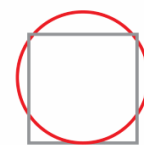


Case Studies

Technology Landscape Analysis: Telecommunications

The telecommunications equipment industry is increasingly global in nature and evolving at ever faster speeds. As a result, executives need a clear, objective view of the IP technology landscapes for their next generation of products.



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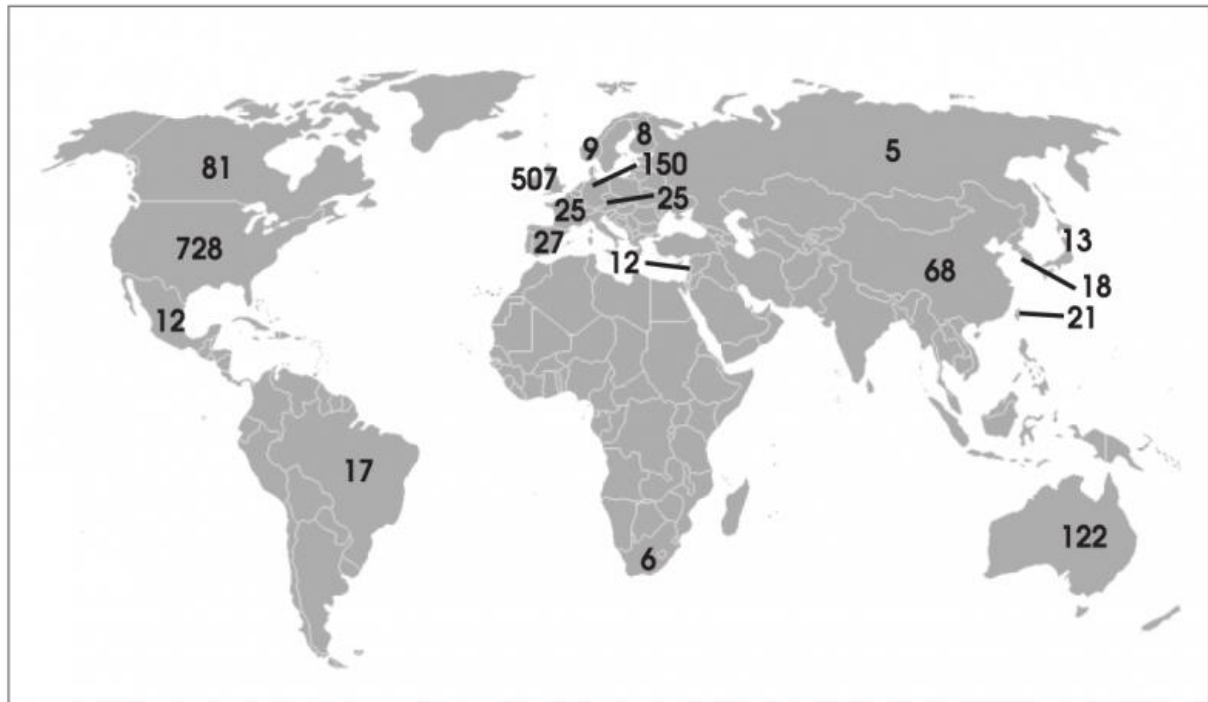
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Red Chalk Group works closely with many leading telecom firms to understand the contours of their technologies, markets, and competitors. We recently worked with a leading telecom player to develop a detailed landscape for an emerging satellite-to-mobile technology. Through this effort, senior management was able to clearly communicate to shareholders the strength of its technology position and better direct R&D and M&A activity.

Approach

Figure: Example output showing patent holdings by jurisdiction



By breaking down and decomposing the emerging technology into core components, an exhaustive global search was performed for patents and applications which created a global IP footprint for the new technology.

Red Chalk Group's proven methodology, data, and deep telecom expertise helped filter through several thousand patents and applications down to an essential few (~20).

The extensive research and analysis was then synthesized for the management team into a set of key messages that could drive internal decision-making:

- 10 direct competitors held essential and implementation related IP for this technology, but no player had more than two patents (i.e., nascent market)
- One specific competitor held less essential IP than was originally expected.

- Our client held some of the essential IP in the space, but lacked a strong application pipeline.
- 5 small startups were developing important applications in the technology and thus were strong acquisition targets.

Client Impact

The deep, objective view of the technology landscape provided senior management with the necessary data and insight to make decisions on future R&D spending and also where to direct M&A activity.

Contact

For more information, please reach out to an Industry Practice Leader in our Management Consulting Practice:

consulting@redchalk.com

+ 1 847 390 0700 Please select option 2

About Red Chalk Group's Management Consulting Practice

Red Chalk Group is a premier, boutique strategic advisor to senior executives at leading, global organizations. We are routinely engaged to advise on strategic growth platforms, technology disruption, investment decisions, and business-related intellectual property matters.

Red Chalk Group, LLC
1 North Wacker Drive, Suite 3601
Chicago, IL 60606