Patsnap Insights – Finding Company Information


Guide on How to Register for Patsnap User Account (for NUS Staff and Students Only) [http://www.lib.nus.edu.sg/learning/patents/gui/Patsnap-login_1st.pdf].

Patsnap Insights provides business intelligence information. You can assess opportunities and threats, find valuable information etc. about the company or technology. The data is based on information extracted from Patsnap database.

You can access Patsnap Insights directly or through Patsnap (e.g. after you had done a search or from your workspace).

You can create a Company or Technology Dashboard in Patsnap Insight.

Company Dashboard
In the company tab, enter the search term. For example, “National University of Singapore”.

After selecting the company or organization, click on “Create Company Dashboard” button.
Patsnap Insight will return with a summary about the company or organization. On the left of the screen, you can browse through various options.

To get an overview, click on “Portfolio Analysis” or “Financial Analysis”.

<table>
<thead>
<tr>
<th>Company (1/5)</th>
<th>No. of Patents</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL UNIVERSITY OF SINGAPORE</td>
<td>5,188</td>
<td>🌟</td>
</tr>
</tbody>
</table>

Refine to Technology

<table>
<thead>
<tr>
<th>IPC</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>C12Q1/68</td>
<td>A61P35/00</td>
</tr>
<tr>
<td>A61K39/00</td>
<td>A61K38/00</td>
</tr>
<tr>
<td>C07K16/28</td>
<td>A61P35/00</td>
</tr>
<tr>
<td>B82Y30/00</td>
<td>A61K2038/505</td>
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<tr>
<td>A61K38/00</td>
<td>C07K2317/76</td>
</tr>
</tbody>
</table>

Create Company Dashboard

Limit to Keywords/Query

Insight

Portfolio Analysis

Financial Analysis

$329.3M

Average Patent Value: $583,301
You can also zoom into specific section, for example, “Top Inventors”. Click on the link(s) to search for the patents.

In some tables or graphs, there may be options to refine/filter. In the example below (under “Innovation Word Cloud”), you can add filters (e.g. application year) before you search.

You can also find information about the table or graph by clicking on “Show Description” link. The description may be helpful to better understand the information presented or the methodology used.
Below is the description for “Wheel of Innovation”.
How are these major concepts broken down into component sub-concepts?

“The Circle Chart categorizes the most frequent keywords into a 2-tier hierarchy of within the most recent 5,000 Patents of an organization’s portfolio. Learn more about text clustering methodology.”

Helpful for: A more granular and structure arrangement of an organization’s technology focus.
Competitive Company Dashboard
In Patsnap Insights, you can also create competitive company dashboard to do a comparison between different companies (up to 5 companies).

You can also refer to a similar guide on using Technology Dashboard.

Loh Mee Lan
Senior Librarian (Education & Learning Services), NUS Libraries
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