# Clarivate's report sheds light on the optimisation of intellectual property operations



Clarivate Plc has unveiled a comprehensive survey-based report examining the optimisation of intellectual property (IP) operations, entitled "Excellence in IP Operations." The report presents both the challenges and opportunities encountered by IP departments through perspectives such as strategy alignment, resource allocation, technology enablement, and the adoption of artificial intelligence (AI).

The global survey, conducted over a period of ten weeks, garnered responses from 184 IP professionals hailing from various corporations and law firms, including both clients and non-clients of Clarivate. The findings aim to equip IP departments with insights and benchmarks crucial for achieving operational excellence.

Annya Dushine, Senior Director of IP Consulting at Clarivate, highlighted the transformative period that the IP landscape has undergone in the last five years. "This survey gives us fundamental insights into what the industry is experiencing today," Dushine stated. By juxtaposing survey results with their extensive knowledge of IP operations, Clarivate aims to illuminate the prevailing trends and challenges, aiding organisations and legal firms in crafting effective strategies for operational excellence.

Key findings from the report accentuate several crucial factors for success within IP operations:

1. **Alignment of KPIs to Business Goals**: The report underscores that highly rated IP operations teams effectively correlate their key performance indicators (KPIs) with overarching business goals. Among those corporate respondents aware of their department’s KPIs, 65% indicated alignment between their IP strategies and overall business objectives. This figure is even higher for law firm respondents at 70%.

2. **Importance of Process Management**: The report indicates that well-managed operational processes correspond with enhanced strategic alignment and greater staff efficiency. While diversifying staff roles can lead to a broader skill set, it may also compromise work quality and productivity. Striking an appropriate balance between role extension and quality maintenance is critical for staff satisfaction and achieving organisational growth.

3. **AI Adoption and Operational Efficiency**: Interest surrounding AI technology, particularly within complex IP workflows, is growing; however, the actual deployment remains limited. The survey revealed that IP teams in corporations and law firms lagging in AI integration faced increased inefficiencies. Among respondents, 83% who dedicated over half of their time to tasks outside their primary responsibilities reported not using AI within their IP departments.

4. **Technology Enablement and Satisfaction**: Respondents indicated a strong correlation between satisfaction with technological setups and the clarity of roles in IP workflows. Those exhibiting low satisfaction—64%—also reported significant time spent on unrelated tasks. Contrarily, individuals who felt well-equipped technologically tended to allocate less time to extraneous responsibilities.

5. **Navigating Resource Constraints**: With many IP teams grappling with tight budgets, the report encourages exploring novel AI-based features and functionalities in existing software to streamline daily operations. Vasheharan Kanesarajah, Vice President and Head of Strategy for Intellectual Property at Clarivate, articulated the pressures IP professionals face, noting that they must balance strategy and tactics while navigating an ever-evolving array of tools and technologies. "By combining our unmatched data and expertise in people, processes, intelligence and technology, Clarivate helps clients transform operations and uncover the maximum potential of IP," Kanesarajah said.

The "Excellence in IP Operations" report from Clarivate not only highlights the current state of IP operations but also profiles how emerging technologies and structured processes are pivotal in shaping the future landscape of intellectual property management for businesses worldwide.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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