



Marketing Portfolio

Virginia Bush

Technology Landscaping Software Business Case





Project Components

Technology Landscaping Software Business Case

- Concept
- Design
- Writing
- Email Marketing
- Website design and development
- Lead Gen strategy
- SEO Success

INNOVATION SOLUTIONS

Technology Landscaping
Business Case: Big Data
Scouting for Heavy Truck
Manufacturer
Mobility Innovation Vetting

Heavy truck manufacturer halves mobility innovation vetting timeline; simultaneously saves 30% in cost.

Ezassi's Technology Landscaping software is a powerful, big data mining tool that does for technology research what search engines have done for the Internet.

BUSINESS CASE

In this business case you'll discover how Ezassi's proprietary approach, to scouting Big Data, works. You'll see how Technology Landscaping software mines millions upon millions of data sources in just seconds, to uncover technology, innovations and data from across the globe — *in real-time*.

A few highlights include:

- Search criteria and narrowing down refinement of scouting queries
- Technology advancement and efficiencies
- Identification of emerging trends and commercial readiness projections
- Drill-down into specific target sources
- Discovery of innovation disruption through adjacent technologies and topics

And more...

JOIN US FOR A LIVE WEBINAR

Big Data Technology Scouting Webinar

Tuesday, October 30, 2018
2:00 p.m. to 2:30 p.m.

REGISTER

SCOUTING OPTIONS



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About Us **Product** Request a Demo Resources Innovation Challenges Contact Us

Technology Landscaping
Business Case: Big Data
Scouting for Heavy Truck
Manufacturer
Mobility Innovation Vetting

VIEW AS PDF

**50%
TIME
SAVINGS**

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Technology Trends and Adjacencies

In addition to the keyword-based suggested keyword terms, the Technology Landscaping tool also examines the relevancy and rise of terms related to the initial query, providing a means to identify trending and adjacent technology, and the ability to compare the expertise of organizations on those findings and others.

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MINING MORE THAN 40 MILLION DATA SOURCES

The data Technology Landscaping analyzes and dives deeply into include:

- 149,628,000+ documents
- 31,350,274+ entities
- 2,948,669+ organizations
- 224,570,049+ words

IN LESS THAN 30 SECONDS
The data is revealed...

The Technology Landscaping tool, the "tool," can obtain more than 30 seconds' worth of query results that might otherwise take days or weeks to find, if found at all. Queries can be further refined, drill-down into 4th degree analysis or used to surface, if broader, language of innovations and ideas the company may not have even spoken words.

THE CHALLENGE

Advancements and efficiencies in autonomous driving and other emerging technologies to improve the performance, mitigate risks, and enhance the development of our autonomous-driven heavy

In the case of the truck manufacturer, they used an internally-identified innovation need - a "challenge" - and used Ezassi's Technology Landscaping software to see what it could surface. They developed a Challenge Statement to define what they were attempting to uncover. We are looking for advancements and efficiencies in autonomous driving and other emerging technologies to improve the performance, mitigate risks, and enhance the development of our autonomous-driven heavy truck vehicles either through partnering with or acquiring qualified companies. This challenge allowed us to identify subject matter experts and other potential inventors who can possibly help us — collaboratively or internally — develop technologies ourselves. It further allowed us to see if we could identify such an inventor.





Direct Links to Material

Technology Landscaping Software Business Case

- Landing Page
- Use Case Report for Download (PDF)
- Email
- SEO Success
 - Technology Scouting Business Case
 - #1 Google organic ranking

Modernized Approach to Technology Scouting





Project Components

Modernized Approach to Technology Scouting

- Concept
- Design
- Infographic
- Writing
- Video Design and Development
- Website design and development
- Lead Gen strategy
- SEO Success

MODERNIZED APPROACH TO TECHNOLOGY SCOUTING

The most important tech scouting key driver is early identification of disruptive technologies.

Technology is the main M&A driver.

81%

Three out of four U.S. executives (81 percent) agree or strongly agree that companies cannot rely on their current M&A capabilities for digital deals.

MODERNIZED APPROACH TO TECHNOLOGY SCOUTING

The process.

- 1 Business Scouting Technology Need Identified**
Successful companies assess their core system, identify new technology. Technology scouting needs are identified from within the organization and then, where the scouting process begins.
- 2 The Scouting Technical Brief**
The Technical Scouting Brief is essential to the scouting process. The brief identifies the scope of work and expectations for the company's defined requirements. The brief also uses and identifies project specific tasks: 1) How the challenge came to light; 2) What knowledge is required to solve the challenge; 3) What are possible solutions that already exist; 4) The desired data points and deliverables.
- 3 Technology Traits and Characterization Deconstruction**
Creating a consensus on the underlying technology and its use cases, we break down and reconstruct the core traits of the technology into discrete. This allows us to define the characteristics that will ensure you find the right solutions and evaluate the opportunities to build blocks, add, or remove them.

- 5 Discover and Evaluate**
Using Technology Scouting / Provision software, company's digital, corporate and project data is analyzed. Capabilities and project data are analyzed. Each solution is evaluated against the criteria and/or after capture.
- 6 Dynamic Solver/SME Network (31+ million experts)**
Go far beyond the curated network. Don't just use the curated network, access the complexity of the world's network that may not have a solution. Utilize a dynamic solver approach. Search, filter and filter experts specific to your technology requirements, in real time.
- 7 Advanced Criteria Vetting and Scoring**
Conduct the digital evaluation of the identified solutions. Using our AI-powered functionality, matched to your defined job for solution. The solution of the data is analyzed and scored. A digital internal evaluation calculator to provide an early general analysis account for each submission.
- 8 SME Community Building with Sub-Communities**
Use Technology Scouting software, identify key expert members (SMEs), from a variety of sources to create a network of great and experts, in just minutes. Create your initial SME community and begin building, collaborating and growing with a team of experts. Spin off specific SME sub-communities to address your project while working with the right team of experts. Create sub-networks and incorporate the advanced search features within the technology scouting software platform to quickly and easily search your network of experts.

- About Us
- Product**
- Request a Demo
- Resources
- Innovation Challenges
- Contact Us

Modernized Approach to Technology Scouting Infographic

[INFOGRAPHIC]

A modernized approach to technology scouting.

Going far beyond the typical, legacy scouting approach with scouting automation, always-on, AI-powered search automation and so much more.

Check out our infographic to see how it all works.

See how we help businesses solve innovation pain points with our approach to Technology Scouting.

Download Infographic

Complete the brief form to download.

First Name*

Last Name*

Company Name*

Business Email*

Are you currently in the market for technology scouting solutions or tools?

DOWNLOAD

MODERNIZED APPROACH TO TECHNOLOGY SCOUTING

MODERNIZED APPROACH TO TECHNOLOGY SCOUTING

10 Identification of Select Targets

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Direct Links to Material

Technology Landscaping Software Business Case



- Direct Links
 - Landing Page
 - Infographic (PDF)
 - Video
 - Email
 - SEO Success
 - Modernized Technology Scouting
 - #2, #3 Google organic ranking (Wikipedia is #1)

Innovation Technology Tools Infographic





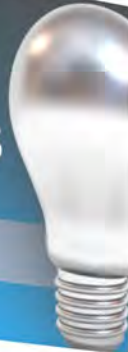
Project Components

Innovation Technology Tools

- Concept
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- Lead Gen strategy
- SEO Success

6 WAYS BUSINESSES USE INNOVATION TECHNOLOGY TOOLS [INFOGRAPHIC]

Don't just survive, thrive.



"Digital disruption will wipe out 40% of Fortune 500 businesses in the next 10 years."

— Ben Rossi, Information Age

To remain to exist, one must be disruptive. Innovation acceleration tools are essential to a company's ability to disrupt within their marketplace. From scouting technology automation, for fast and accurate discovery, to collaborating and ideating with internal and external subject matter experts, having the right innovation acceleration tools is a must-have to survive today's competitive disruption.

READ MORE

See What's Inside the Infographic

- 1 Delivering an Innovation Ecosystem
- 2 The Innovation Startup Incubator
- 3 Lean-Driven Innovation Management
- 4 Re-Engineering R&D Innovation
- 5 Uncovering Emerging Technology
- 6 Open Innovation and IP Protection

INFOGRAPHIC



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Innovation Technology Tools Infographic

Don't just survive, thrive with innovation technology tools.

Six (6) ways businesses use innovation technology tools to disrupt and innovate faster and smarter, with fewer resources.

Download the Infographic to see how.

WHAT'S INSIDE



"Digital disruption will wipe out 40% of Fortune 500 firms in the next 10 years."

— Ben Rossi, Information Age

In order to thrive, companies must fully embrace and implement a culture of innovation that adopts, embraces and practices Internal and Open Innovation. To disrupt effectively, lean-driven innovation is a key component. "A lean and agile culture goes hand-in-hand with an innovative culture. You simply can't have one without the other."

INFOGRAPHIC DOWNLOAD

First Name*

Last Name*

Company Name*

Business Email*

Reduce survival vulnerability

with innovation technology tools.

Download the infographic to see **six (6) ways** businesses significantly reduce survival vulnerability with innovation technology solutions.

Download the infographic to see how.

DOWNLOAD



Six (6) Ways Businesses Innovate with Innovation Technology Tools [INFOGRAPHIC]

See What's Inside



Don't just survive, thrive.

Using innovation technology tools allows businesses to disrupt and innovate faster and smarter, with fewer resources.

"Digital disruption will **wipe out 40%** of Fortune 500 firms in next **10** years."

6 WAYS TO LEVERAGE INNOVATION TECHNOLOGY TOOLS

1 Delivering an Innovation Ecosystem



Search and uncover hundreds and thousands of potential startup targets. Collaborate and ideate with your internal and external experts to vet and down the targets with automation components. *Saving significant time, and money.*

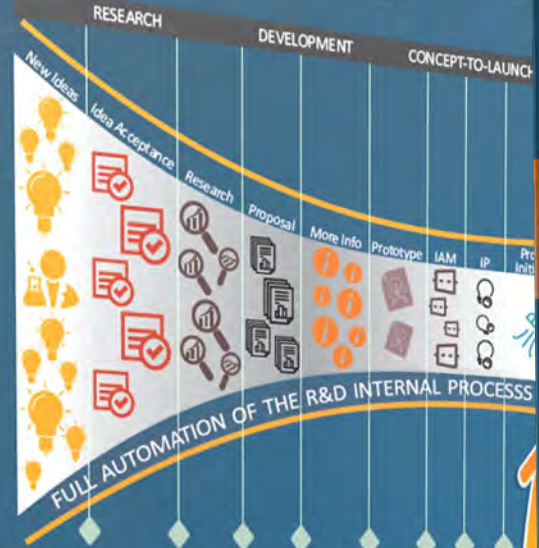
3 Lean-Driven Innovation Management

Innovation software tools are developed with the lean, agile culture primary focus. From innovating within or outside your walls, the platform is *designed to promote a lean and agile approach to managing idea scouting for technology.*



Re-Engineering R&D Innovation

Complement shrinking R&D teams with innovation technology tools. Corporate R&D is shrinking and shifting. Innovation technology tools and automation provide the functionality that aids in limiting the need for extensive resources, resulting in increased R&D accuracy, delivered faster *providing a direct, positive impact to the bottom line.*



5 Uncovering Emerging Technology

Technology Scouting Automation Tools Halves the innovation vetting timeline and saves **40% to 50%** in costs, *with better results.*

MINE MORE THAN 40 MILLION DATA SOURCES IN LESS THAN 30 SECONDS

+748% GREATER TARGET DISCOVERY
+2,100% QUALIFIED TARGET VETTING
-40% to -50% REDUCTION IN SCOUTING COST

Technology scouting and landscaping tools have the ability to data mine more than 40 million data sources in seconds, to discover emerging technology, startup target acquisitions, patent landscape and more. *This type of solution-set is proven to uncover targets and data more accurately in a significantly shorter time frame.*

Open Innovation with IP Protection 6

IP protection is the biggest obstacle to an effective, sustained Open Innovation program. Select Innovation Software, with IP protection built-in, is *designed to protect the innovator and the company.*



EZASSI
Technology to innovate faster.

Interested in learning more about innovation technology tools?
 Contact Ezassi at 904-432-8315 or email info@ezassi.com
www.ezassi.com



Direct Links to Material

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 - SEO Success
 - innovation technology tools
 - #1 Google organic ranking

Crowdsourcing for Innovation





CROWDSOURCING CHANNELING INNOVATION

Crowdsourcing and co-creation is an essential arm of conducting smart business.



WHAT IS CROWDSOURCING INNOVATION?

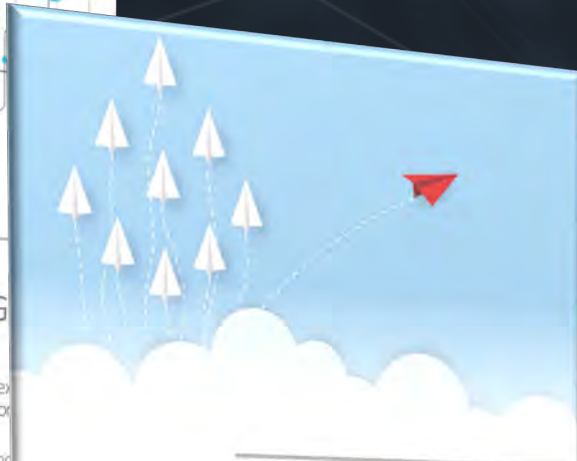
How to channel your internal and external crowd for innovation, ideation and collaboration.

What is the Goal of Crowdsourcing Innovation?

By harnessing the collective creativity of the crowd, you can increase the number of solutions that are submitted in response to a certain challenge. More ideas mean a better chance of being truly innovative to the surface. Crowdsourcing for innovation provides space for unique collaborations and meetings of the mind that occur otherwise. These connections, among experts, customers, and crowd members from all over the world, allow innovations to be brought to the forefront.



▶ ClickView



Should Businesses be Relying on Crowdsourcing Innovation?

Absolutely. If you aren't crowdsourcing innovation, you can rest assured that your competitors are. That means that they are actively pursuing innovation using a powerful tool that harnesses resources from all over the world. No matter how talented your existing team might be, it is impossible to keep up with that kind of approach.

Even if your team is developing great ideas, your competitors will be able to bring them to market faster, which means that your next big idea might have been stolen right from under your feet. You will be back at the drawing board while your competitors are winning a bigger share of the market. Crowdsourcing is about innovation and ideation, but it is also about acceleration and the ability to move ideas through the development process even faster.

Ezassi's Crowdsourcing Innovation Software

Crowdsourcing innovation software from Ezassi can provide an essential tool that allows businesses to harness the power of crowdsourcing and allow participants to effectively share, rate and develop ideas through a centralized platform.



▶ ClickView



20
What is Crowdsourcing for Innovation?
 Crowdsourcing and co-creation is an essential arm of conducting smart business.
 How to channel your internal and external crowd for innovation, ideation and collaboration.



Energy Technology Scouting





Energy Technologies

A look at emerging technology.

Technology Scouting Discovery

Uncover trending technologies within the energy space, including renewable energy generation, energy storage technology, sustainable technology and more.

Discover startup opportunities, investigate key players, view the technology evolution, patent landscape, startups...

See what Technology Landscaping and Technology Scouting can uncover within your technology space.

[EXPLORE TECHNOLOGY](#)

Up Next in Emerging Technologies

- Information Technology
- Chemical Technology
- Medical Technology
- Human-Genome Technology
- Materials Technology

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Energy Technology Scouting Landscape:
A look at emerging technology.

From solar power to renewable energy



83,271
Potential Startup
Targets



957
Patents



1,093
Trademarks



41,556
Scientific Journal
Publications

Drilling into the detail of Siemens
emerging energy technology profile



Technology Scouting Reporting and Analysis for Energy Technologies



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Contact Us

Feel Free to Ask Any Questions. We'll Respond to You in 24 Hours.

Energy Technology Scouting Landscape - Ezassi

<https://ezassi.com/energy-technology-scouting-landscape/>

A look into the emerging **energy technology scouting** landscape as it looks today. Discover the technology that is trending in the energy technology space...

Energy Technology Scouting Report - Ezassi

<https://ezassi.com/energy-technology-scouting-report/>

Energy Technology Scouting Report - Utilizing Ezassi's Technology Scouting software, download the preliminary technology scouting report, patent ladscape...

Technology Scouting – BlueThink

<https://bluethink.tech/project-type/technology-scouting/>

Project using our **Technology Scouting** approach. ... Project Type: **Technology Scouting**. Project using our **Technology Scouting** approach. All - Automotive ...

Technology scouting - Wikipedia

https://en.wikipedia.org/wiki/Technology_scouting

Technology scouting. It is a starting point of a long term and interactive matching process between external **technologies** and internal requirements of an existing organization for strategic purposes. This matching may also be aided by **technology** roadmapping.

Technology Scouting: The Global Specialists | TechScout.com

<https://www.techscout.com/>

TechScout.com is specialized in **technology scouting** services for R&D departments of multinational corporations around the world.

Three Steps to Becoming a Better Technology Scout -Prescouter ...

<https://www.prescouter.com/2013/.../three-steps-to-becoming-a-better-technology-sco...>

Technology scouting is an art and a science. Based on my ... Whether you are a **technology scout** as just part of your job, or all of your job, you have a customer. ... What are some of the latest waste-to-**energy** technologies available? Article ...

Searched: Energy technology scouting

Ezassi ranking #1 and #2

Outranking a few big competitors in the space:

- Bluethink
- Techscout
- Prescouter
- Nerac

Innovation Program Guide



The 2018 Business Guide to Implementing an Innovation Program



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- 4 How Businesses Innovate
- 6 ROI Impact
- 11 Why Have an Innovation Program?
- 14 Is an Innovation Program Right for Every Business?
- 16 Implementing an Innovation Program
 - Establishing Program Goals
 - Dedicate Program Resources
 - Program Access and Rollout Strategy
 - Branding and Messaging
 - Building Ideation Teams and Innovation Processes
 - Using Challenges to Encourage Innovation
 - Growing through Engagement
 - Monitoring
 - Measurement Impact and ROI

32 About Ezassi

33 Key Take-Aways

Innovation Program ROI IMPACT

- Expedites innovation 1 2
- Motivates and retains employees 3 4
- Encourages collaboration and creativity 5 6
- Teaches overcoming failure 7 8
- Reveals strengths, weaknesses and competitive advantages/disadvantages 9 10

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This same research found that businesses begin innovation programs to encourage collaboration and engagement, particularly internally among employees, which can also lead to higher degrees of employee motivation. This way, businesses can create a discipline — a habit — of innovation: the more its people innovate and practice innovation, the more likely they are to continue to do so. This innovation habit also teaches collaboration and creativity skills in employees, which makes them more valuable to the organization at-large.

Another invaluable innovation program driver is the need for risk-taking and providing the innovators a safe environment where **the ability to fail** is a success. Ideation and innovation process is an imperfect science — seldom do great ideas lead exactly to the desired outcomes or travel along the expected route. Innovation comes with twists and turns, pivots and mistakes, adjustments and re-adjustments. People involved in innovation have to learn this, and they will either do so the hard way — by becoming too invested in their idea too soon — or through the habit of trial and error. When introducing innovation organization-wide, this kind of failure needs to be learned, and it's an invaluable lesson.

25% of top 1000 global companies are experiencing pressure to change their approach to innovation.

How will you innovate?

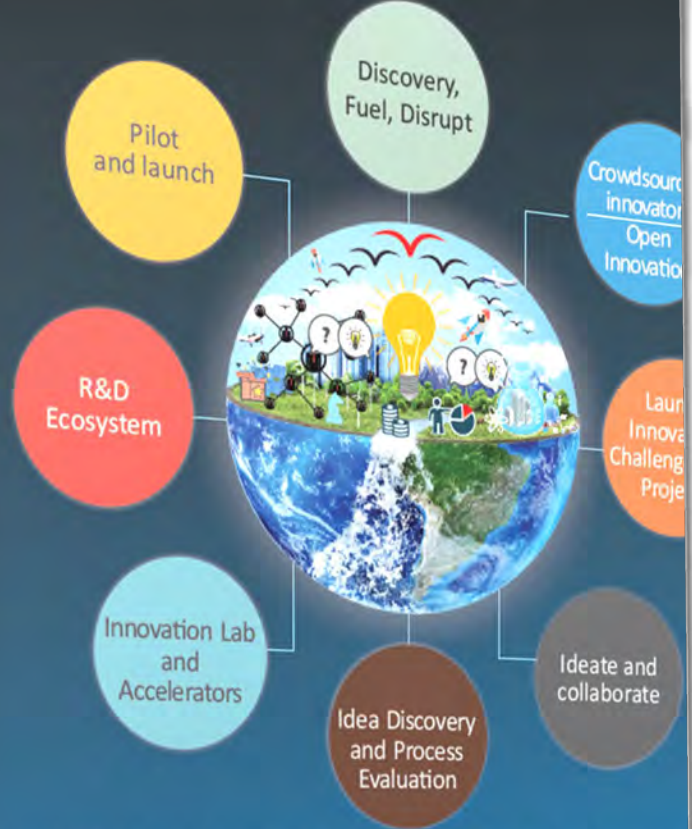
2017 Global Innovation 1000 Report

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More Portfolio Components



Delivering an Innovation Ecosystem



Robust innovation technology tools deliver a full-service Innovation Ecosystem where innovat from discovery through to commercialization. These types of tools involve incubators, employe innovation, Open Innovation (customers, suppliers, academia, researchers, etc.), crowdsourcin innovators and subject matter experts and managing ideation — *in one, single digital platform*



Interested in learning mor innovation technology too
Contact Ezassi at 904-432-8315 or email info@
www.ezassi.com



A CONFIDENTIAL PHARMACEUTICAL COMPANY
Global Pharmaceutical Research and Manufacturing



CASE STUDY: EXTERNAL INNOVATION MANAGEMENT SOFTWARE

THE CHALLENGE

Understanding the need to accelerate the innovation process in order to maintain and increase revenue results, the Client, a large, global pharmaceutical company, sought an innovation platform to promote technical challenge and implement a system to secure and protect innovation discoveries and submissions. Knowing that within the pharmaceutical space there are technologies under development all over the globe, the Client sought to crowdsource technology solutions. An ideation platform to capture internal and external innovation would allow them to capture ideas worldwide.

The desire to have an innovation management system in place would help the Client promote, manage, review, advance and speed up the time-to-innovate.

THE SOLUTION

The implementation of an Enterprise Innovation Management (EIM) software solution provided the Client with a safe and secure platform to promote technical innovation challenges. With the platform, the Client was able to promote multiple challenges at one time, across several product lines with a structured idea capture method. The structured idea capture format limits the submission of intellectual property (IP), providing a layered approach to terms and conditions to protect both the client and solver. This feature accelerates the NDA process from several months to a few weeks. In addition, the EIM platform, included:

- Internal and external idea capture
- Unlimited challenges
- Bilateral IP protection, protecting the Client and the submitter
- Auto-assessment scoring of idea submission to easily identify top submissions
- Ability to collaborate, brainstorm and expand upon existing ideas to improve productivity
- Automated network building
- Dynamic idea submission dashboard to view, sort and filter all ideas
- Fully automated, idea advancement stage-gated workflows customized for each product line
- Idea advancement ideation and collaboration
- Customized analytics charts and graphs with detailed drill-down functionality

THE RESULTS

By implementing an Enterprise Innovation Management software system, within a four (4) year timeframe, the Client received 194,000 idea submissions from internal and external solvers. 73,000 were deemed qualified for initial consideration using the automated assessment feature. 31,000 submissions advanced with the automated stage-consideration using the automated assessment feature. 31,000 submissions advanced with the automated stage-consideration using the automated assessment feature. The vast user network spans across 34 countries and is being used for current and future technology (2) per month. The disclosure process significantly decreased. Historically the process would take four (4) to nine (9) months. With the platform, the process now takes two (2) to three (3) weeks — *accelerating time-to-innovate*.

www.ezassi.com

Don't just survive, thrive.

Using innovation technology tools allows businesses to disrupt and innovate faster and smarter, with fewer resources.

"Digital disruption will wipe out 40% of Fortune 500 firms in next 10 years."

In order to thrive, companies must fully embrace and implement a culture of innovation that adopts, embraces and practices internal and Open Innovation. To disrupt effectively, lean-driven innovation is a key component. "A lean and agile culture goes hand-in-hand with an innovative culture. You simply can't have one without the other."

To remain to exist, one must be disruptive. Innovation acceleration tools are essential to a company's ability to disrupt within their marketplace. From scouting technology automation, for fast and accurate discovery, to collaborating and ideating with internal and external subject matter experts, having the right innovation acceleration tools is a *must-have to survive to day's competitive disruption*.



How businesses significantly reduce survival vulnerability with Ezassi's innovation technology solutions.

- 1 Delivering an Innovation Ecosystem**
The Ezassi Innovation Software solutions deliver a full-service Innovation Ecosystem where innovation is moved from discovery through to commercialization. Involving incubators, employee innovation, Open Innovation (customers, suppliers, academia, researchers, etc.), crowdsourcing of innovators and subject matter experts and managing ideation — *in one, single digital platform*.
- 2 The Innovation Startup Incubator**
Search and uncover hundreds and thousands of potential startup targets in seconds. Collaborate and ideate with your internal and external experts to vet and narrow down the targets with automation components. *Saving significant time, resources and money.*
- 3 Lean-Driven Innovation Management**
The Ezassi Innovation Software is developed with the lean, agile culture as a primary focus. From innovating within or outside your walls, the platform is *designed to promote a lean and agile approach to managing ideation and scouting for technology.*
- 4 Re-Engineering R&D Innovation**
Complement shrinking R&D teams with Ezassi technology solutions. Corporate R&D is shrinking and shifting. Innovation technology solutions provide the tools to limit the need for extensive resources, resulting in increased R&D accuracy, delivered faster — *providing a direct, positive impact to the bottom line.*
- 5 Uncovering Emerging Technology**
With Ezassi's Technology Landscaping tool, data mine more than 40 million data sources in seconds, to discover emerging technology, startup target acquisitions, patent landscape and more. *This solution-set is proven to uncover targets and data more accurately in a significantly shorter time frame.*
- 6 Bilateral IP Protection**
IP protection is the biggest obstacle to an effective, sustained Open Innovation program. Ezassi's Innovation Software is the only system with IP protection built-in, *designed to protect the innovator and the company.*

