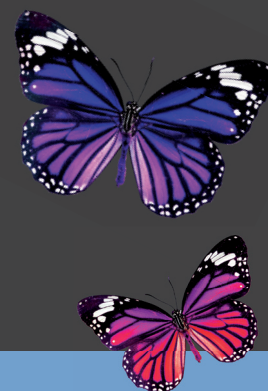


# Unprecedented Value from Patents

Delivering advanced search and discovery capabilities for making better informed IP decisions with KMX Patent Analytics.



## Managing IP value

In today's economy IP and Patents have become essential to drive innovation and maintain a competitive edge in multiple industries. The creation and maintenance of your IP comes at a high price making it essential to continuously optimize the ROI of your IP portfolio. This provides market protection and generates revenue.

## Patent portfolio management value perspectives

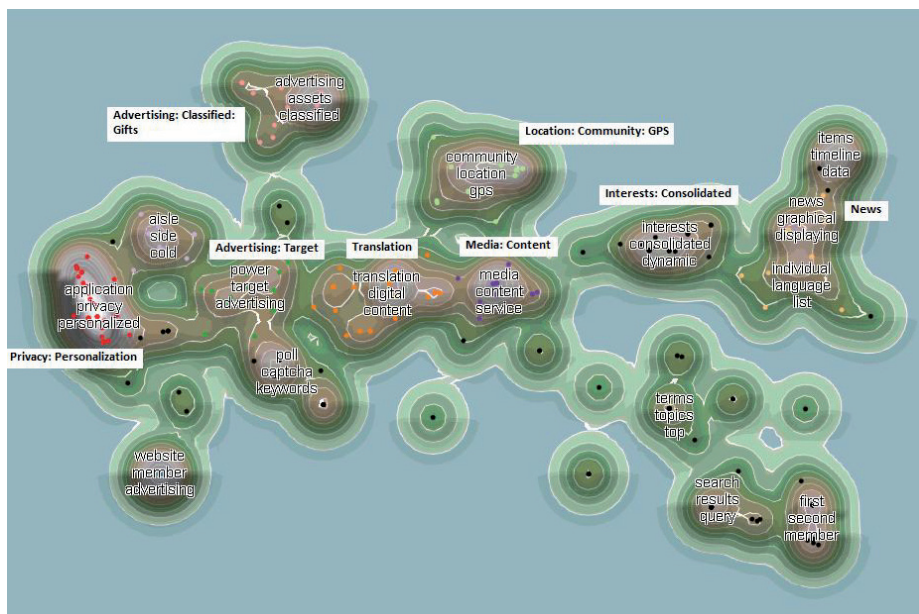
- R&D: Product development is essential but costly and protecting investments in the market is essential.
- Licensing in: licensing IP to strengthen your portfolio.
- Licensing out: license your IP to drive value from R&D while keeping control over the licensees.
- Mergers & Acquisitions: analyzing the IP portfolio of other companies to support M&A decisions.

## Acquire, Model & Adapt IP

KMX Patent Analytics delivers fast and powerful analytics, clear visual insights and advanced management support for IP information professionals. KMX Patent Analytics supports the daily workflow of IP search & discovery professionals from independent consultants up to to multinational IP & Business Intelligence teams.

The intuitive end-user interface empowers users to Acquire, Model and Adapt IP

- Information to R&D departments to decide on development strategies
- Insights in patent portfolios to optimize value from licensing in and out
- Competitive analysis in patent portfolio changes



Apple Computer's 2011 Patent Grants Landscape using KMX

## Patent Analytics

## IP Landscaping

## Patent Ranking

## IP Portfolio Analysis

## Competitive Analysis

## Advanced Search & Discovery

## KMX is built for:

- IP & Patent executives
- IP Portfolio managers
- Patent councils & attorneys
- IP Searchers
- IP Advisors
- Information Analysts
- Solution and Software providers



# Empower Users with KMX Patent Analytics Features

## Acquire

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### Native connections & File importing

KMX works tightly integrated by using native data connections to sources like OPS, CLAIMS Direct, Custom SOLR, NLM PubMed, PLoS and Guardian. File importers incl. XLS, CSV, XML, give access to your data.

## Model

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### Best-In-Class Search

KMX delivers a best-in-class search workflow to enable users to access what they're looking for quickly and efficiently.

### Clustering

KMX clustering enhances the search experience by providing a dynamic hierarchical view into search results enabling users to quickly focus on high-interest subjects or identifying hidden trends, patterns and relationships. Clustering large document sets quickly allows you to discover new findings: serendipity.

### Classification

KMX classifiers help users to categorize large sets of documents. The process of building user built own classifiers is easy and it supported with cross validation to calculate the precision and recall the analysis results. Additional features like binary classification allows to determine of all documents if they belong to one class. Multi class classification determines for each document the probability to belong to multiple classes. Since classifiers can be stored and shared they become powerful instruments to apply on any new document set (like competitive IP) to categorise them quickly.

## Adapt

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### Visualization

KMX enables users to visually explore data sets. Visualizations include landscaping, document similarity, precision and recall, frequency distribution and classification scores. Users work with search, patent titles and the full text view; all in one screen.

### Output & display

KMX is optimised for displaying, exporting or sharing data results, ranked documents lists, labelled and enriched data or visualizations. With KMX users can extract terms to build a thesaurus to be used for semantic analysis.

## KMX platform advantages

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### Ease-of-Use

KMX is developed in collaboration with users in multinationals and provides an easy to install intuitive interface allowing users to immediately start analysing and visualizing large data sets.

### Performance

KMX is built for Big Data Text Analytics and offers high performance in terms of processing power and precision and recall in classification results.

### Advanced Collaboration

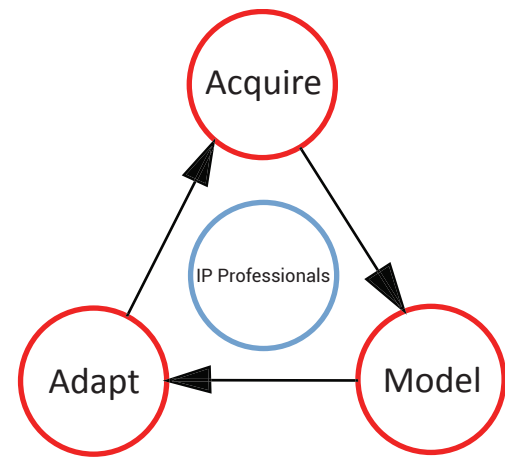
With KMX, users get advanced features to incorporate feedback and collaboration that enhance the search results. Users can tag, annotate and rank search results to improve relevance, precision and recall of the results and increase collaboration and knowledge-sharing.

### Language Support

KMX supports UTF-8, UTF-16 and Latin1 encoding, which means it can search most of the world's writing systems and handles languages as Korean, Japanese and Chinese.

### Integration

By integrating KMX in to their offerings, OEM partners gain access to a rich set of text mining and visualization features that greatly increase the value of unstructured data in their application.



*"KMX is an integral part of our IP analysis toolbox. It contributes to our capability of making added value IP analyses of technologies and competitors to support strategic decision making."*

**Royal Dutch Philips**

**KMX Patent Analytics is enterprise software made easy.**

**Try KMX on your laptop, run it in your datacenter or host it from the cloud.**

**KMX is ready to deploy for 3 different types of IP users.**

- Independent Analyst
- Professional Edition
- Group Edition

**Get your KMX trial license now. Mail us [kmx@treparel.com](mailto:kmx@treparel.com)**



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