



Intellectual Property Consulting Services



In today's economy, businesses are faced with increased pressure to boost capacity, lower costs, reduce risk, and find better ways to deliver services. Whether it is analyzing the competitive landscape or implementing and supporting global business IP strategies, CPA's IP Consulting service adapts to meet your needs. IP Consulting looks to provide robust and meaningful solutions by combining the competence of IP professionals with the very best technical IP expertise CPA has to offer.

IS THERE A MORE EFFICIENT WAY OF MANAGING YOUR IP?

You won't know until you assess your current processes. You could undertake an audit in-house, but you will need the bandwidth and lots of time. Alternatively, you could rely on CPA to help evaluate your standard operating procedures. Our IP Consulting team works with your organization to map and analyze your IP processes, undertaking a complete IP strategy review and providing implementation recommendations. We supply clear thinking and industry expertise that enables us to assess what is important to you while you focus on core competences.

DEVELOP A CUSTOMIZED CONSULTING ENGAGEMENT OR SELECT ONE OF THESE THREE APPROACHES

General Process Review	Re-Engineering Process Review	Best Practice Process Review
1 day on-site, geared towards recommendations around outsourcing activities, including an analysis of key business challenges with supporting process improvements.	Minimum 3 days on-site, with a primary objective of reviewing and re-engineering current processes to realize cost savings.	Collaborative system of analysis, presentations and workshops, to identify areas of the business that may expose you to risk. Includes process and procedures documentation, executive report of findings and, recommendations.

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"CPA's IP Consulting Group were invaluable in helping Young & Thompson evaluate where processes could be improved and optimized to be more robust and efficient. Through re-engineering alone, CPA helped the firm yield even greater additional ongoing savings. They also worked with Young & Thompson to assist in road mapping of the firm's business strategy for growth and capacity which has the potential to realize substantial ongoing annual savings through CPA's various products and solutions. The staff were professional, meticulous and result orientated. Most importantly they had the necessary skills and abilities to connect with the business owners." **Christopher Sale, CEO, Young & Thompson**

5 REASONS TO USE CPA'S IP CONSULTING SERVICES



CPA IS THE LARGEST AND MOST EXPERIENCED IP SERVICE PROVIDER IN THE WORLD. OVER 40,000 CLIENTS CURRENTLY BENEFIT FROM OUR SERVICES. HERE ARE 5 REASONS WHY YOU SHOULD JOIN THEM:

1 YOU WANT TO MANAGE RISK

Processes are only as good as the training, staff and management decision-making in place to support and drive them. As a result, risk can come in many forms. Incorrect data in your practice management software is often a symptom of greater problems such as the lack of trained resources or misaligned processes. Addressing the symptoms and not the root problems can create greater risks downstream for your business. Our experienced team of IP professionals can perform process reviews to help identify risk, inefficiencies, redundancies and cost overrun.

2 YOU WANT TO BE CONFIDENT YOU ARE RUNNING YOUR IP-DRIVEN BUSINESS OPTIMALLY

Does your business strategy dictate your processes, or do you find that your processes limit your strategy execution? Whether your goal is to reduce your costs by 30 percent, become more scalable, or do more with less, CPA provides strategic consulting to its clients through analysing processes and designing comprehensive business solutions. This includes such areas as patent business strategy, value creation and extraction, risk mitigation, compliance, Best Practice, IP process management, and IP administration. We analyze and translate our client's needs to enable the development of

innovative or improved products and solutions, and advise on a practical change management process.

3 YOU WANT AN OBJECTIVE THIRD-PARTY REVIEW

Sometimes you may be too close to a process, or simply have too much to do, which means you cannot analyze the process yourself. CPA has experience with a host of client sites, and we leverage this knowledge to make practical and objective recommendations to support process re-engineering – with or without CPA product recommendations. Our goal is to ensure that you are getting the most out of your resources and technology initiatives.

4 YOU WANT TO CREATE A CORPORATE STANDARD

Is the integration of a merger or acquisition into your business creating headaches for your IP Department? After the deal is done, the impact of a transaction to the parent organization is often an afterthought resulting in disaggregated processes, poor or missing data, and/or conflicting systems among offices or business units. CPA offers a systematic approach to analyzing, maintaining, standardising and, ensuring the quality of your intake, as well as aligning or restructuring your processes into a corporate standard.

5 YOU WANT TO EXPLOIT OUTSOURCING OPPORTUNITIES

Whether you are faced with a reduction in resources, are using numerous external providers, or you simply want staff to focus on core competences, outsourcing is rapidly becoming a viable standard for many businesses. CPA also utilizes process reviews to help assess and identify how our outsourcing solutions can be integrated seamlessly into your organization for short or long-term needs, to ensure optimum efficiency gains.