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Benchmarking your patent portfolio

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With a growing interest in benchmarking metrics, the following example demonstrates how such metrics can be used to support different patent strategy activities.

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Benchmarking metrics can support in areas such as:

Budget Justification

Pruning

Portfolio Optimisation

Competitor Analysis

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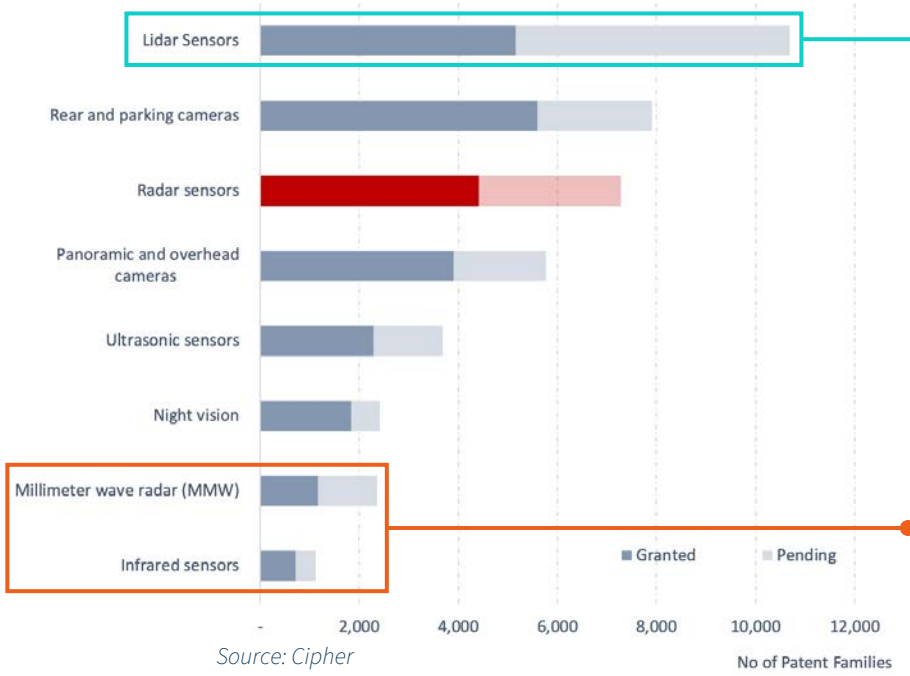
This example focuses on ADAS Sensor technologies. Please note this type of analysis can be applied to any technology area of interest.

Active patent family sizes of 8 technologies

Active patent families by technology



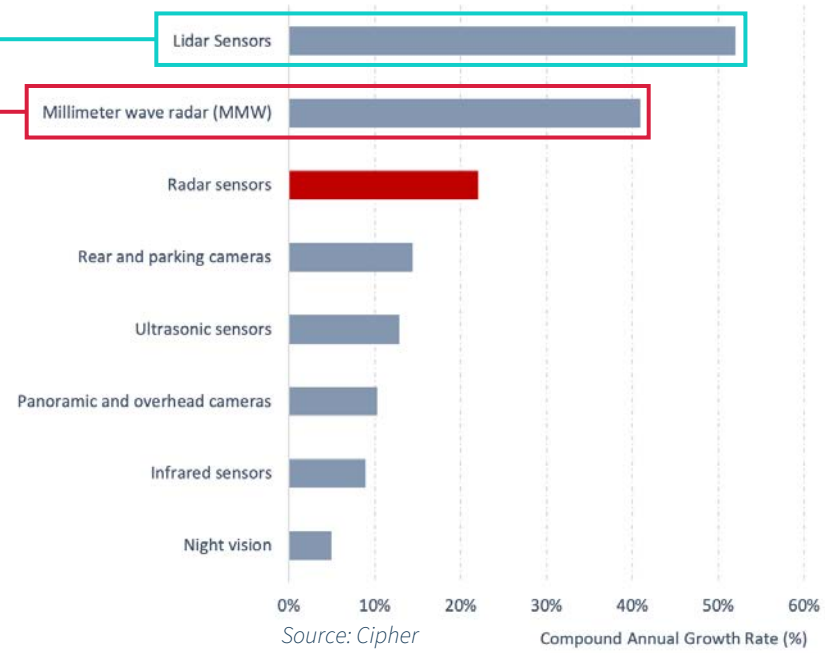
Source: Cipher

Lidar Sensors is the leading technology with the highest number of patent families and the highest compound annual growth rate between 2015 and 2019

Despite a low number of active patent families, **MMW Radar** shows a large volume of patenting activity from 2015

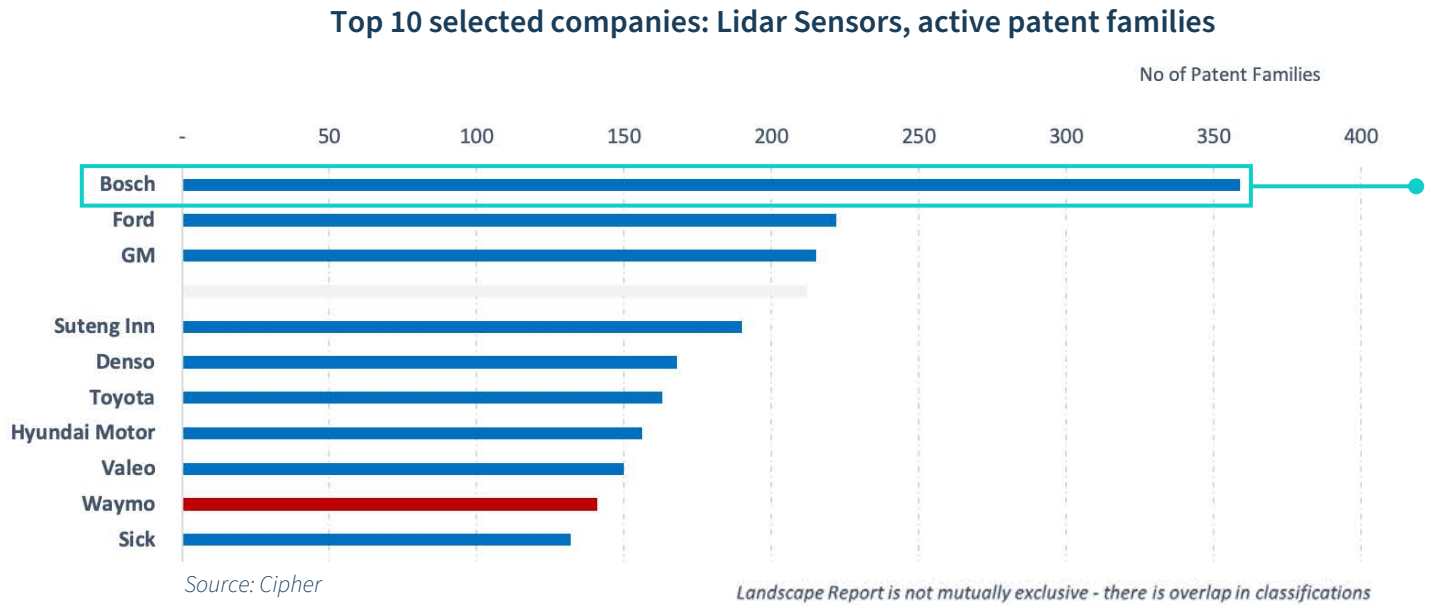
MMW Radar and **Infrared Sensors** hold the smallest number of active patent families

Patenting activity by publications: CAGR 2015-2019



Source: Cipher

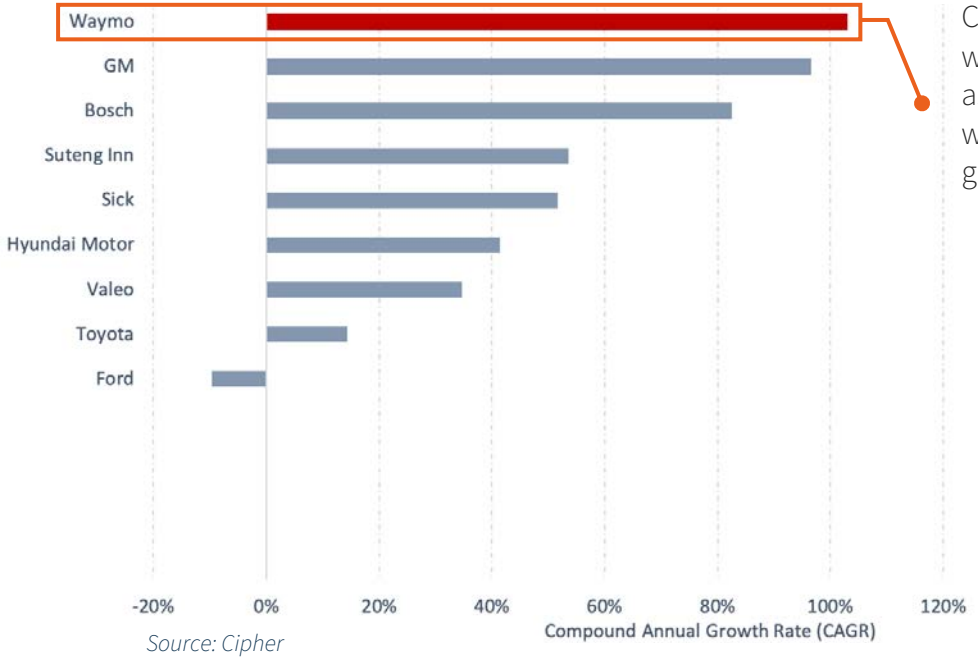
Top 10 selected companies in Lidar Sensors



Bosch is the leading company with the highest number of patent families within Lidar Sensors

Filing trends of Lidar Sensor technology

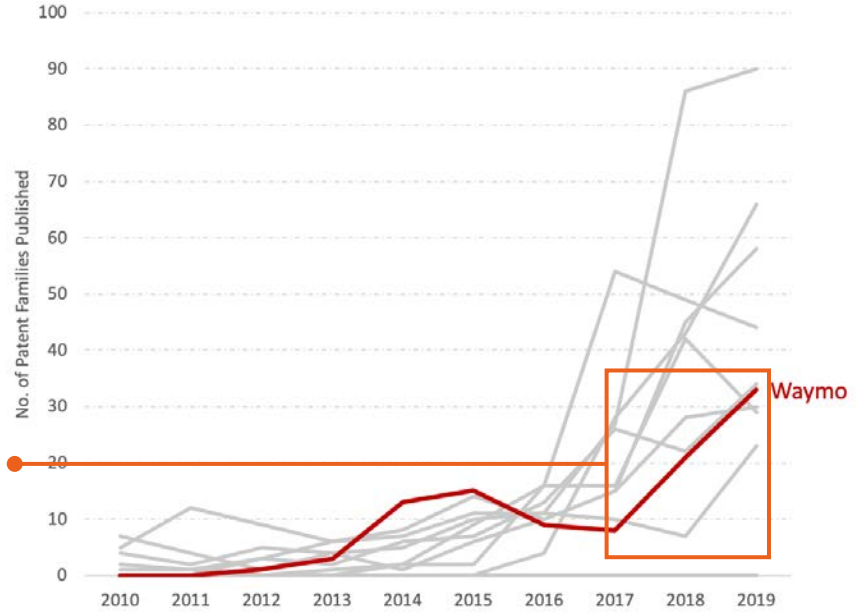
Patenting activity CAGR 2017-2019: Lidar Sensors, active families



Source: Cipher

Comparing patent activity with CAGR shows **Waymo** as the leading company, with the highest annual growth rate

Patenting activity by publications: Lidar Sensors, active families

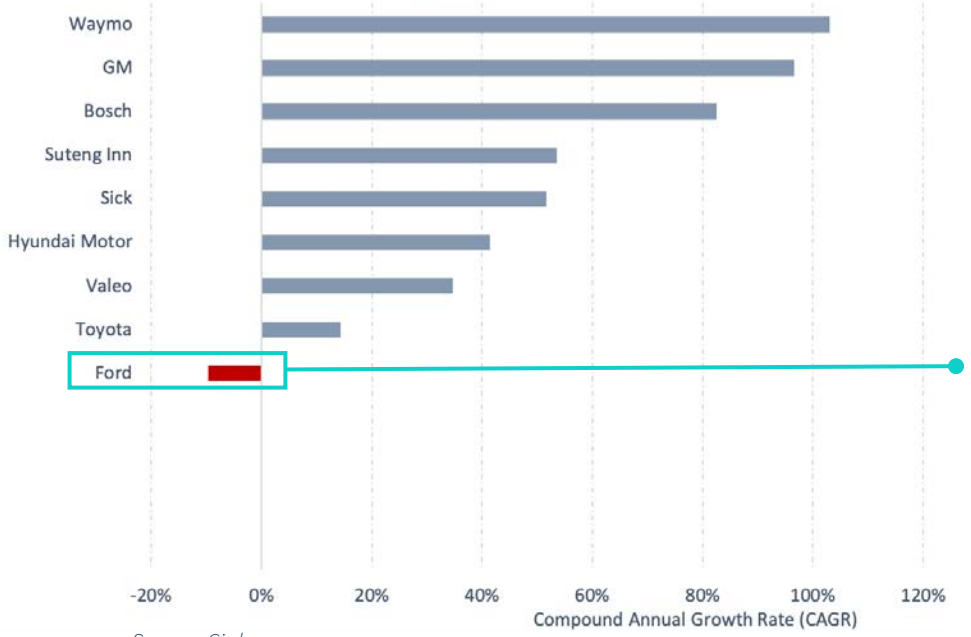


Number of publications by year shows an increasing filing trend by **Waymo** since 2017

Source: Cipher

Filing trends of Lidar Sensor technology

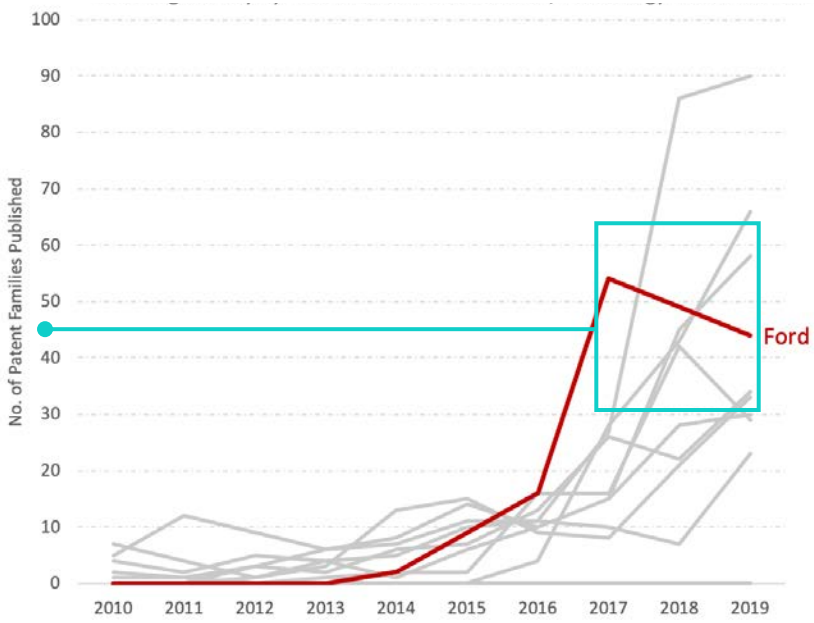
Patenting activity CAGR 2017-2019: Lidar Sensors, active families published



Source: Cipher

Ford shows a negative CAGR resulting in a decreasing trend in publications filed since 2017

Patenting activity by publications: Lidar Sensors, active families

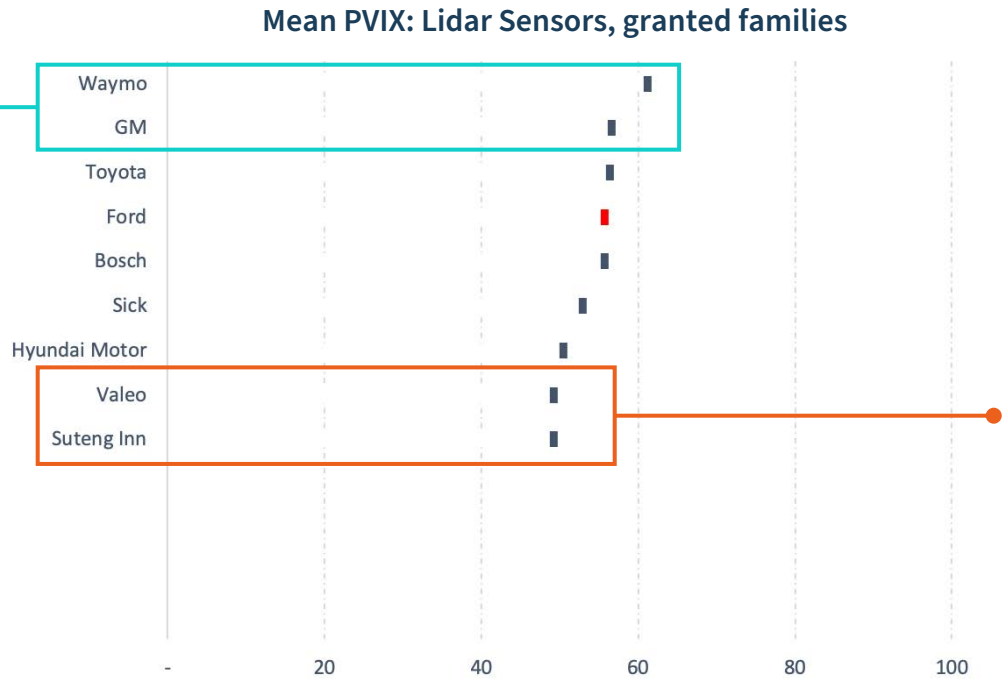


Source: Cipher

Mean PVIX of all 10 companies

PVIX score is a standard metric used to evaluate the quality of patents

Waymo and **GM** have the highest PVIX score out of the 10 top selected companies



Chinese start up, **Suteng Innovation**, and **Valeo** have the lowest PVIX score out of the 10 top selected companies

Source: Cipher

From this analysis, we have discovered:

- Lidar is the leading technology in the ADAS space
- In Lidar Bosch is the top owner per active portfolio size
- Waymo has the fastest growth rate and best quality score

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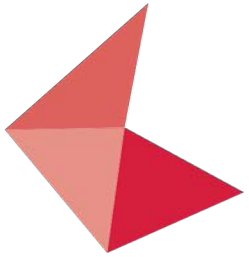
This has been a snapshot of some of the charts that are useful for benchmarking analysis. There are many more that Cipher can customise to suit your needs.

Want to get your own benchmarking dashboard?
Get in touch now at info@cipher.ai



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