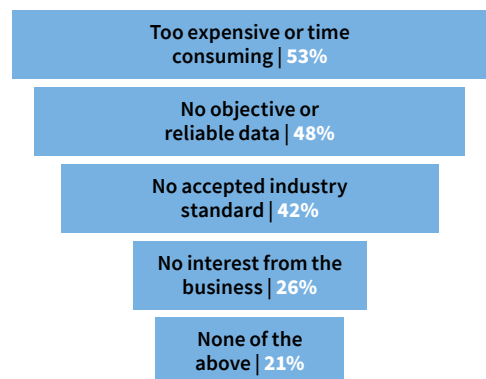
benchmarking is conducted at the technology level and there is consensus that this delivers more valuable and actionable insight.

## 4 The main obstacles to benchmarking are cost, lack of objective & reliable data & time

While benchmarking is regarded as critical to patent strategy, 53% of respondents state that the primary challenge is that it is too expensive or time consuming. Other challenges include a lack of

objective and reliable data (48%) and a lack of industry standards (42%). Efficient access to the data you need is key and Machine Learning solutions like CIPHER offer a step change in this area.

### What are your challenges?



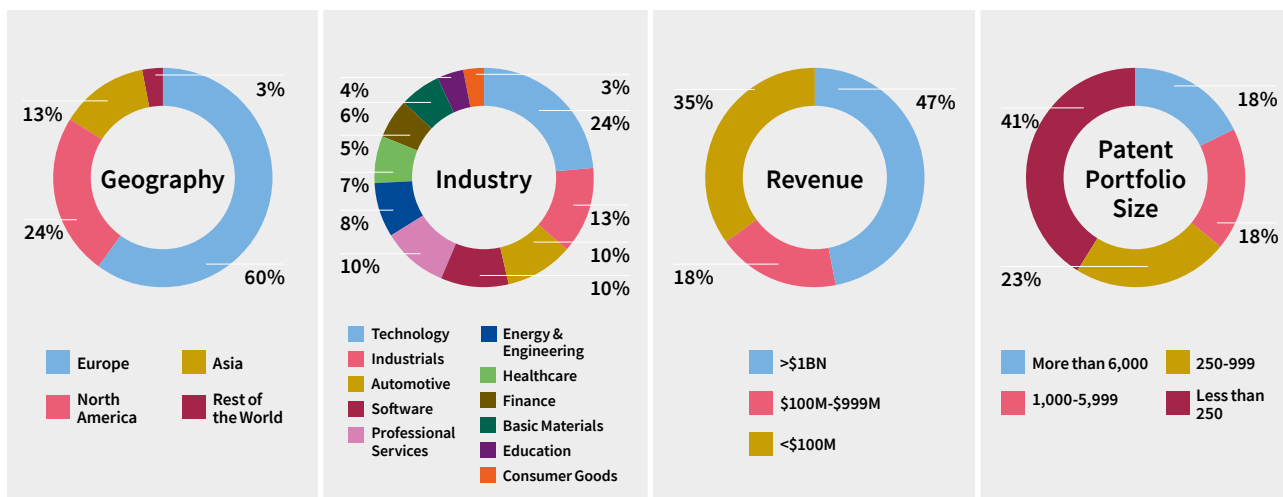
Source: CIPHER IAM Benchmarking Survey 2020

## About the survey

Survey respondents are global, with a bias towards patent owners in US and Europe (84%), cross-sector (with 24% from Technology) with a balanced response from owners of both large and small portfolios. The survey responses were supplemented with interviews with senior IP professionals.

# 47%

of respondents are from companies with \$1B+ revenue



N=108

[Download the full report here](#)

### About CIPHER

Cipher enables the rational understanding of patents by providing the patent intelligence required by IP teams to support their strategic patent decisions and communicate the value of patents both internally and externally. No more manual reviewing and tagging of patent as Cipher uses machine learning to automate the analysis. By using your view of the key technologies, Cipher is able to design and build your custom taxonomy.

With Cipher you can optimise your portfolio, gather competitor intelligence, model cross licensing, monetise your portfolio, manage your budget, conduct due diligence, tackle inbound patent assertion and benchmark your portfolio.

For more information, go to [www.cipher.ai](http://www.cipher.ai) or email [info@cipher.ai](mailto:info@cipher.ai)



### About IAM

IAM is universally acknowledged as the world's leading IP business media platform. It was launched as a magazine in July 2003 to address the need for organisations to maximise the value of their intellectual property and other intangibles, and to examine the strategies they can put in place to do this. IAM now produces a wide range of publications, as well as a weekly email and daily blog.

IAM is unique because it treats intellectual property as a business asset and tool, rather than simply as a legal right. With this unequalled appeal to the boardroom, IAM has established itself as the only IP publication that many senior corporate executives read regularly.

For more information visit [www.iam-media.com](http://www.iam-media.com)

