



REUTERS/Amr Abdallah Dalsh

# GOING BEYOND PRODUCTS: THOMSON REUTERS CONSULTANCY SERVICES IN RESEARCH AND DEVELOPMENT

---

PAVEL KASYANOV  
STRATEGIC SALES EXECUTIVE

6<sup>TH</sup> AUGUST 2014  
YEREVAN, ARMENIA



THOMSON REUTERS

# THOMSON REUTERS IP&SCIENCE PHILOSOPHY

## INTELLECTUAL PROPERTY (IP) & SCIENCE

Scientific &  
Scholarly Research

Life Sciences

IP Solutions

### Innovation Lifecycle

**DISCOVER**

**Basic Research**



**Connecting the scientific community to the world's best science**

**DEVELOP**

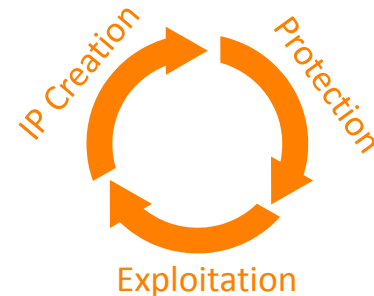
**Applied Research**



**Driving more effective and innovative research and development**

**DELIVER**

**Commercialization**



**Commercializing and protecting the world's most valuable inventions**



# THOMSON REUTERS IP&SCIENCE SOLUTIONS

## Key Products

## Customers

### IP Solutions

- Thomson IP Manager
- SERION®
- Westlaw IP
- Thomson Innovation
- MarkMonitor

- IP counsel, attorneys and paralegals at corporations and law firms
- IP portfolio managers, docketing administrators and information professionals
- Heads of research and development
- Licensing & marketing executives, business strategists and competitive intelligence analysts

### Scientific & Scholarly Research

- Web of Science
- EndNote®
- ScholarOne
- InCites
- Converis

- Research scientists & scholars at government agencies, research institutions and universities
- Provosts, directors of research, and librarians and academic and research institutions, governments, not-for-profits and funding agencies
- Publishing professionals and associations

### Life Sciences

- Thomson Reuters Cortellis
- Thomson Reuters Integrity®
- MetaCore

- Business development, licensing, investment and R&D scientific professionals at pharmaceutical and biotechnology companies

# THOMSON REUTERS LOCALISATION

---

- Russia/CIS, Middle East and Africa as a dedicated unit within Thomson Reuters
  - A team of professionals that is focusing on specific priorities of the countries in the region
  - Moscow office expansion allowed to grow our presence from 1 to 8 experts in just 3 years
  - Regional content expansion, regional citation indices on Web of Science platform:

## **Russian Citation Index**

# THOMSON REUTERS SOLUTIONS

---

- Web of Science
- InCites/Converis
- Thomson Innovation
- Professional (consultancy) services

# SEARCHING AND EVALUATING IN A WORLD OF INFORMATION EXPLOSION

50,000+

Science, Social Science,  
Arts and Humanities journals

5,000,000+

Conference paper

110,000

Conferences

2,000,000+

chemical structural formula

12,000,000+

Patents (per year)

50,000+

Scholarly books

42,000+

International trademark  
applications (per year)

5,000+

Paper formats

400,000+

industrial standards

80 million+

Gene Sequences

## Information ≠ Knowledge



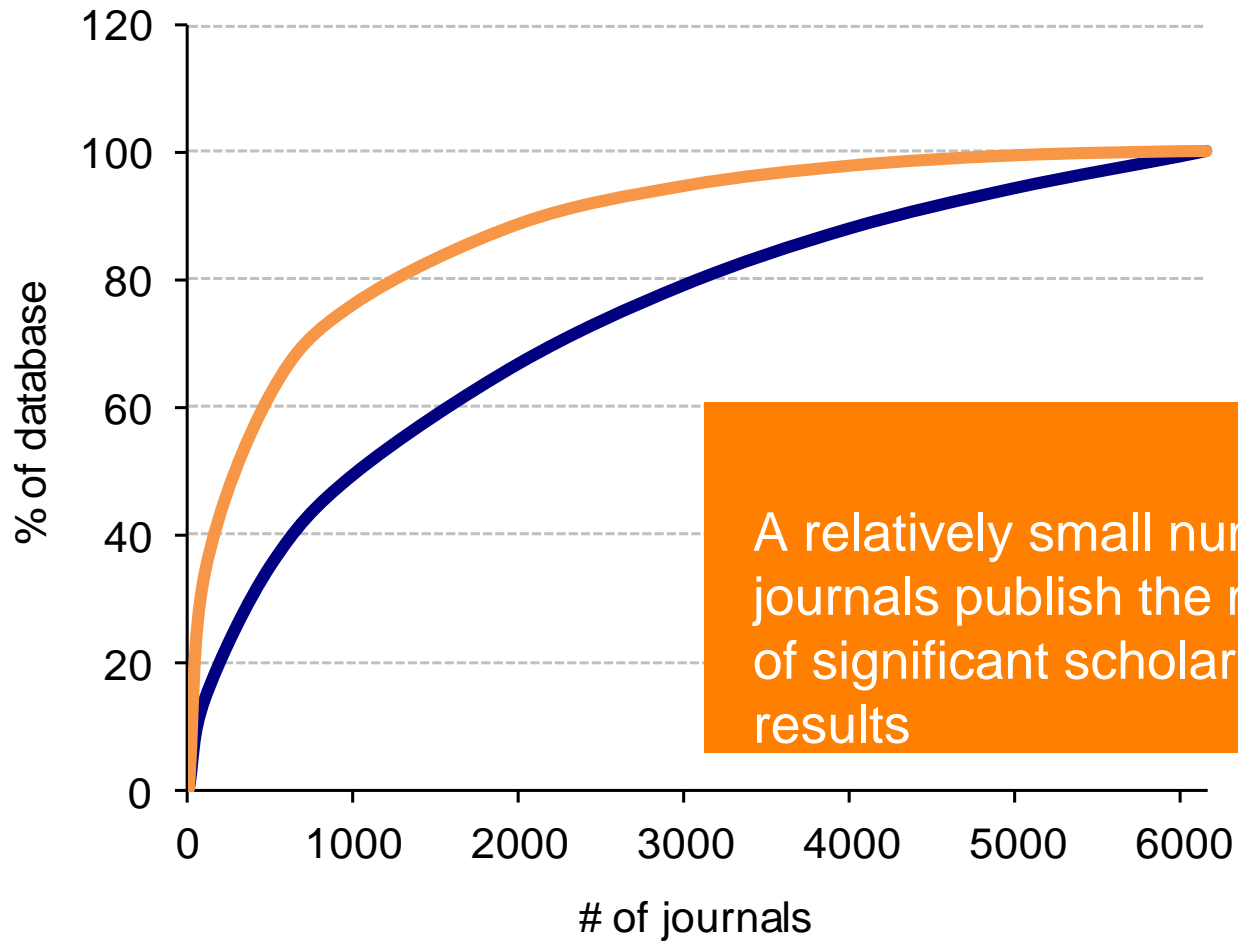
# JOURNALS MUST BE SELECTED

---

**200+** papers will be read by a researcher in a year, on average

**0.4%** of journals (50,000+) on average a scientist is capable of reading in a year.

# BRADFORD'S LAW

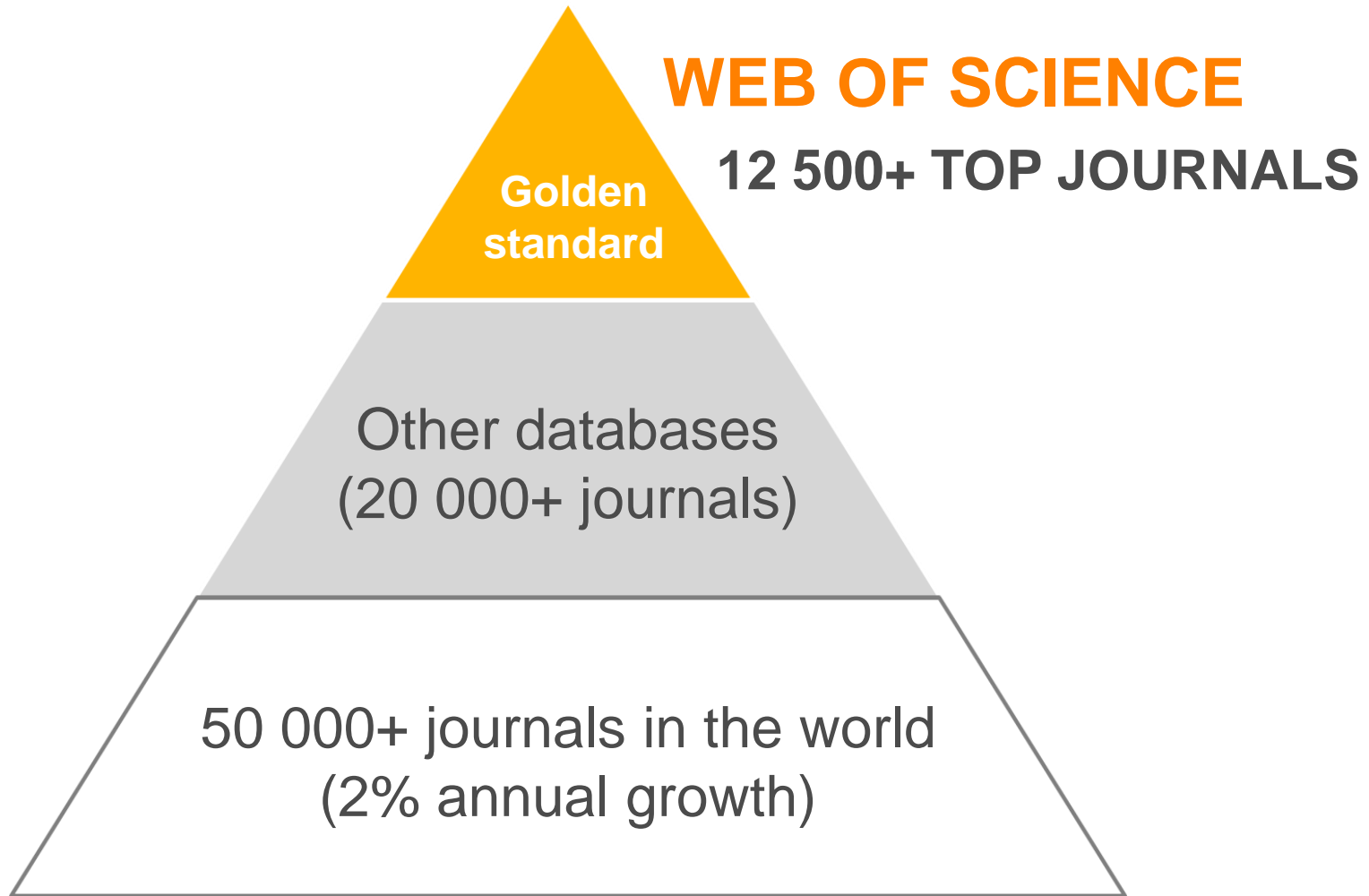


A relatively small number of journals publish the majority of significant scholarly results



# WEB OF SCIENCE INDEXES THE MOST INFLUENTIAL PUBLICATIONS GLOBALLY

---



# HOW ARE STRATEGIC DECISIONS ON SCIENCE DEVELOPMENT TAKEN?

---

- You have to clearly understand where you are
  - In which subject fields are we doing well?
  - What researchers are working most effectively? What young researchers we have to focus on?
  - Who are we working with?
  - Where do we publish our works and where we have to publish them?
- And what's going on in the world
  - Which research areas are most actively developing in the world?
  - What narrow research topics are the hottest?
  - Who should we invite from abroad to work in our country or organization?

# NORMALIZED CITATION METRICS IN INCITES

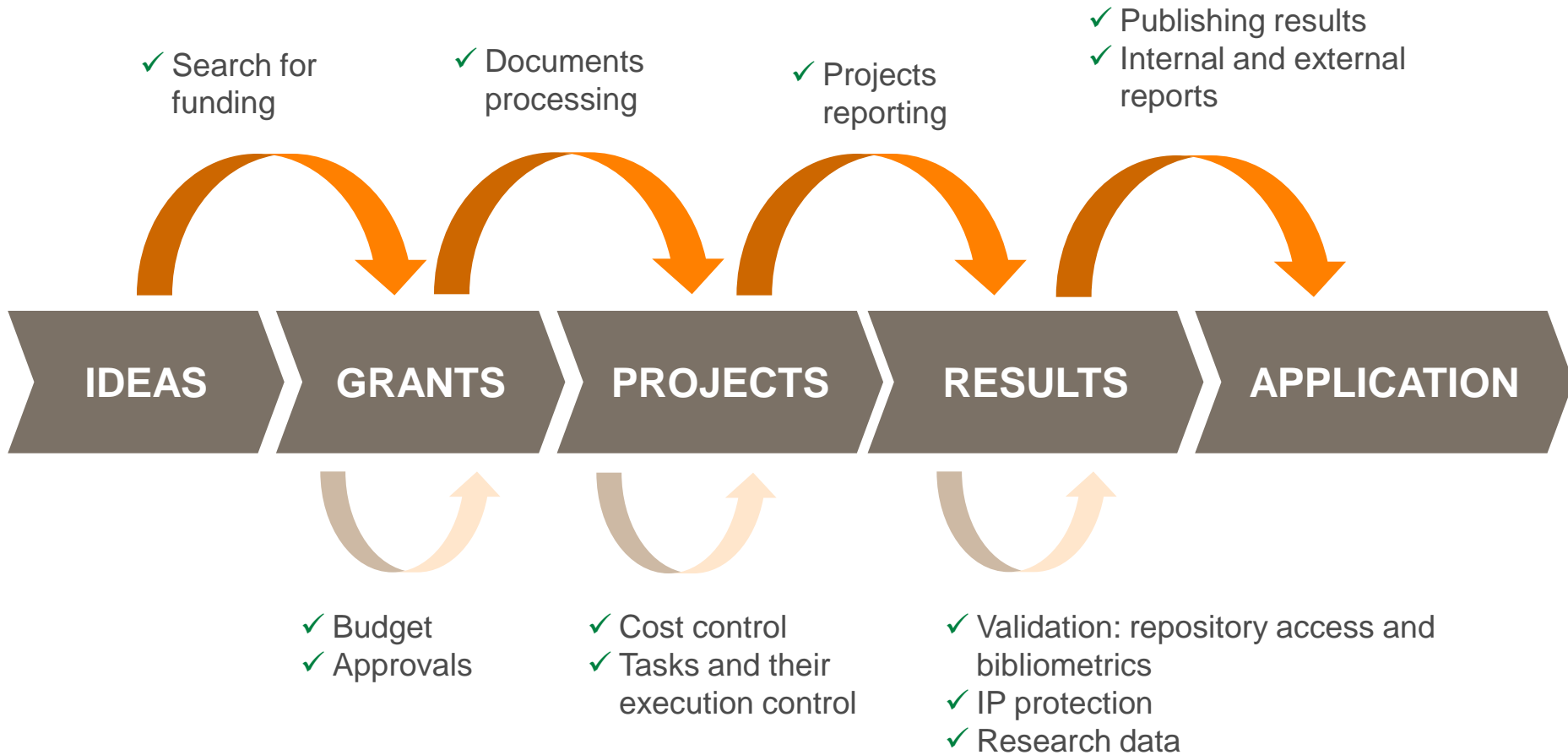
---

- **Category actual/Expected Cites, CXC** – allows not only comparing papers, researchers and organizations regardless of their subject fields, but also indicates how their efficiency is compared versus world average.

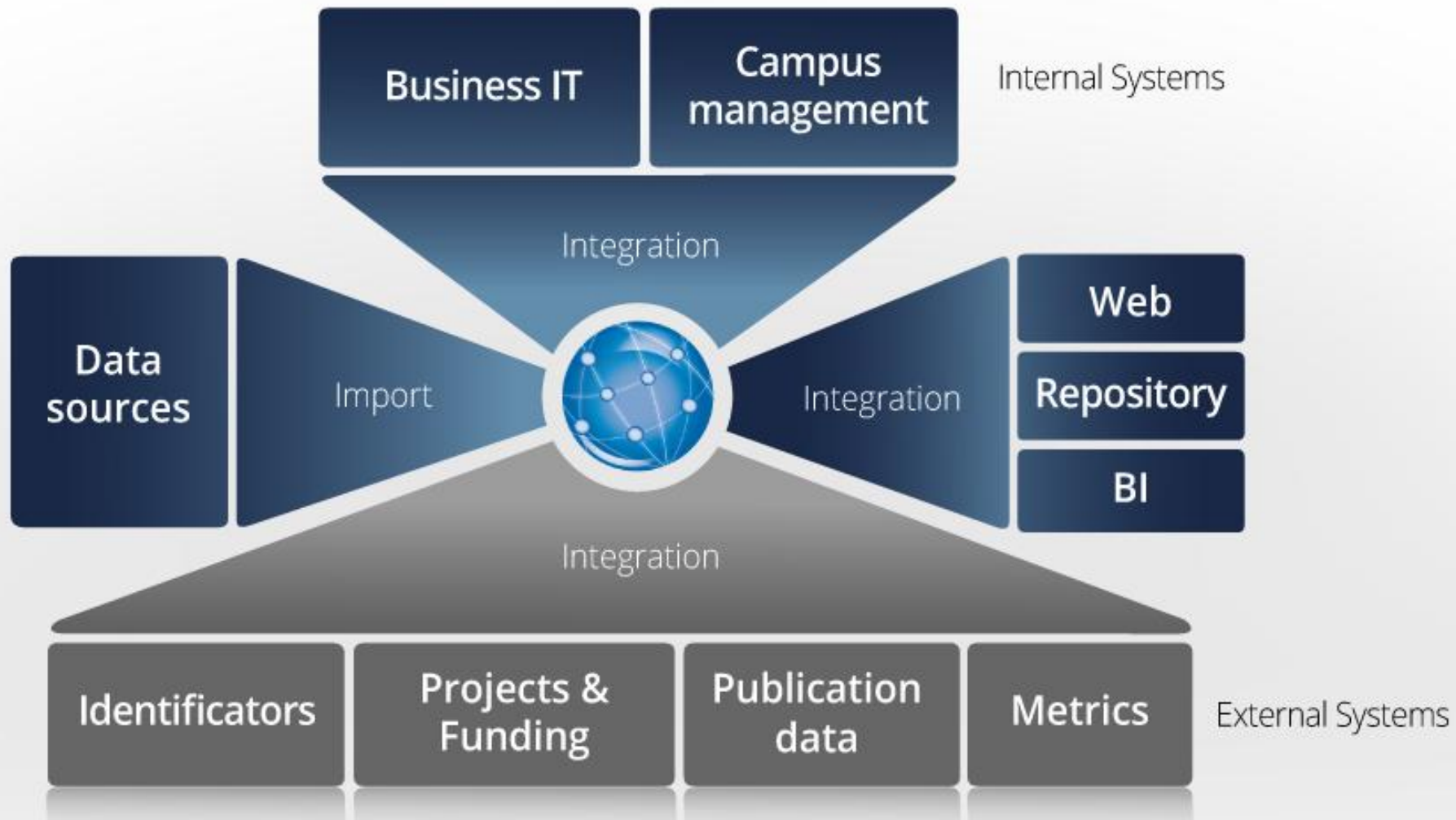


# CONVERIS IS A SOLUTION TO SUPPORT THE WHOLE UNIVERSITY WORKFLOW

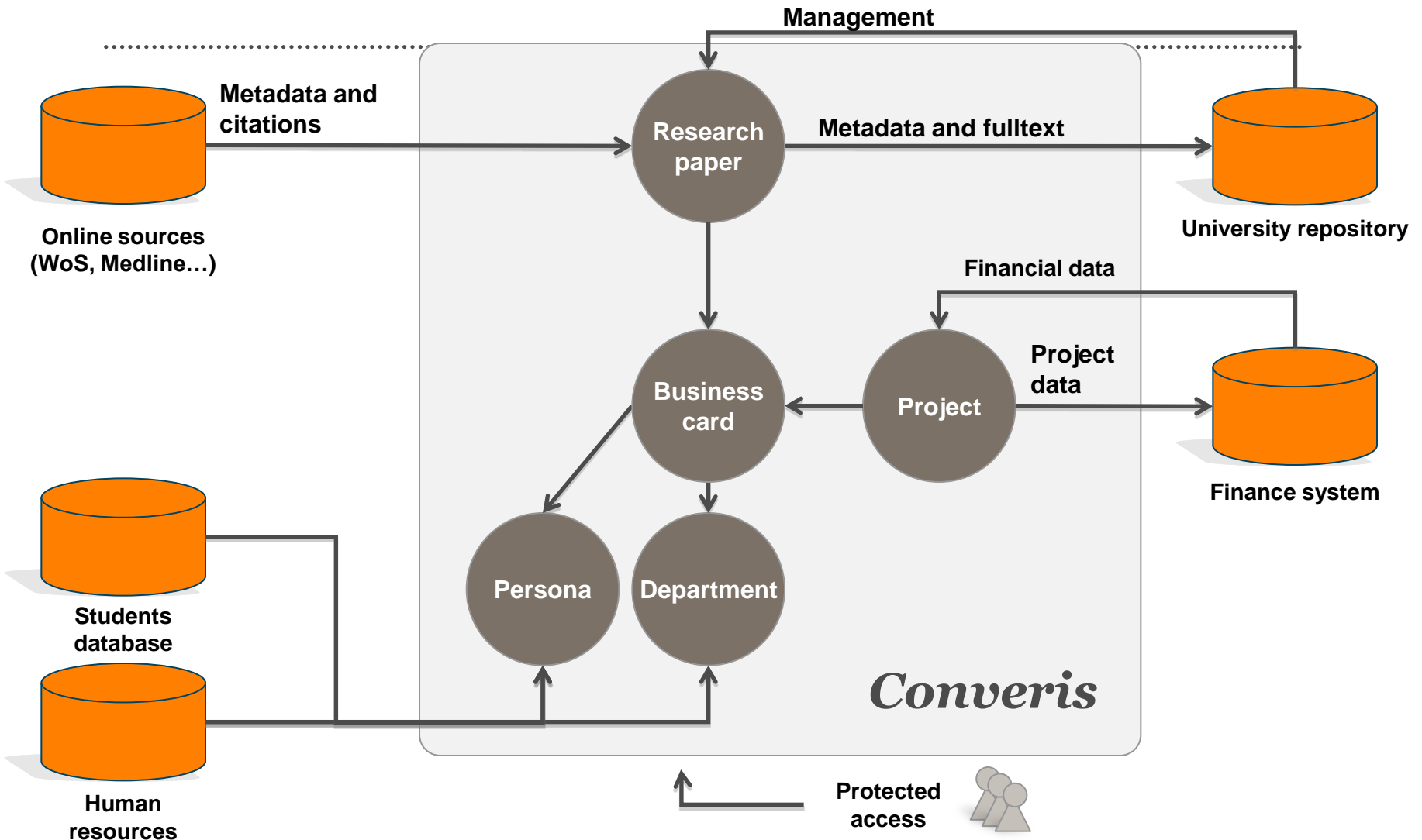
---



# CONVERIS DATA INTEGRATION

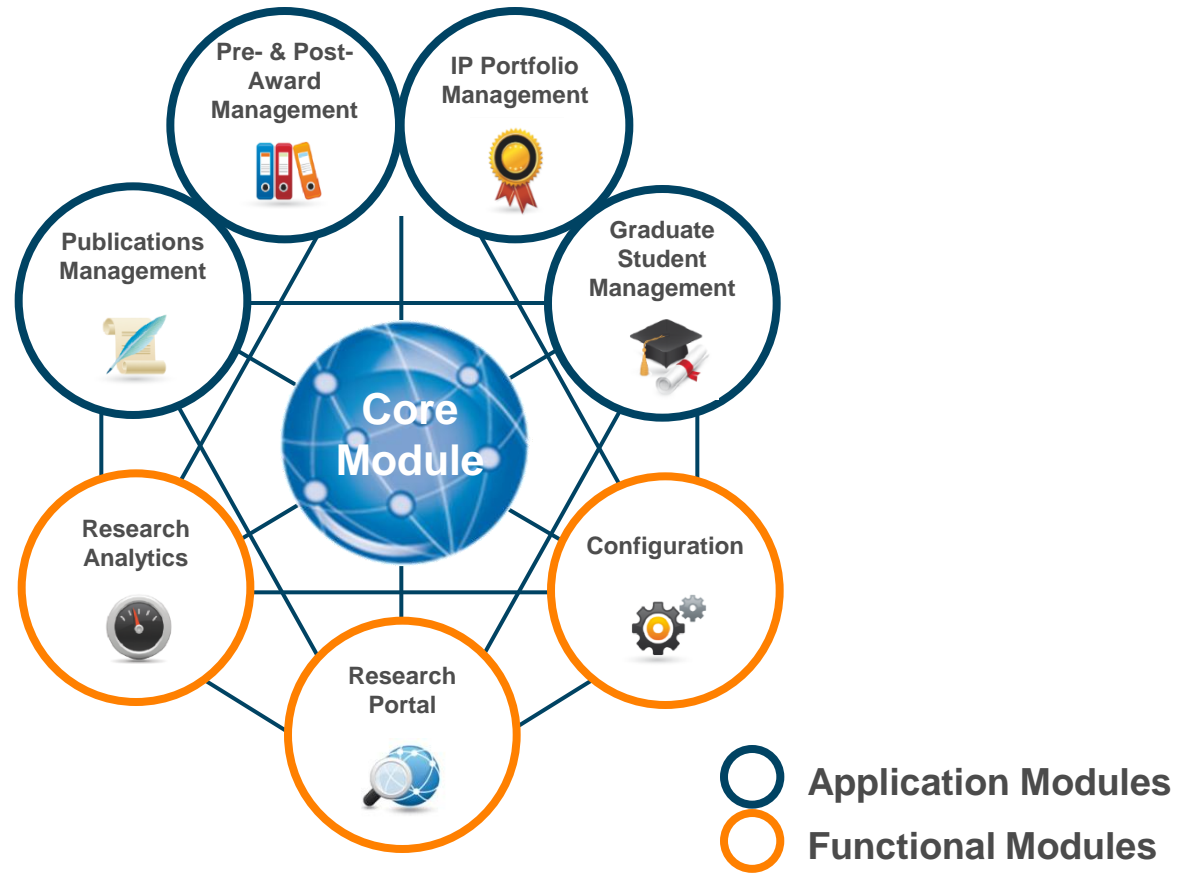


# AN EXAMPLE OF INTEGRATION SCHEMA




# Modular to flexibly meet customer needs


---



# RESEARCHER'S PROFILE



## Dr. Albert Einstein



**Email:** [d.koehler@avedas.com](mailto:d.koehler@avedas.com)  
**Mobile:** 0171751495  
**Phone:** +26218121195  
**URL:** <http://www.albert-einstein.de>  
**ORCID ID:** 0000-0001-9875-1248  
**Address:**  
Waldstr. 65  
76133 Karlsruhe

**Work Experience**


From 01/09/2004 : Professor, [Converis University](#)  
From 04/09/2013 to 06/09/2013: Direction, [Converis University](#)

**Research Interest**

Einstein left the university in 1900 with a diploma as a teacher of mathematics and physics. His applications for assistantships at the Polytechnic and other universities, but were refused. He then was hired as a private tutor in Winterthur, Schaffhausen and finally in Bern. 1901 his application for Swiss citizenship was granted. On 16 June 1902, Einstein received, on the recommendation of his friend Marcel Grossmann, finally a permanent position: as a technical expert third Class at the Swiss patent office in Bern.

**Research Areas**

PDF Edit CV

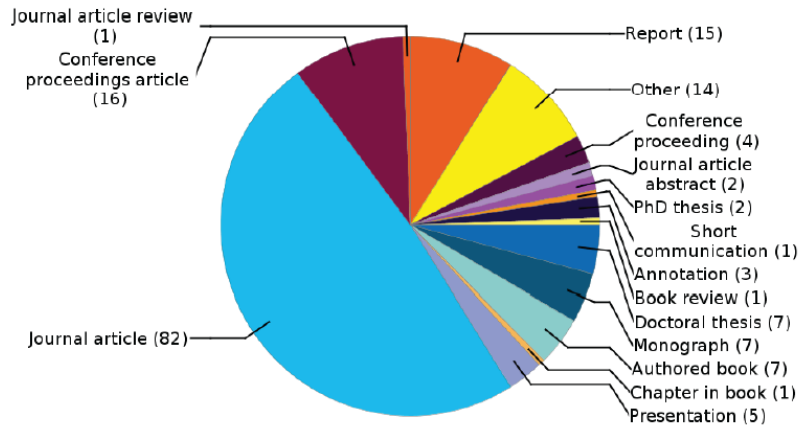


*Available for the  
researcher himself  
and/or university  
administrator*



# REPORTING ON RESEARCH OUTPUT

Publications by type



matching the Thomson Reuters s.

Categories	No. / Value
Publications	168
Journals	74
Publications from Web of Science	70
Non-cited publications	18
Cited publications	52
Citations	91
Citations per publication	1.30
h-Index	4

*Can be done on a researcher, laboratory, department level, or for the whole university*

# THOMSON REUTERS INTELLECTUAL PROPERTY SOLUTIONS

---

Thomson Reuters created Derwent World Patents Index (DWPI)- 53 million patents since 1963 with abstracts in English and fulltext search



PATENTS &  
SERVICES



TRADEMARKS  
& BRAND  
MANAGEMENT



IP LAW

CUTTING EDGE INFORMATION SOLUTIONS

VISUALISATION AND ANALYSIS

EXPERT CONSULTING



THOMSON REUTERS

# THOMSON INNOVATION

---

- Covering patent and inventions data as well as bibliographic information
- Trend analysis for:
  - Technologies
  - Countries
  - Organizations
  - Researchers/Inventors
- Finding out-of-date, current and future research areas

# THOMSON REUTERS: INNOVATION COMMERCIALIZATION

---

## Competitive analysis

- Comparing the quality and quantity of research papers and patent applications

## Investment priorities

- Finding growth areas
- Searching for partners
- Finding investment projects

## Outcome analysis

- Patent activity monitoring
- Full evaluation of organization effectiveness

PLANNING

INVESTMENT

EVALUATION

# PATENTS COVERAGE

**Collections to Search** [? Collection Descriptions](#) | [Collection Schedule](#)

Enhanced Patent Data - DWPI

Patent Collections by Authority

- WIPO Applications
- British Applications
- Canadian Granted
- Canadian Applications
- Japanese Utility Models
- Korean Utility Models
- French Applications
- German Utility Models
- German Granted
- German Applications
- Chinese Utility Models
- Chinese Applications

filed

[Select All](#) | [Clear All](#)

**DWPI Title ?**

Control method for hazard light of vehicle, involves controlling hazard light of vehicle based on hazard control signal transmitted via wake-up signal cable in response to hazard input

**Original Title ?**

HAZARD LIGHT COMMUNICATION

**DWPI Abstract ?**

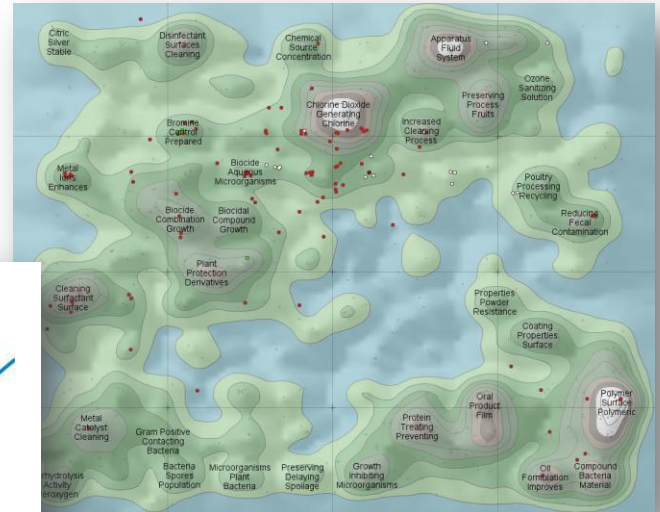
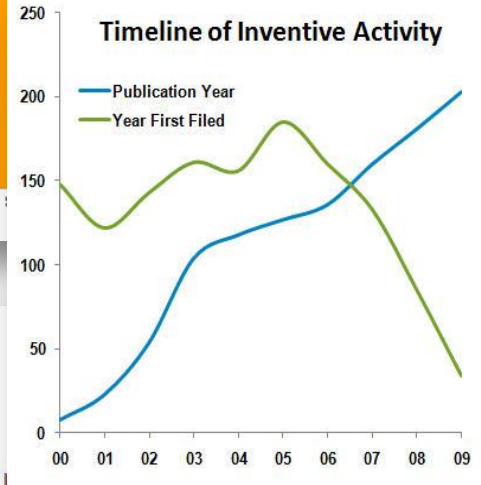
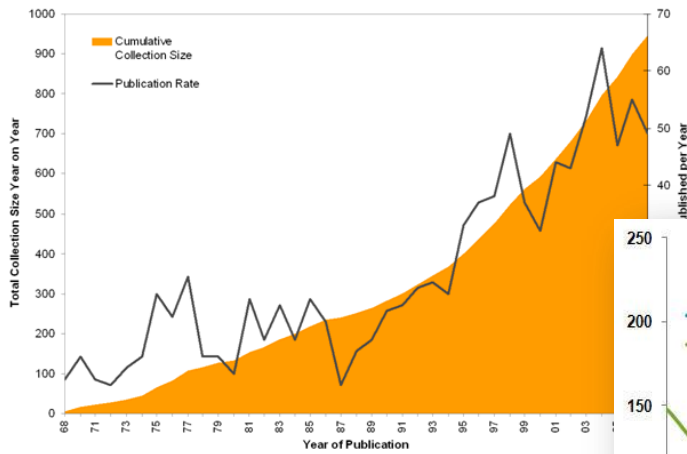
[\(WO2005052878A1\)](#)

**Novelty**

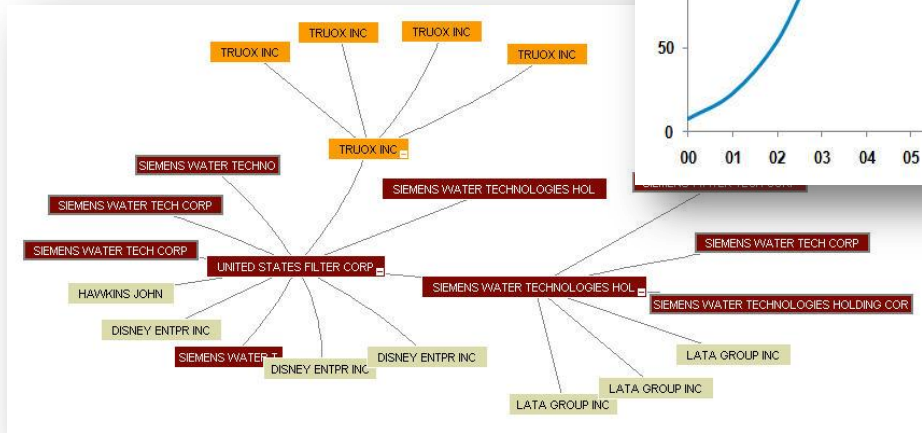
A reference density pattern of at least one component from three head rotation components and three head translation components is evaluated during a first time interval. The actual density pattern of the component is evaluated during a second time interval. The difference between the actual and reference density patterns is evaluated. A signal is output if the difference exceeds a predefined value.

# EXAMPLES OF ANALYTICAL REPORTS

Figure 1 - Cumulative Collection Size and Publication Rate

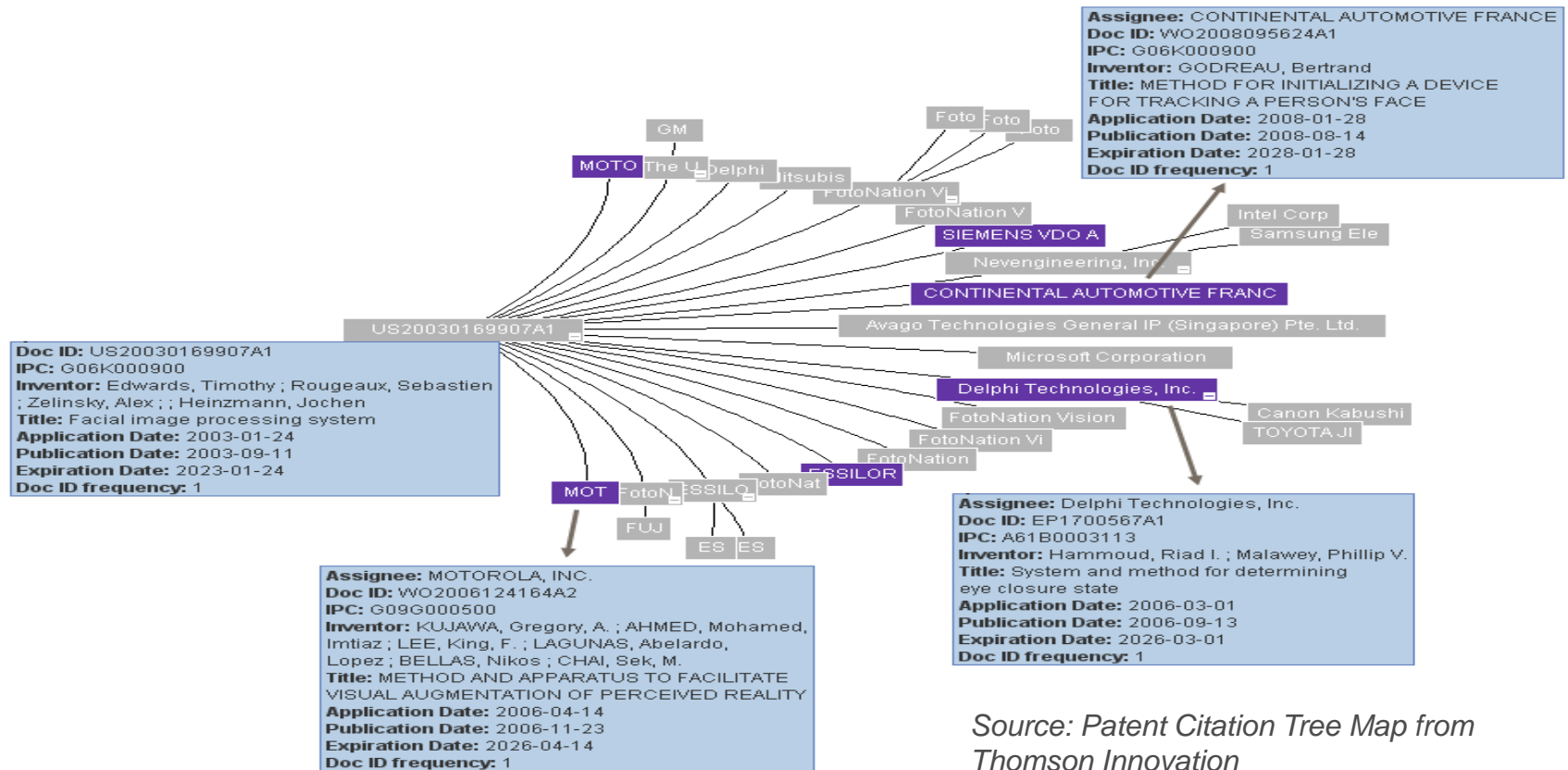


Category	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009																			
ALL	723	107	166	82	28	109	81	400	79	86	107	54	46	33	185	10	109	66	97	274	51	363	143	43	92	41	178	126	151
Food, All	107	166	82	28	109	81	209	38	39	40	28	25	160	73	1	23	15	62	155	13	220	66	27	34	27	76	87	73	
Poultry	50	18	11	12	5	29	6	3	3	1	3	26	14	0	6	6	23	39	3	42	3	3	4	9	16	11	23		
Meat	27	13	19	18	49	18	9	5	3	1	36	13	1	5	4	22	53	4	69	10	12	8	10	12	21	13			
Fish	10	10	9	18	3	6	4	12	4	12	8	0	1	1	0	12	1	19	7	3	5	4	9	10	16				
Eggs	6	6	12	6	0	2	0	0	10	4	0	4	0	0	0	0	14	1	2	1	2	1	4	7	6				
Produce	24	29	7	9	3	2	3	33	13	0	3	0	12	23	4	29	5	4	8	5	6	25	13						
Fruit	18	10	5	3	4	2	22	5	0	1	1	5	15	2	28	3	2	2	3	8	16	4							
Medical	34	30	38	24	26	105	46	5	22	6	52	99	4	138	55	13	30	13	59	30	35								
Hand Sanitizing	18	5	4	2	29	8	0	4	0	2	18	0	27	8	2	6	4	10	17	3									
Cosmetics	3	7	3	26	6	0	1	0	7	0	25	5	1	2	1	7	4	4											
Pools and Spas	6	6	57	30	0	19	13	2	25	11	23	19	1	11	2	19	8	17											
Paint	7	12	7	1	0	0	3	0	12	8	0	8	0	0	5	10	14												
Ships Hulls, Ballast	11	7	0	1	0	1	6	0	1	6	0	5	0	7	3	11	1	16											
Chlorine	320	6	77	57	25	93	41	112	31	7	27	10	60	33	31														
Bromine	3	70	49	23	55	35	50	18	2	20	4	38	7	34															
Halamine	8	5	0	0	4	1	0	0	0	0	1	0	0																
Hydantoin - all	66	8	17	33	18	13	1	7	3	19	0	7																	
Halo Hydantoin	2	6	19	11	4	1	4	2	13	0	7																		
Peracids	83	4	66	12	3	15	4	12	7	26																			
Peroxides	14	8	34	7	33	10	30	34	25																				
Cyanurates	12	1	0	3	2	7	1	3																					
Carboxylates	50	4	29	15	44	43	27																						
Silver	3	7	1	17	11	19																							
Ozone	2	0	3	2																									
Corrosion	9	16	14	21																									
Safety	10	3	9																										
Efficiency	16	27																											
Spraying	23																												



# IDEAS FOR COMMERCIALISATION

Example of a patent analysis for Australian university



Source: Patent Citation Tree Map from Thomson Innovation

# NEW PROJECTS FOR INVESTMENT

## EXECUTION

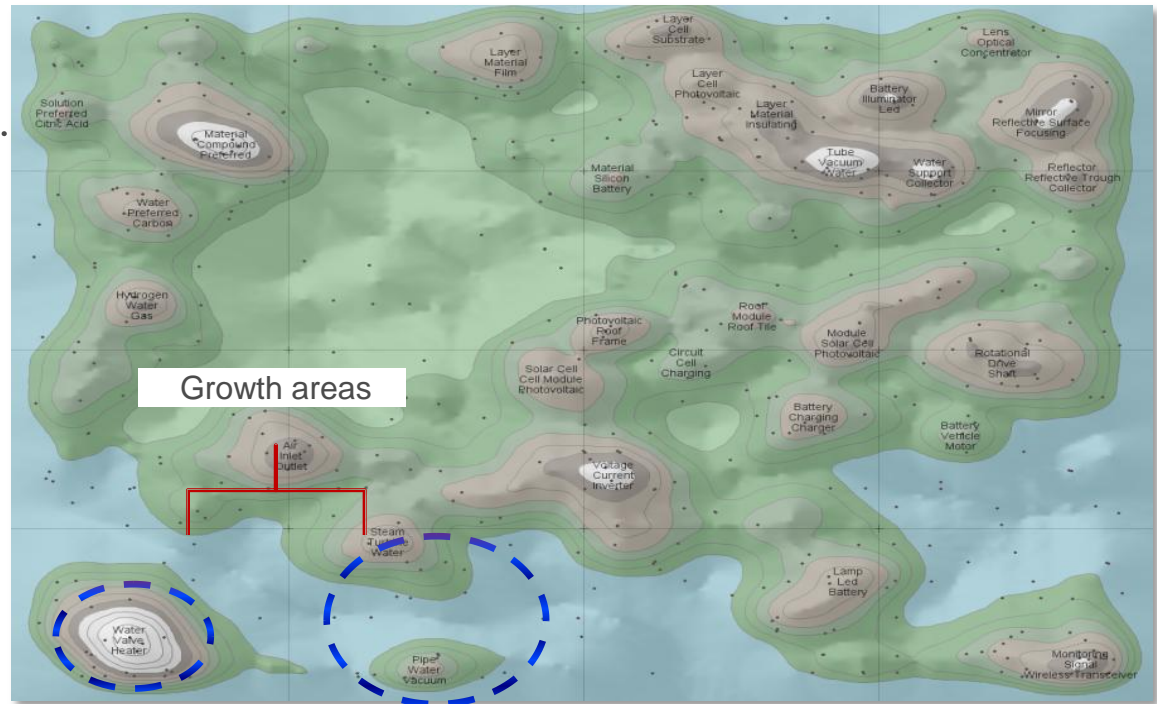
Thomson Reuters helps commercialize IP

IP portfolio analysis and management

IP commercialization

IP protection

- Finding growth areas
- Searching for competitors, opportunities, licenses and merger/acquisition possibilities
- Tracking claims on ip rights violation

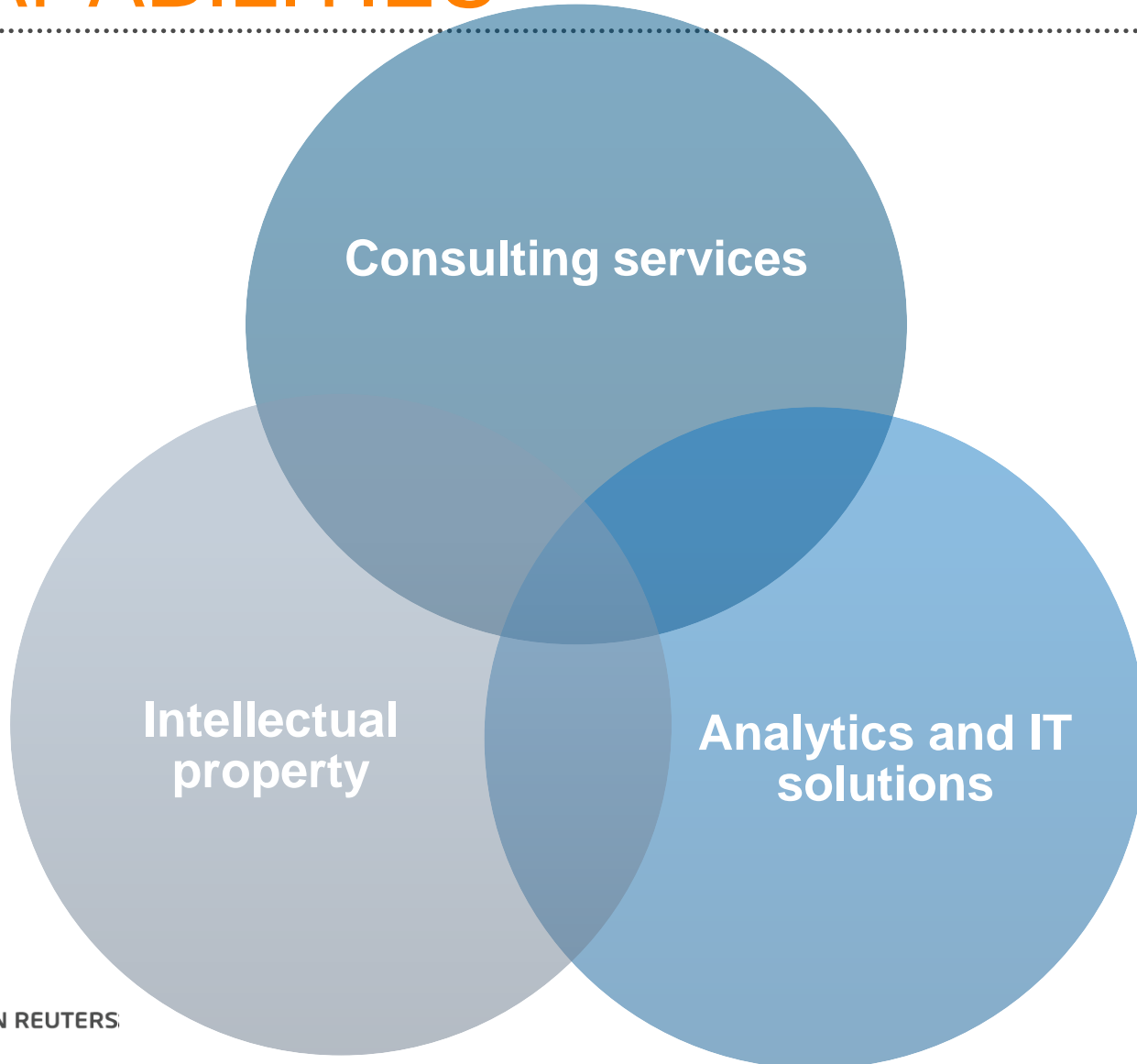


Источник: Thomson Innovation



# UNIQUE THOMSON REUTERS CAPABILITIES

---



# THOMSON REUTERS CONSULTING SERVICES

---

- Консультационные услуги
  - Поддержка в принятии стратегических решений
  - Большой опыт в проведении консалтинговых проектов по целому ряду дисциплин (Evidence)
- Аналитика и технические IT решения
  - Отчетность и консультационные услуги в научной аналитике
  - Инновационные аналитические подходы для сравнительного анализа, интерпретации и визуализации международных, национальных и институциональных факторов влияния на науку
- Услуги в области интеллектуальной собственности
  - Более 20 лет опыта в оказании консультационных услуг в сфере интеллектуальной собственности
  - Поддержка всего цикла интеллектуальной собственности начиная с патентных ландшафтов до патентного аудита

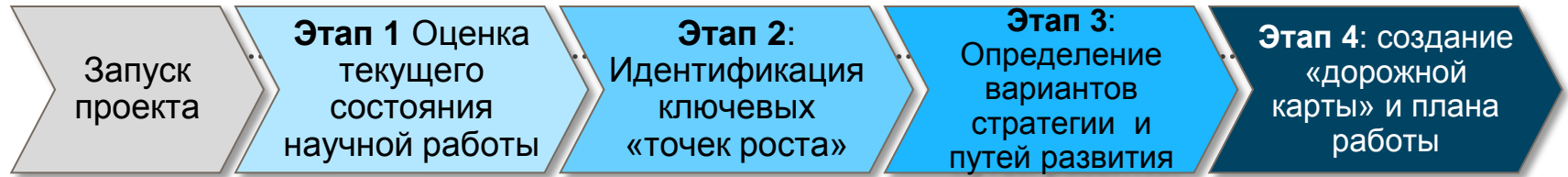
# STRATEGIC DEVELOPMENT OF THE UNIVERSITY

---

- **Данные:** уникальные базы данных Thomson Reuters представляют для квалифицированных пользователей беспрецедентные возможности оценки создания научного знания на всех этапах, начиная от фундаментальных исследований через создание продукта в виде результатов интеллектуальной деятельности и фармпродуктов, заканчивая коммерческим позиционированием и международной кооперацией. Базы данных в области научных публикаций, цитирования и патентов поддерживают фактографический анализ научной производительности и служат основой для разработки предложений по ее стимулированию.
- **Технологии и методика:** Анализ данных и инструменты его представления и визуализации позволяют разрабатывать практические документы («дорожные карты» и планы работ) конкретной организации. Изучение взаимосвязей различных баз данных и разработанные за долгие годы алгоритмы их обработки максимизируют отдачу при разработке вариантов стратегии и путей развития и определения «точек роста» в научной деятельности.
- **Экспертиза:** Команда Thomson Reuters обладают огромным опытом в международном стратегическом консультировании. Большинство наших коллег имеют степень докторов наук престижных университетов США и Великобритании и десятки лет опыта работы.



# STEPS FOR STRATEGIC CONSULTING



- **Этап 1:** Определить и зафиксировать текущие возможности университета, измерить текущую «научную производительность» в привязке к текущему финансированию (на «входе») и результаты работы, такие как публикации и патенты, на «выходе» в сравнении с заданными российскими и иностранными организациями.
- **Этап 2:** Идентификация и проверка применимости к работе университета ключевых «точек роста» в областях научной деятельности вообще, и, в частности в «науках о жизни», выявление основных областей научной деятельности, в которых возникает особенно много возможностей для получения финансирования из различных источников, и ключевых игроков (исследователей и организаций).
- **Этап 3:** Сбор информации о желаемых целях и связанных с ними вариантах стратегии и путях развития, понимание степени удаленности этих целей от текущего положения организаций и идентификация, оценка, проверка, численное измерение результатов на пути достижения этих целей в соотнесении с «точками роста» и источниками финансирования.
- **Этап 4:** Оценка и сопоставление результатов, полученных на Этапе 3, с общим контекстом стратегии развития университета, и на основе соотнесения затрат и ожидаемого эффекта от реализации каждого варианта пути развития, составление «дорожной карты» и плана работы, которые практически приведут к достижению целей по каждому варианту стратегии и пути развития.

# OUTCOME

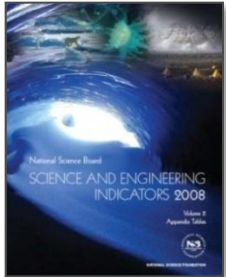
---

We create innovative solutions in the following fields:

- Basic research
- Applied research
- Commercialization
- Identifying the strategic research development opportunities for the organizations

# GOLDEN STANDARD IN RESEARCH AND RESEARCH EVALUATION FOR MORE THAN 50 YEARS

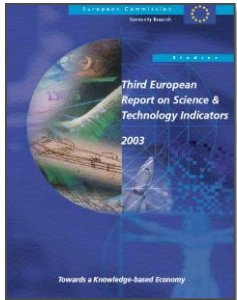
---



**US National Science Foundation**  
Science & Engineering Indicators



**US National Research Council**  
Assessment of Research-Doctorate Programs



**European Commission**  
European Union  
Science & Technology Indicators

- Times Higher Education
- Academic Ranking of World Universities (Shanghai Jiao Tong)
- Government bodies in the majority of countries
- Russia and Kazakhstan: national license for Web of Science access, consulting projects





REUTERS/Amr Abdallah Dalsh

# THANK YOU!

---

PAVEL KASYANOV  
STRATEGIC SALES EXECUTIVE  
[PAVEL.KASYANOV@THOMSONREUTERS.COM](mailto:PAVEL.KASYANOV@THOMSONREUTERS.COM)  
[HTTP://PAVEL-KASYANOV.BLOGSPOT.RU](http://PAVEL-KASYANOV.BLOGSPOT.RU)  
TWITTER: [@PKASYANOV\\_TR](https://twitter.com/PKASYANOV_TR)



THOMSON REUTERS