

April 2018



HEALTH ▸ HYGIENE ▸ HOME

What's it all about?

Kathy Burrows
Reckitt Benckiser Health Ltd

The Corporate Bit

Intro to RB

Nutramigen

NUROFEN

Move Free
Total Joint Health

Veet

Clearasil

Airborne

Strepsils

Scholl

Enfamil

Dettol

Mucinex

love sex
durex

MegaRed

GAVISCON

Woolite

Vanish

Mortein

VEJA

finish
POWERBALL
#1 RECOMMENDED

calgon

AIR
WICK

Lysol
BRAND
KILLS 99.9% OF VIRUSES & BACTERIA

HARPIC

CILLIT
BANG

The Personal Bit

Intro to Kathy

Kathy Burrows

A brief History

- Natural Sciences Degree
- PhD in Inorganic Chemistry
- Joined Unilever R&D in 1992
- Moved into Information in 2001
- Moved to RB in Sept 2018



For the Record

- I have used Vantage Point for 18 years
- I LOVE Vantage Point
- It's the one tool I wouldn't want to be without
- Love the flexibility

So, What IS it all about?

Patent landscaping in the Corporate world

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- Detailed technology landscapes to inform R&D decision making

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- Detailed technology landscapes to inform R&D decision making
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- Strategic Corporate decision making

Challenges

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- Data Complexity
- Reports can end up as 'death by PowerPoint'
- 'C-suite' just want the answer

Current Reality

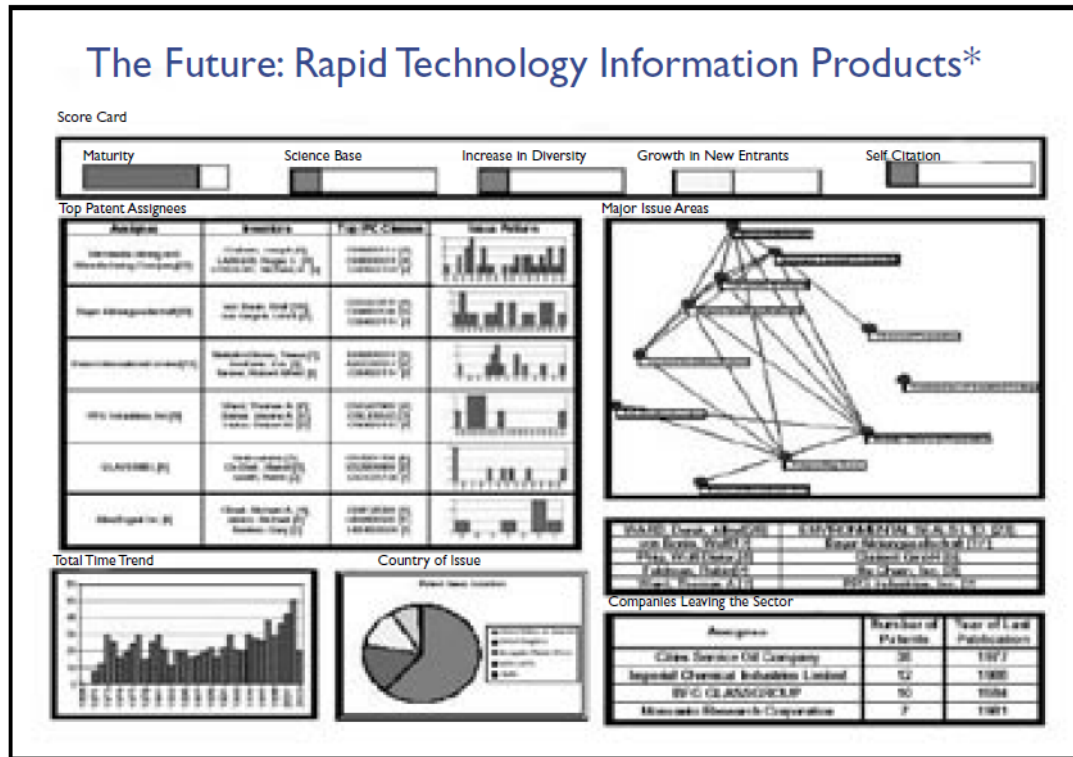
- R&D project leaders are usually happy with lots of charts
- Patent Landscaping successful at informing decisions by R&D project leaders
- Untapped Potential for impact on Strategic decision making (either Corporate or even R&D)

Communication to Strategic Stakeholders



Communication to Strategic Stakeholders

- Dashboards ?



Competitive Intelligence Magazine, [Society of Competitive Intelligence Professionals](#), Volume 8, Number 3, May-June 2005. Brenner

Communication to Strategic Stakeholders

- Dashboards ?
- 'Better' visualisations ?



Communication to Strategic Stakeholders

- Dashboards ?
- 'Better' visualisations ?
- Interactive Graphics ?

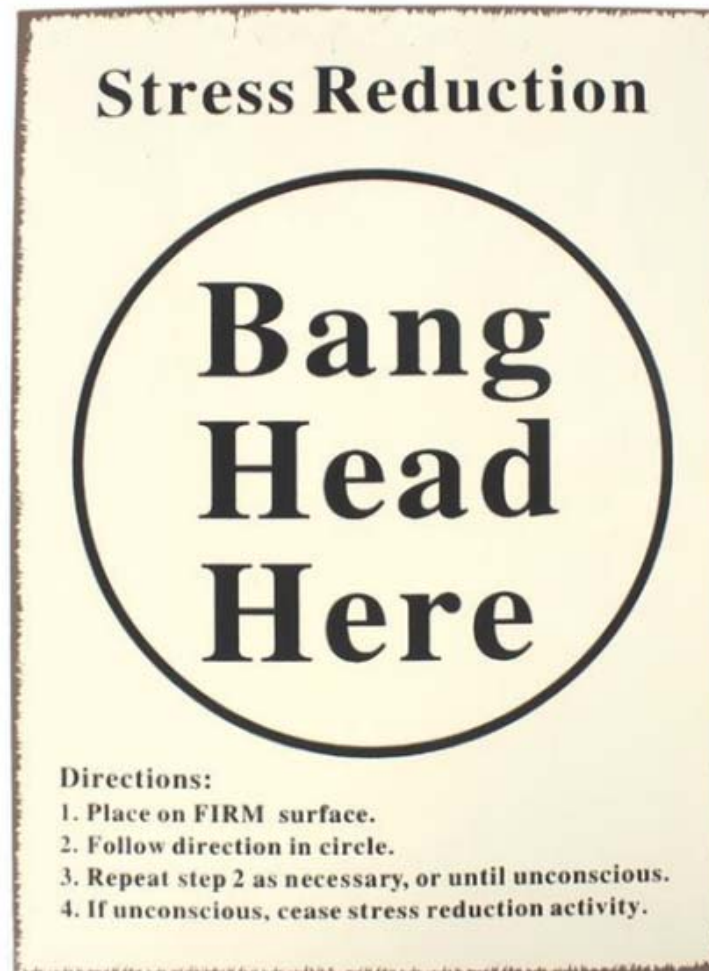


Communication to Strategic Stakeholders

- Dashboards ?
- 'Better' visualisations ?
- Interactive Graphics ?
- Pay a consultant ?



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- By tools claiming to deliver 'insights' and to deliver them 'fast'

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- By tools claiming to deliver 'insights' and to deliver them 'fast'
- By companies that market directly to the C-suite
- By claims that the use of AI gives them this ability
- By tools that hide the complexity of patent analytics and claim that 'anyone can do it'



LEADERSHIP TEAM

CAREERS

CONTACT

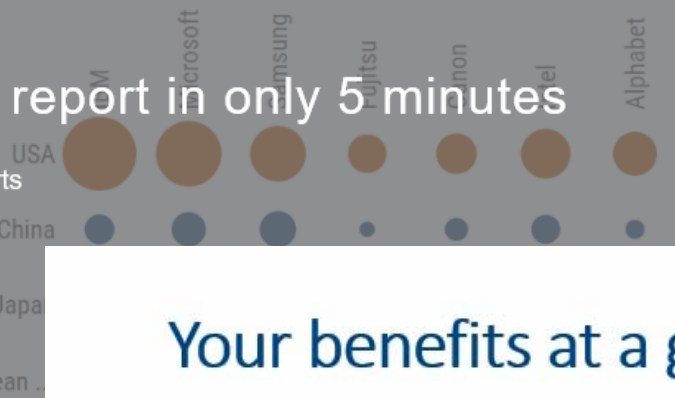
CIPHER

PROMOTING TRANSPARENCY AND UNDERSTANDING OF INTELLECTUAL PROPERTY

Aistemos is committed to meeting the demands of companies, their advisors and investors who need to understand intellectual property in order to make better decisions. Aistemos is built on our deep understanding of how AI can be harnessed to extract insight from patent, litigation and licensing data. Aistemos has created Cipher, the leading analytics software which provides competitive intelligence and helps companies understand who is doing what.

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Analysis

One click analysis extracts meaningful information on competitors and technology trends from IP data.

Business Intelligence

Gain powerful insights into future technology changes, market shifts and competitor strategies.

Workflow

Manage IP-related processes across multiple teams and departments with integrated collaboration and workflow tools.

Customer Success & Security

Hands-on support turns data and analysis into actionable decisions.

**The world as we have created
it is a process of our thinking.
It cannot be changed without
changing our thinking.**

Albert Einstein



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