Dolcera Offerings

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Dolcera for your organization

Dolcera's mission is to provide information integration and outsourced research services for decision support. Our services are targeted towards multiple types of **knowledge workers** within organizations including:

1. Researchers, engineers and technologists
2. Patent counsel and attorneys
3. Knowledge managers
4. Marketers and brand managers
5. Senior executives and strategists

The Dolcera team has deep **expertise** in medical devices, computer software, communications, pharmaceuticals, chemical and mechanical engineering.

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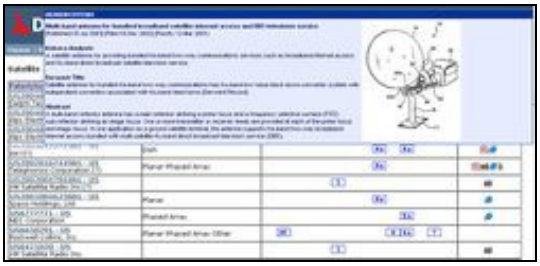


Alopecia report

Dolcera for Researchers

Dolcera works with researchers, engineers and technologists, and provides them with very high-quality technology and market information through our **technology reports**. Our technical team prepares technology reports on important areas of research and development. These reports comprehensively cover:

- Technology and research developments,
- Market factors, and
- Intellectual property aspects

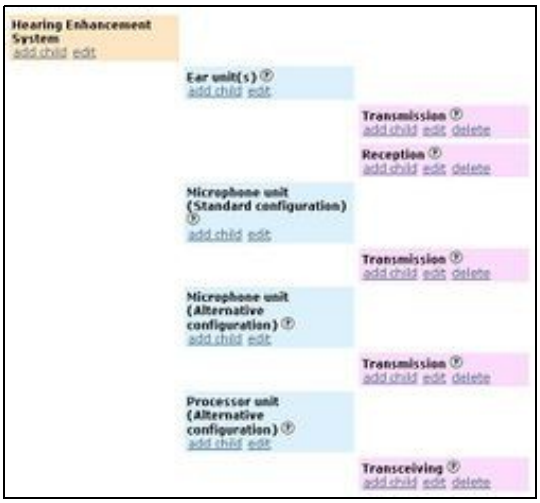


Satellite Antenna IPMap

Dolcera for Patent Counsel and Attorneys

Dolcera provides the intellectual property (IP) teams with a variety of services including:

- **Prior art**, **invalidation** and infringement searches (**Dolcera IPMaps**)
- Technical writing and patent drafting
- **Technology reports**
- **IP asset management services**

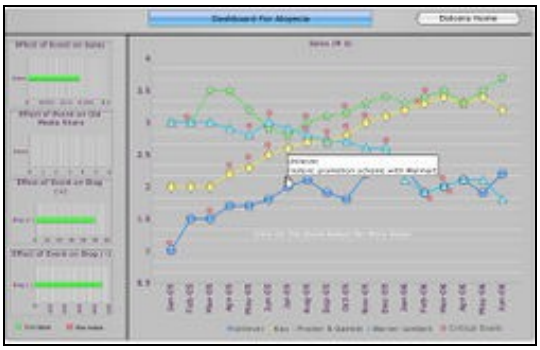


Dolcera taxonomy tool

Dolcera for Knowledge Managers

Knowledge managers are faced with a rapidly changing environment that includes a plethora of new tools (blogs, wikis, the semantic web etc.) and many challenges to go with them (e.g. taxonomy organization). Dolcera provides a range of **collaboration services** for managers of knowledge-driven organizations. The collaboration services include:

- Wiki and other collaboration tools setup and management
- Taxonomy design and updates for large taxonomies
- Collaboration/knowledge processes design
- Ongoing updates with latest tools



Brand Manager Dashboard

Dolcera for Brand Managers

The **brand manager dashboard** is a new Dolcera offering targeted towards marketing teams within consumer products, pharmaceutical and automotive companies that organize their product strategies around strong brands and monitor them relentlessly.

The dashboard:

1. Identifies the impact of global and local events on client's and competitor's brands,
2. Brings together data from a variety of data sources, and
3. Includes data collected through sampling blogs, social networking sites and other non-traditional media sources.



Alopecia dashboard

Dolcera for Strategists and Executives

Executives and strategists use the integrated **executive dashboards** to obtain a comprehensive overview of market, research and IP trends. Other services from Dolcera include:

1. Business plan development
2. Timelines
3. Technology trends research

Dolcera Expertise

The Dolcera team has expertise in:

- Technology analysis in the areas of chemistry, biotechnology, computer software, electronics, communication and mechanical engineering.
- Market research - primary and secondary - across multiple industries
- Information integration for large sets of structured and unstructured data
- Collaboration tools and technology including wikis, blogs and Web 2.0

Medical devices	Surgical beds, Pulse oximetry, Stents, Devices for ischemic strokes, Implantable pressure sensors
Pharmaceuticals	Alopecia (hair loss), Ischemia, Coronary artery disease (CAD)
Biotechnology	Genomics, bioinformatics, biomedical engineering
Communications	Satellite antennas, Mobile communication (GSM, CDMA, 3G), VoIP
Software	RFID, Consumer applications, E-Learning, Multimodality, Advanced user interfaces, Mobile applications, Location-based services, Advertising tracking

Computer Software and Services

Dolcera's clients include one of world's top 3 software companies, as well as many of the world's most reputed companies as well as law firms specializing in this area, both in US and Europe. We provide intellectual property (IP) and technology research services to our clients.

Our team has decades of collective experience in the software industry. We have covered a range of areas in this space, including:

- Consumer applications such as electronic payment technology, Web 2.0 technology, and mobile personal information management (PIM) applications
- Enterprise applications such as E-Learning, Multimodality, medical records management and advanced user interfaces
- Advanced applications such as location-based services, advertising tracking etc.
- Radio Frequency Identification (RFID): IPMap and dashboard

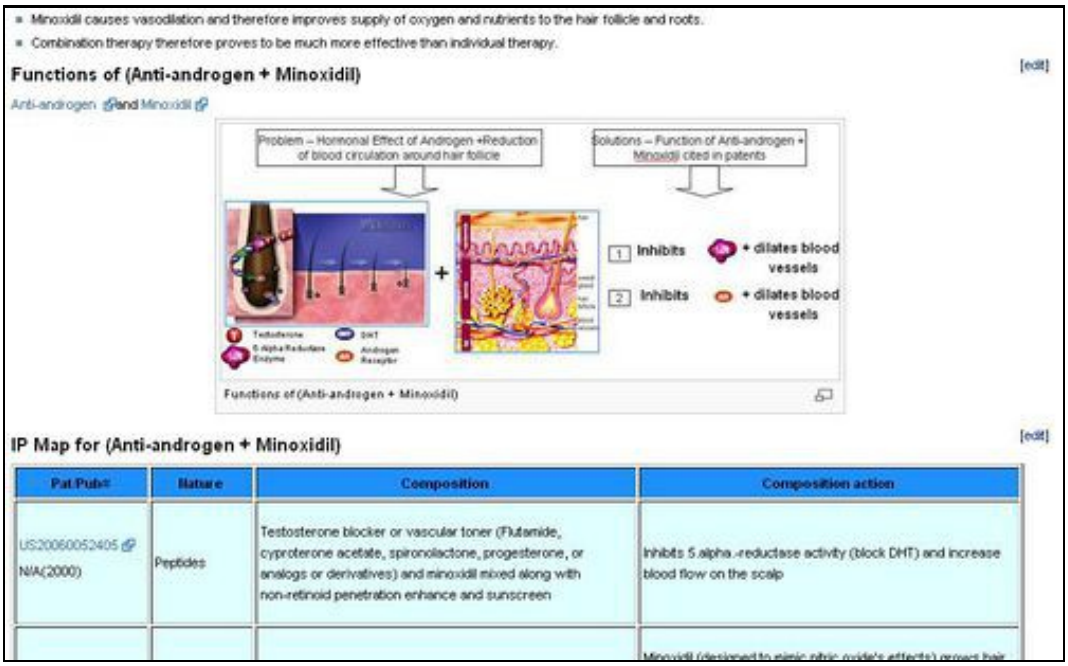
Technology reports

Dolcera team prepares technology reports on important areas of research and development. These reports comprehensively cover:

- Technology and research developments,
- Market factors, and
- Intellectual property aspects

The unique aspects of Dolcera's technology reports are:

- High quality of technology and market analysis,
- Interactive development in partnership with client, and
- Continuous updates



Alopecia report

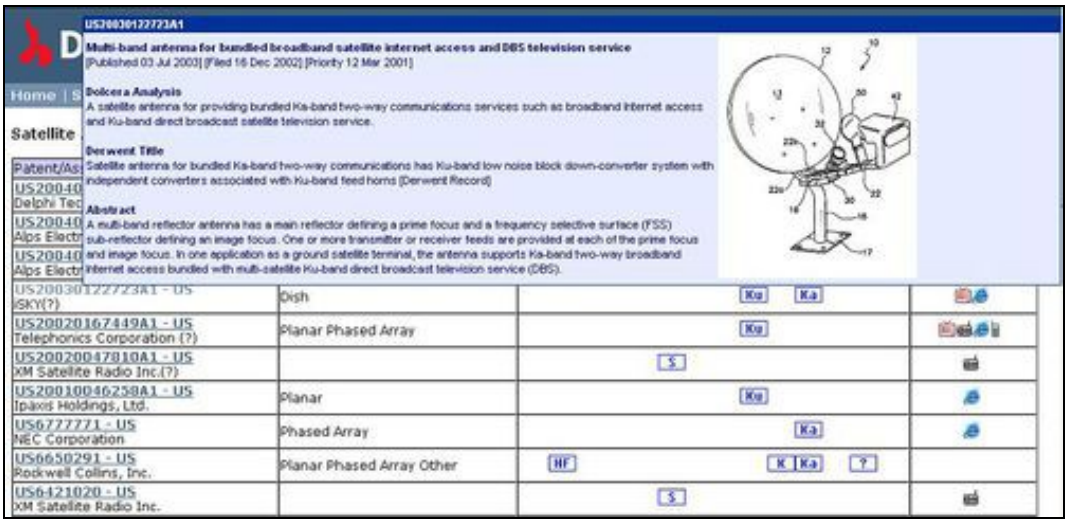
Case study: Technology reports

Client:	A large medical device company
Goal:	Create a technology report on one of the newest types of cardiac devices. Integrate data from a variety of data sources.
Duration:	Intial preparation - 4 weeks
Result:	The Dolcera report was shared between the research, marketing and legal groups within the client corporation. Dolcera also provides monthly updates for this report.
Savings:	Approximately 1/8th of the cost
Example:	(Confidential)
Dolcera advantage:	**Multi-disciplinary data integration, rapid results, low costs**
Client quote:	*"This is the perfect kind of thing for me."*

IPMaps

Dolcera IPMaps present the comprehensive view of intellectual property in a particular area. Prepared by highly-trained technical analysts, Dolcera IPMaps are:

- Comprehensive
- Interactive
- Visually clear-cut
- Database-driven



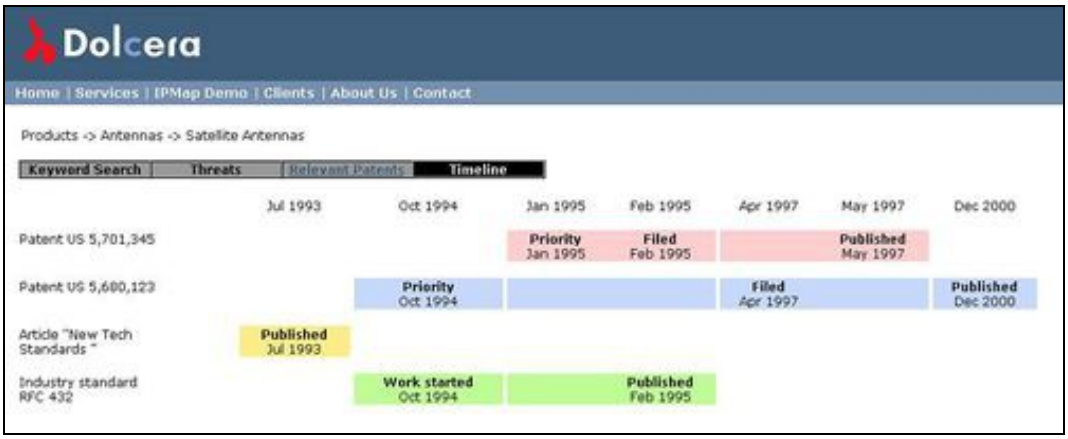
Satellite Antenna IPMap
Case study: IPMaps

Client:	A Fortune 500 software company
Goal:	Provide an overview of the company's patent portfolio in a key technology area.
Duration:	2 weeks
Result:	The Dolcera IPMap integrated patent and competitive information from a variety of sources in one 'snapshot' IPMap that was used by the client for validating the market space and their own research strength.
Savings:	Approximately 1/5th of the cost
Example:	RFID IPMap, Multimodal applications IPMap
Dolcera advantage:	**Data integration, technology expertise, speed, low costs**
Client quote:	*"You showed us how small this market is. We would not have entered this market if we had this information in advance."*

Timelines

Certain fields of research progress at bewildering speeds. It is often impossible for researchers, technology experts and executives alike to keep track of the developments. Dolcera timelines are exactly what their name implies: interactive visual maps that show the development of a field over the course of time. Our timelines are used for a variety of purposes including:

- Understanding the development of a field of science/technology
- Determining the contributions of individuals/companies to
- Juxtaposing market and technology developments



Sample timeline
Case study: Timelines

Client:	A major N. American smartphone manufacturer
Goal:	Determine inventorship of some of the most important cellular telephony standards by analyzing patent, standard and market data.
Duration:	4 weeks
Result:	Dolcera timelines, based on research through several gigabytes of standards meetings minutes, specifications and patents, allowed the client to negotiate with their competitors.
Savings:	Approximately 1/10th of the cost
Example:	Sample timeline
Dolcera advantage:	**Powerful search tools, data integration from disparate sources, succinct presentation**
Client quote:	*"I did not even have to lift a finger to understand the information... I used your presentation for my company's Board (of Directors)."*

Business plans

Dolcera works in partnership with research and development groups within companies to help them understand the business opportunities for their research. We develop full-strength business plans with:

- Commercialization possibilities for research
- Competitive landscape
- SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats



SWOT Analysis

Case study: Business plans

Client:	A global software company
Goal:	Create business case for a research project with several patent applications
Duration:	6 weeks
Result:	Complete business plan including market research, financial plan, competitive analysis, product positioning, product and need characteristics
Savings:	Approximately 1/10th of the cost
Example:	(Confidential)
Dolcera advantage:	**Strong technology and business expertise to help researchers shorter innovation cycle**
Client quote:	*"Dolcera is an integral part of our research commercialization strategy."*

Executive dashboard

The Dolcera executive IP dashboard provides an integrated view of all the key performance indicators for your organization's intellectual property, including:

- Patent filings
- Patent licensing opportunities
- Patent threats
- Competitive position
- Key IP performance indicators

The interactive executive IP dashboard allows users to perform their own what-if analysis. Behind the scenes, the Dolcera team performs extensive research and market+competitive analysis to drive the executive dashboard and keep it up-to-date.



Alopecia dashboard



Alopecia dashboard

Case study: Executive dashboard

Client:	A US medical device major
Goal:	Provide a central point of entry for all corporate IP performance indicators
Duration:	Ongoing
Result:	All patent information in one spot, and shared by all stakeholders within the organization.
Savings:	Greater overall visibility improves response time considerably
Example:	(Confidential)
Dolcera advantage:	**Correlating market movements with IP information and technology trends**
Client quote:	*"The dashboard helps our team think strategically."*

Brand dashboard

The brand manager dashboard is a new Dolcera offering targeted towards marketing teams within consumer products, pharmaceutical and automotive companies that organize their product strategies around strong brands and monitor them relentlessly.

The dashboard identifies the impact of global and local events on client's and competitor's brands. It brings together data from a variety of data sources. It also includes data collected through sampling blogs, social networking sites and other non-traditional media sources.

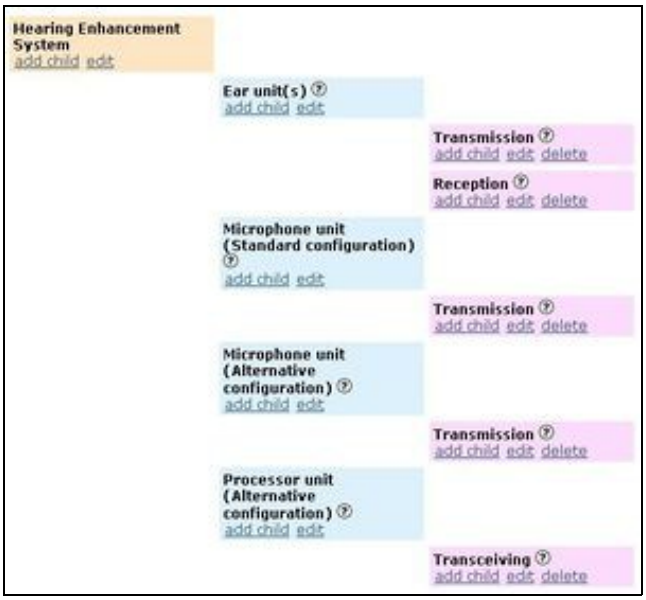


Brand Manager Dashboard

Collaboration services

Dolcera provides a range of collaboration services for large organizations. The collaboration services include:

- Wiki and other collaboration tools setup
- Taxonomy design and updates
- Collaboration/knowledge processes design
- Ongoing updates with latest tools



Dolcera taxonomy tool

Case study: Collaboration services

Client:	Large pharmaceutical company
Goal:	Provide a central Human Resources forms and document system for the corporate intranet.
Duration:	2 months
Result:	We prepared the taxonomy and classification system for all documents and classified the documents initially. We also trained clients to update the documents on an ongoing basis.
Savings:	Approximately $300,000 for the project
Example:	(Confidential)
Dolcera advantage:	**Best-in-class technology and processes, ably supported by our technical team in India**
Client quote:	*"Our goal is to be a smarter organization, and Dolcera helped us achieve it."*

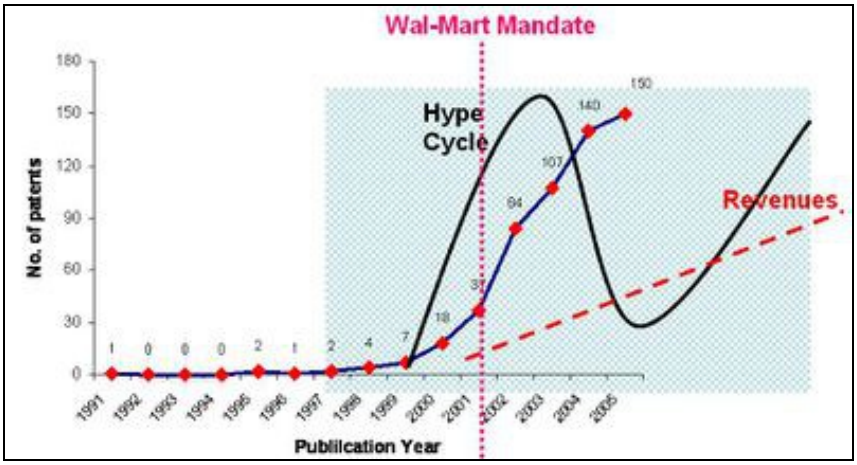
Intellectual asset management services

Dolcera takes medium- to large-sized patent portfolios and:

1. Creates a taxonomy to organize the patents
2. Organizes the patents inside the taxonomy
3. Identify and juxtapose the key competitive patent and non-patent documents
4. Identify products and 'virtual products' related to different sets of patents
5. Highlight the key strengths, weaknesses, opportunities and threats

Technology trends research

Technology changes rapidly and it is often difficult to keep track of all the trends swirling on the Internet, all the ideas bubbling in academia, and the range of innovations you and your competitors are working on. Dolcera provides a sophisticated service to track technology trends, juxtaposing academic research, market data and patent filings information worldwide.



RFID technology trends

Case study: Technology trends research

Client:	Major technology company
Goal:	Provide an overview of technology directions of an important technology topic.
Duration:	2 months
Result:	We identified the key technology trends, the patent information worldwide and provided predictions for the 'next big thing'
Savings:	Potentially millions, with timely positioning of new offerings
Example:	HEV Report
Dolcera advantage:	**Constant monitoring of technology trends**
Client quote:	*"We are swamped with information and are unable to digest it."*

Dolcera offerings map

Offering	Goal	Client	Role	Demo
Technology reports	360-degree view of technology and market data	Technology company	Researcher	HEV report
IPMaps	Comprehensive view of a particular research area	Law firms, corporations	Researcher	Satellite Antenna IPMap
Timelines	Integrated timeline of technologies, standards and patents	Corporations	Executive	Timeline view
Business plans	Integrated timeline of technologies, standards and patents	Corporations	Executive	Timeline view
Executive dashboard	Up-to-date snapshot of market+competitive data	Large corporation	Executive	RFID dashboard
Brand dashboard	Integrated market information for a brand	Consumer products company	Brand Manager	Brand dashboard
Collaboration services	Multi-way interaction platform for research, marketing and manufacturing groups	Medium and large companies	Knowledge worker	Interactive reports
Intellectual asset management services	Comprehensive overview of all your and your competition's IP	Medium and large companies	Patent counsel	IP asset management
Technology trends research	Monitor technology, IP and market trends	Medium and large companies	Executive	Technology trends report

Questions Dolcera answers

We help you answer questions such as:

- **What?s hot**
  - What technology/approaches are the most promising?
  - What technology/approaches have already been tried?
  - What can I license?
  - Is any empirical data available?
- **Where should I focus my R&D investment**
  - Where?s the ?white space? for me to play in?
- **Any hints for research**
  - Are there any combinations I could develop?
- **What should I do in this geography**
  - What are my competitors up to in this geography?
  - What are my strengths/ weaknesses here?
- **What?s my competition up to**
  - What?s my top competitor investing in?
  - Are there any loopholes in their strategy?
  - Will a competitor emerge from nowhere and surprise me?
  - What are the crowded areas?
- **How do I play defense**
  - What should my blocking/reactive strategies be?

Dolcera Expertise

The Dolcera team has expertise in:

- Technology analysis in the areas of chemistry, biotechnology, computer software, electronics, communication and mechanical engineering.
- Market research - primary and secondary - across multiple industries
- Information integration for large sets of structured and unstructured data
- Collaboration tools and technology including wikis, blogs, filterers and Web 2.0

RSS feeds

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