



**Nico Bonthuys**  
Director, PLM Global  
Services  
Linx/AS

# Intellectual Property, Welcome to the Enterprise

## Protect and Leverage Your IP Portfolio with the Strength of SAP Solutions

Imagine we are developing a product – let's say a new brand of bubble gum. In our new product development and introduction (NPDI) process, we've captured some requirements in SAP xApp Product Definition (SAP xPD), such as:

1. The gum's flavor should last at least one hour
2. One piece will deliver multiple flavors on a time release
3. The formula must comply with the FDA's 21 CFR 172 regulation regarding food additives

Researchers then submit ideas to our innovation pool, and we group these ideas into a product concept that satisfies the above requirements. SAP xPD's workflow then delivers the concept as a project proposal to management through SAP xApp Resource and Portfolio Management (SAP xRPM). Managers evaluate the proposal and, since the profit potential looks promising, give R&D the green light. We then prepare the winning formula for commercial production in SAP Recipe Management and launch Bubblalooza globally.

### But What About IP?

Bubblalooza is a smashing success, but in the rush to market, we've left behind critical intellectual property (IP) considerations:

- Could we have licensed or acquired existing technology to reduce development time and cost?
- Should we protect our long-lasting, flavor-release gum technology with a patent? If so, in which countries do we need protection?
- Do we need to register a trademark for Bubblalooza? Or secure [www.bubblalooza.com](http://www.bubblalooza.com)?

These are basic questions for legal, marketing, and R&D departments. Today, organizations typically address these issues without the help of SAP solutions – often in point solutions that facilitate tactical docket management

activities, but that effectually isolate IP from the rest of the business. How can you close the gap?

### Integrate the IP Life Cycle with the Product Life Cycle

With **Intellectual Property Manager (IPM)**, an enterprise solution Powered by SAP NetWeaver, an organization can tie its IP portfolio to the data that drives the business. For instance, a patent or trademark can be linked to objects in mySAP Product Lifecycle Management (mySAP PLM), such as a bill of materials or, in our example, the Bubblalooza recipe. With this data relationship, executives can get at hard numbers on IP performance, such as sales or geographic distribution data (see **Figure 1**).

This is just one example of how IPM balances the legal stewardship of IP with strategic business planning to drive innovation throughout your organization. For more information, visit [www.intellectualpropertymanager.com](http://www.intellectualpropertymanager.com).

Linx/AS, a partner in the SAP industry value network (IVN), provides strategic PLM services and solutions, including IPM. Learn more at [www.linxas.com](http://www.linxas.com). ■

**FIGURE 1** ▼ IPM integrates into the SAP landscape to align IP portfolios with enterprise data, driving innovation-performance visibility to executive leadership

