

Novo Nordisk's IP Group looks beyond the financial ROI to Real Efficiency and Engagement

Implementing the ANAQUA Enterprise Platform led to a 120% increase in daily use by staff and a 40% cost savings.



Novo Nordisk is a global pharmaceutical company with 90 years of innovation and leadership in diabetes care. Their intellectual property (IP) team consists of 65 people with a wide geographic spread between their corporate headquarters in Denmark and additional IP units in the United States, India, and China.

The original software Novo Nordisk used for managing their IP was an internally developed system that had been initially launched in the 1990s. In 2002, Novo added a separate document management system, further increasing the complexity of their IP management systems. Tove Fabritius de Tengnagel, Systems Manager for the Patents Group, explained that this complex and cumbersome system presented the users with multiple user interfaces to access different parts within the workflow. Not only was the system time-consuming to learn and even more difficult to use — it suffered from significant reliability issues in both downtime experience in connection with continuous complex upgrades and unacceptable data quality risks.

THE METHODOLOGY

As part of its initiative to select a new IP Asset Management system, Novo Nordisk embarked on a thorough, multi-year evaluation initiative wherein the identification of the following key project objectives governed the selection of ANAQUA as well as its implementation scope and benefits realization:

- Provide a user friendly and efficient IT workplace for patent professionals
- Reduce risks associated with system reliability and stability due to vulnerable support and system complexity
- Reduce IT operating and maintenance costs

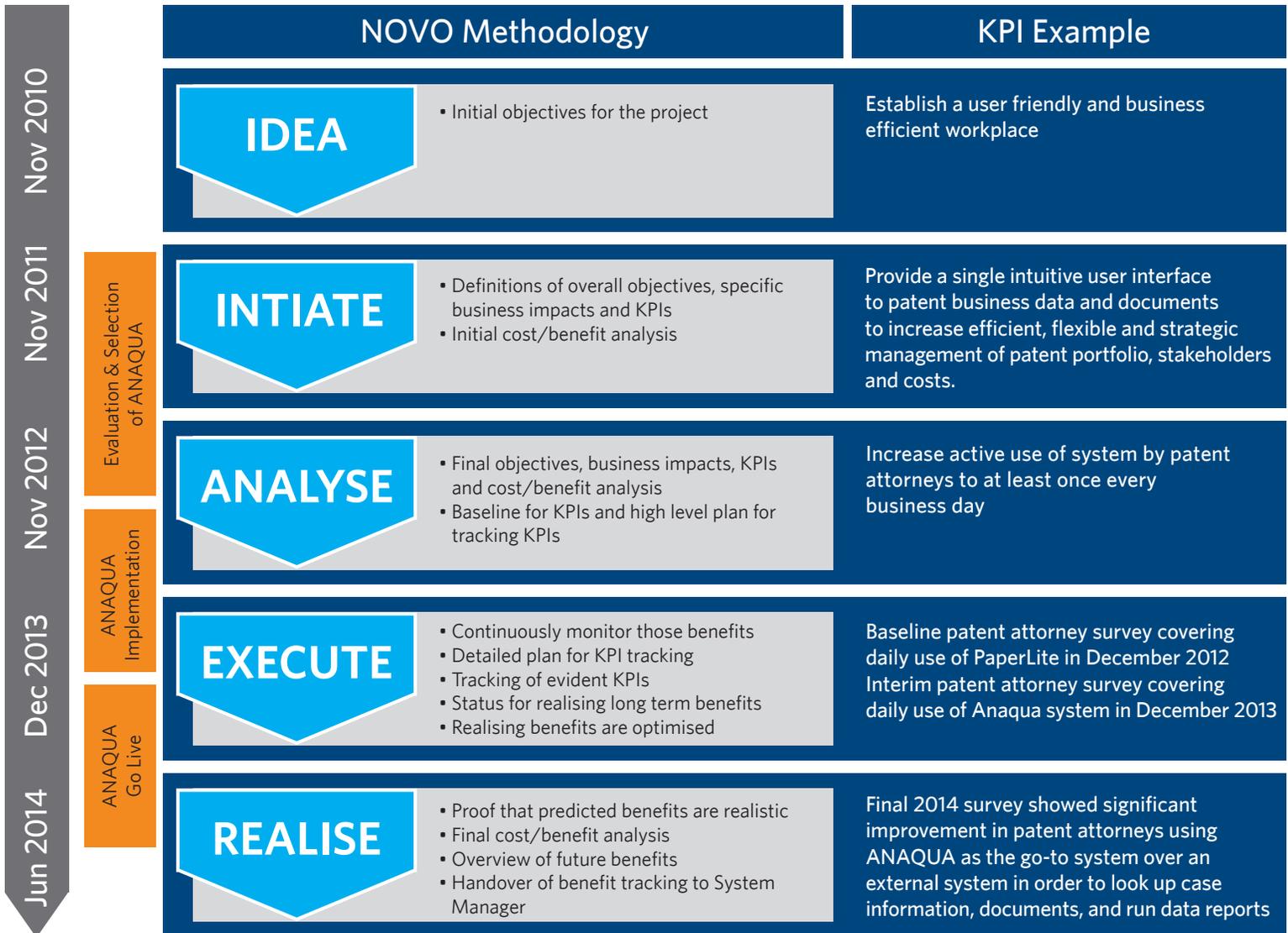
On the following page is an overview of the methodology timeline using the primary objective “establish a user friendly and business efficient workplace” as an example. A few key points to note:

- The first 2 years focused on defining the project objectives and supporting KPIs which led to the selection of ANAQUA
- The objectives were measured through out the implementation to monitor progress
- Go Live was a phase - not a date - in which benefits realisation was a critical component

“Two weeks after we launched the ANAQUA system...all of the staff was working on it and fully productive in the system.”

- Tove Fabritius de Tengnagel, IP Systems Manager, Novo Nordisk

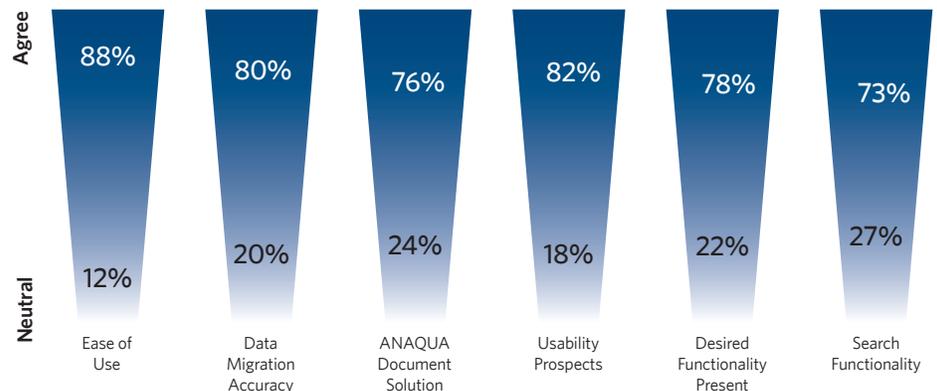
“We went from an outdated system most of our attorneys refused to use to a friendly, complete system they all use, in a matter of weeks.”



VALIDATING THE KPI DURING IMPLEMENTATION

The Reality Checks

Reality Checks were administered at key points to all users during the ANAQUA implementation to determine whether or not the design decisions taken supported the KPIs - in this instance, usability of the system by the Patent Attorneys. ANAQUA was demonstrated to over 50 patent attorneys who were then asked to indicate their agreement to statements about ANAQUA, for example "I believe that ANAQUA will be easy to use and support my daily work activities" where 88% of the responses were in agreement with the remaining 12% were neutral. The responses were either neutral or positive - There were no negative responses which meant that the team were on track to achieve this specific KPI.

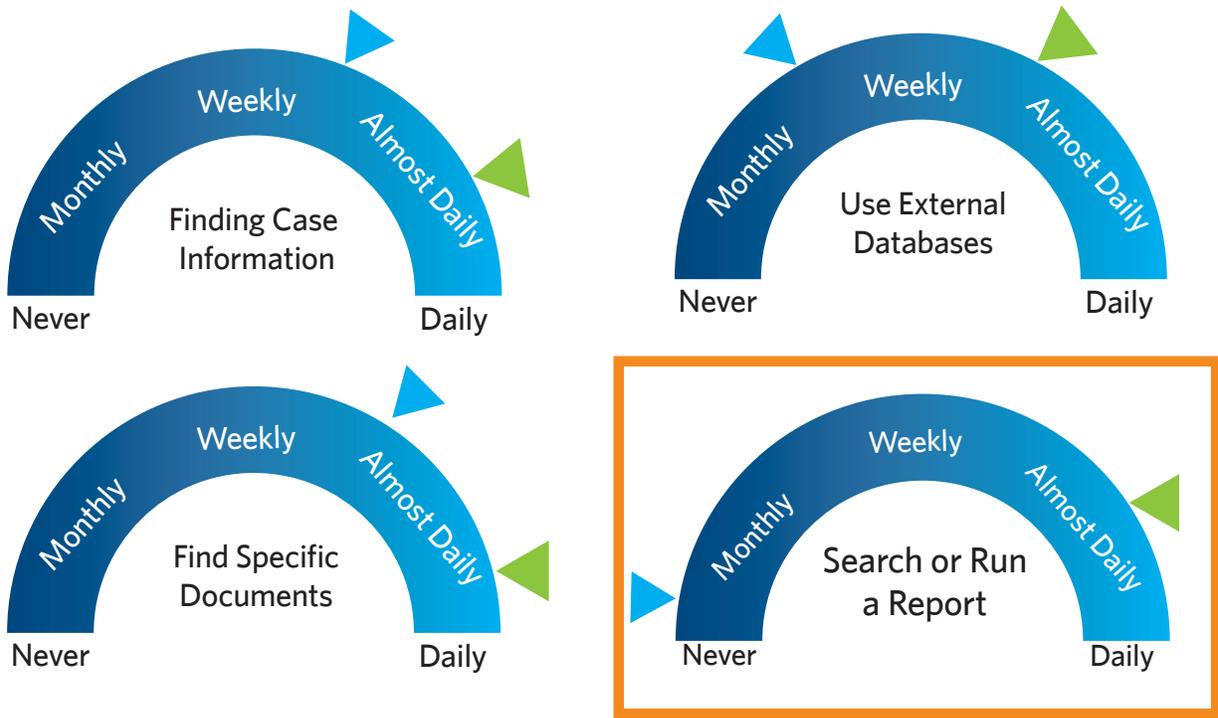


THE FINAL SURVEY

When Novo Nordisk conducted its final attorney user survey in January 2014, 4 months into production with ANAQUA, the project team saw a dramatic improvement from the benchmark survey taken in December 2012. While Novo Nordisk achieved all the KPIs set in the beginning of the project, the key objective of “establishing a user friendly and business efficient workplace” produced the most compelling result in that the patent attorneys’ utilisation increased across ALL of the KPIs for that objective:

Final 2014 Survey Results for KPI

▶ Pre ANAQUA ▶ Post ANAQUA Active use of system by patent attorneys increased



“Before ANAQUA, it was not easy to get due dates from the system - we had a team of people that every week, would print out the due date list for all the attorneys and then send it out via email. The attorneys would then track their due dates completely manually, by making notes on paper lists. Going from that to having a calendar readily available when you open ANAQUA, where you can see all your due dates - it sounds simple, but it was a major improvement for our staff.”

The Anaqua Difference

Anaqua Inc was formed in 2004 to fill a critical gap in enterprise infrastructure by providing the world's first comprehensive software solution for intellectual asset management. In 2010, Anaqua introduced ANAQUA Services to add high quality, cost effective IP maintenance services. A privately-held company, Anaqua is headquartered in Boston-US and has European offices in London-UK and Pau-France. The company is 100% focused on meeting the IP management needs of IP-owning companies and law firms with IP practices.

ANAQUA Enterprise is one of a family of solutions and provides advanced IP management for corporations with large, global portfolios. ANAQUA Express delivers IPM best practices for smaller IP teams. ANAQUA Element is a cloud-based solution for small IP portfolios. ANAQUA Essential provides IP Practice Management for law firms.

The ANAQUA system helps companies gain competitive advantage from their intellectual assets while reducing IP-related risks to the business. It provides IP lifecycle management for all types of IP from idea through legal filing to monetization. The Anaqua client community of IP innovators works together to establish best practices in IP and incorporate them into the ANAQUA system to make it the most advanced intellectual asset management solution available.

For further information on Anaqua, please visit <http://www.anaqua.com>