

A background image showing a man and a woman in a professional setting. The man, wearing glasses and a light blue shirt, is looking at a laptop. The woman, wearing glasses and a brown jacket, is looking at the man and holding a tablet. The image is overlaid with a dark blue banner containing white text and a network diagram pattern.

# From IP Operations to Business Success: Are You on the Right Path?

# IP teams face growing demands, strained resources

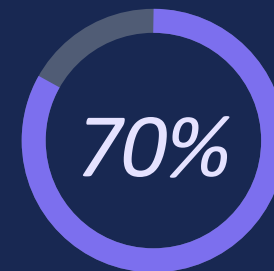
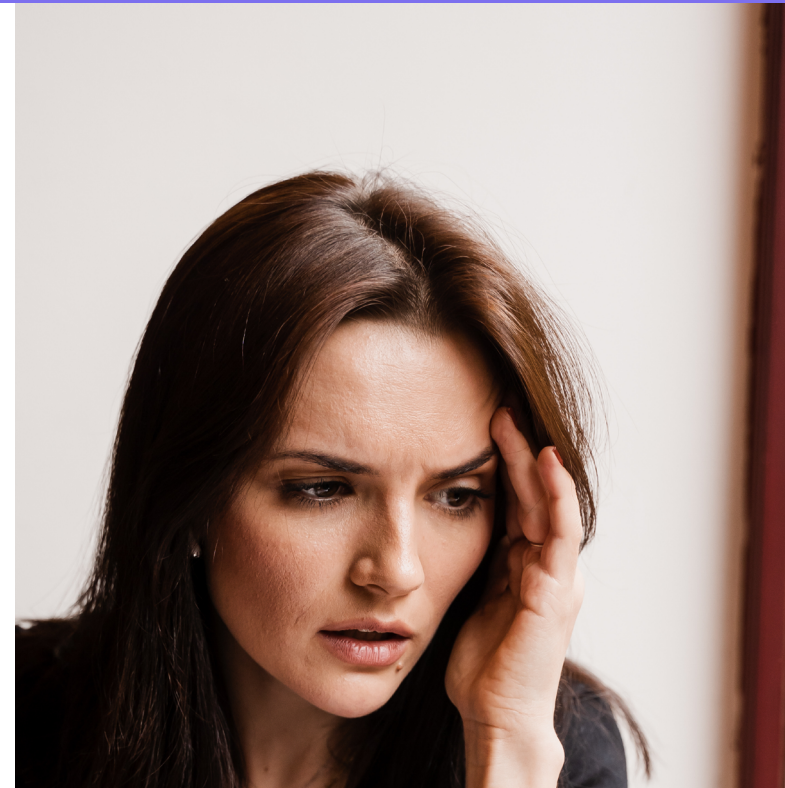
As intellectual property (IP) portfolios become increasingly complex, the time and effort required to manage the daily IP operational workload is growing.

But budget and headcount aren't keeping pace.

**Constrained bandwidth** is a long-term issue as IP teams like yours across multiple sectors have been hit with flat or decreasing budgets.<sup>1</sup>

At the same time that spending is under more scrutiny, companies are demanding more IP support to drive innovation, launch products, and protect the business as competition advances.

And, with more IP data sprawled in pockets across the business, your team is spending more time searching for that data and working to make it meaningful.



*of respondents from the corporate legal department report an increasing volume of legal work.<sup>2</sup>*



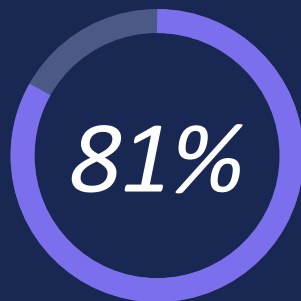
# Manual workarounds offer a frustrating, short-term fix

To address these dynamics, IP teams are taking steps to better manage IP operations, but these **fragmentary solutions** are often far from optimal.

For example, you may be using tools to file and maintain patents. But that only covers a portion of your responsibilities. Many IP teams rely on highly manual processes and workarounds dependent on specific individuals.

**Legacy technology limitations** can make analysis exceptionally difficult. IP teams often can't get data out of current systems and must rely on IT or others in the organization to deliver analysis. This slows the response time when the business needs a review of all its patents, or the board wants to know how your IP stacks up against the competition.

Outside counsel can help fill in the gaps, yet it can be challenging to get consistent streams of information. This makes analysis difficult and may require repeating steps multiple times.



*of legal departments predict greater collaboration and transparency between firms and clients in the next three years.<sup>3</sup>*





# Operational burdens diminish IP's strategic value to the business

While these efforts are well intended, they fall short of the desired outcomes.

Due to bandwidth constraints and IP's intensifying workload, it's difficult to track IP spending much less know when it's inefficient, resulting in typical budget-to-actual fluctuations of 10-20%.

Manually obtaining data from many different sources will never be efficient and drives up costs. And, insights from currently available data make only limited contributions to IP portfolio decisions.

In terms of planning and adapting for the future, there's a **disconnect between business goals and IP efforts**. Unchecked, the organization risks making suboptimal decisions and losing its competitive edge.



82%

*of respondents across geographies reported that legal function workloads increased either somewhat or significantly over the last 12 months.<sup>4</sup>*



# Shifting focus to strategic value enables operational efficiencies, too

These scenarios often unfold because the focus is on managing daily processes, rather than IP's strategic opportunity to contribute to the business.

**What if you could efficiently address operational issues while elevating IP intelligence to drive business strategy?**

To realize your IP's potential, you'll need the ability to:



**automate and  
integrate IP operations**  
enhanced by AI that's tailored to  
your organization's needs



**create an  
agile foundation**  
that enables growth across  
markets and geographies



**deliver better data  
with AI-driven analytics**  
to support collaborative  
decision-making

# Unifying your systems powered by AI for **efficiency, insight, and impact**

By adopting these approaches, you'll unlock transformative outcomes.

**You'll better utilize  
your bandwidth**  
by saving time, creating  
efficiencies, and optimizing  
your IP operational spend.

**You will turn  
data into insight**  
and a reliable resource  
for better decisions.

**You will align your  
IP organization**  
with business needs to improve  
your company's competitiveness,  
protect crucial assets, and increase  
the positive impact you and your IP  
team bring to the organization.

To learn more, visit us [online](#).



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nearly half of the top 100 U.S. patent filers and global brands, as well as a growing number of law firms worldwide use Anaqua's solutions. Over two million IP executives, attorneys, paralegals, administrators, and innovators use the platform for their IP management needs. The company's global operations are headquartered in Boston, with offices across the U.S., Europe, Asia, and Australia. For additional information, please visit [anaqua.com](http://anaqua.com), or on Anaqua's LinkedIn.

1. Thomson Reuters Institute 2023 Legal Department Operations Index Report, P4  
2. Thomson Reuters Institute 2023 Legal Department Operations Index Report, P5  
3. Wolters Kluwer 2023 Future Ready Lawyer Survey Report P7  
4. Deloitte The 2024 Chief Legal Officer Strategy Survey, P14