

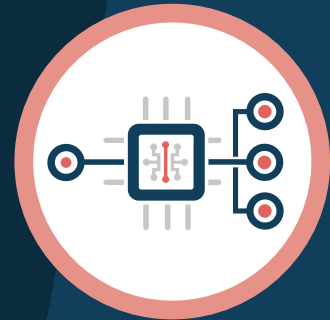
Corporate Benchmarking



How can I use consistent metrics to compare my organisation's patent portfolio against my peers?

Cipher can help you

by automatically classifying your peer's patents into your own technology areas.



We offer a selection of unbiased metrics so you can pick the ones most relevant to you.

In this Technology example, Cipher analysed the closest competitors of an example company and delivered concise benchmarking data used for internal reporting.

	Security	Technology Z	Operating System	Technology Y	Storage	Cloud	Technology X
Oracle Corporation	4.2	4.2	4.3	4.2	4.4	3.4	4.5
Citrix Systems Inc	4.1	4.2	4.5	3.8	4.7	2.7	3.5
Company A	4.4	3.1	3.8	4.4	3.5	3.7	4.2
Company C	4	4.4	4.1	3.6	3.6	3.4	3.6
Company B	3.7	5.3	3.7	3.7	3.1	3.6	n/a
IBM	3.5	2.8	3.3	3.8	3	2.9	3.4
Netapp Inc	4.5	3.2	3.4	2.9	3.2	3.2	n/a
VMware Inc	2.6	3.4	3.1	2.7	3	2.6	2.9

Cipher uncovered:

Grant times range from 2.6 years to 5.3 years

VMware consistently grant quickly which merits review

Client Peer Group - Average time to Grant (years since priority).

	Storage	Operating System	Security	Technology Y	Cloud	Technology Z	Technology X
Oracle Corporation	19.5	19.2	18.9	16	19.1	20.4	18.1
Company C	15.2	16.6	15	14.2	11.3	13.7	9.2
Company B	18.6	18.9	10.8	18.5	16.6	n/a	n/a
IBM	12.4	12.2	11.6	9.9	9	10.4	10.8
Netapp Inc	14.5	15.1	10.3	13	7.5	6	n/a
Citrix Systems Inc	20	20.4	20.3	n/a	1.5	n/a	n/a
Company A	20	6.9	n/a	4	2.8	7.7	n/a
VMware Inc	2.5	5	1.7	2.3	1.8	7	n/a

Cipher uncovered:

IBM are actively pruning

Citrix don't seem to abandon at all

Client Peer Group - Average age at expiry (years).



Hear from Centrica on the strategic value of Cipher

With Cipher you can now compare your patent portfolio against your peers to:

- regularly analyse and understand their patent activity
- develop and adjust your patent strategy

Cipher enables you to benchmark your portfolio so that you can execute your patenting strategy.