

Powerful company  
and technology  
intelligence

# Thomson Data Analyzer™

Transform patent and scientific data into business strategies right at your desktop



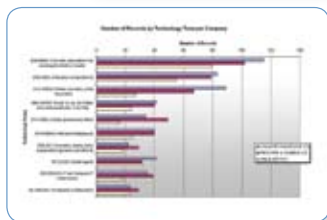
## Why use it >>

- Gain critical competitive intelligence
- Uncover new markets and opportunities
- Identify potential partners and licensing opportunities
- Make “build vs. buy” decisions
- Research M&A candidates
- Evaluate technology landscape and industry trends
- Spot potential patent infringement

## Who uses it >>

- Competitive/Market Intelligence
- Engineers
- Information Managers
- Intellectual Property Specialists
- Legal
- R&D
- Strategic Planning and Executives

### Powerful Analysis



See your competitors' strengths and weaknesses through revealing charts and graphs.

## Actionable business intelligence from raw data

With its advanced analysis technology, *Thomson Data Analyzer™* empowers users to analyze patent data and scientific literature from any structured database directly on the desktop. It simplifies information

overload—letting technology do the hard work so you can focus on analysis and decisions to drive your business forward.

## Import

*Thomson Data Analyzer* lets you import data with ease from any structured database, either in-house or commercial, including:

- > Value-added patent records from *Derwent World Patents Index®* (DWPI<sup>SM</sup>) on *Dialog®*, STN, Questel•Orbit, Delphion®, and *Derwent Innovations Index<sup>SM</sup>*
- > *Patents Citation Index™* on *Dialog* and STN
- > Full-text patent documents from *PatentWeb®*, *Aureka®*, and *Delphion*

> Current and retrospective multidisciplinary journal information from INSPEC and *Web of Science®* via *ISI Web of Knowledge<sup>SM</sup>* (1979 to present)

> Microsoft® Excel®

> Other database sources that can be easily added with the import engine editor Data is imported quickly and easily as database-specific filters identify individual records, fields, and terms. New filters can be created as new data sources are added.

### List Cleanup



You can easily accept, change, or delete the list cleanup operations suggested by *Thomson Data Analyzer*.

## Clean

Clean data means clean, accurate results.

In the past, proper data cleansing has involved a team of experienced professionals with a library of sophisticated data rules. But with *Thomson Data Analyzer*, it's all in the software. After importing the information you want to analyze, you can instantly clean it with just a few clicks, thereby minimizing errors, variances, inconsistencies, and duplications. Clean data can then be integrated to align fields and create composite records for greater precision. The process is effortless and the results are valuable.

- > Resolve spelling differences in company, country, and inventor names
- > Reflect company M&A activity

> Add internal classification schemes

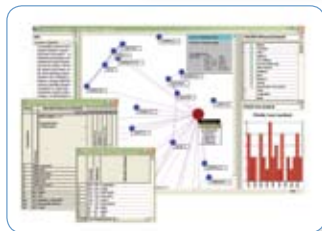
> Add explanatory text to alphanumeric codes (e.g., IPC)

> Convert known synonyms (e.g., CN to China)

> Change codes into text (e.g., www to internet)

Plus, *Thomson Data Analyzer's* unique Fusion tools can integrate and align cleansed data from various sources, so you can create master records with the most critical information. This powerful process allows you to merge data types in ways you've only hoped possible—combining, for example, literature and patent data in the same record, aligning the author and inventor fields, and much more.

## Analysis Tools



Lists, Matrices, and Maps help you easily rank items, identify trends, and visualize relationships.

## Meaningful Reports



Create a wide variety of custom reports with just one click.

## Analyze

Effective analysis turns data into useable intelligence. *Thomson Data Analyzer* delivers such analysis through a multitude of techniques and immediately answers a wide variety of questions—from simple to the most complex.

- > **Lists** quickly rank top terms in any field
- > **List comparisons** highlight unique or common items across any two lists

- > **Co-occurrence matrices** facilitate the combination of two fields (e.g., assignee name and year) so you can see trends and relationships, such as a company's patenting activity over time
- > **Maps** plot fields and terms so you can visualize relationships between people, companies, terms, and technologies
- > **Variations** to expected ratings are shown with easy to understand up and down arrows highlighting the strengths or weaknesses of a competitor or a technology

## Report

*Thomson Data Analyzer* helps you quickly produce reports—in familiar formats—ready for decision makers. Get one-click reporting on a single company, detailed comparison of up to five companies, or in-depth analysis of a specific technology. *Thomson Data Analyzer* reports enable you to:

- > Compare key activities of a single company
- > Compare patenting activity of different companies
- > Compare activities by technology type for target companies

- > See an inventory of technology terms used and abandoned, with unexpected variations highlighted
- > View staffing trends by year to see growth or decline in in-house expertise
- > Discover geographic specialization based on number of records by country/year
- > Identify thought leaders
- > Evaluate the complexity of a technology
- > Estimate the maturity of a technology

## Other valuable features

- > *Thomson Data Analyzer* empowers you to work collaboratively—the Thomson Data Analyzer Reader allows people within or outside your organization to view and interact with the files you create.
- > *Thomson Data Analyzer* results can be seamlessly exported into other applications such as Aureka via Corporate Documents (including *ThemeScape*® mapping), Microsoft Office® tools, and BizInt Smart Charts for further specialized analysis.
- > *Thomson Data Analyzer* works with data from *Derwent World Patents Index (DWPI)* on *Dialog*, *STN*, or *Questel•Orbit*. One up-front payment gives you year-round access to any number of *DWPI* records that you estimate you will analyze, making costs predictable and affordable.

## Test drive Thomson Data Analyzer—free

We invite you to see for yourself the power of *Thomson Data Analyzer*. Register for a free trial at: [scientific.thomson.com/products/tda](http://scientific.thomson.com/products/tda) or contact your Thomson Scientific representative for details.

[scientific.thomson.com](http://scientific.thomson.com)

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