

Honeywell: Lowering Costs, Increasing Productivity, and Improving Services for IP Operations

Honeywell

Size.....	\$23 billion
HQ.....	New Jersey
NYSE symbol.....	HON
IP Lawyers.....	25
Countries.....	95
Size of Patent Portfolio.....	13,000

Summary

Using a combination of MicroPatent's Aureka IP analysis and platform management software with MDC's IPMaster application provides Honeywell International Inc. with the ability to lower IP operation costs, increase staff productivity within the centralized IP operations group, and deliver a valuable service to Honeywell's technical employees worldwide.

Honeywell Organization

Honeywell International is a \$23 billion diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services; control technologies for buildings, homes and industry; automotive products; turbochargers; specialty chemicals; fibers; and electronic and advanced materials. Based in Morris Township, NJ, Honeywell's shares are traded on the New York, London, Chicago, and Pacific Stock Exchanges. It is one of the 30 stocks that make up the Dow Jones Industrial Average and is also part of the Standard & Poor's 500 Index.

The intellectual property activities of the organization are managed by 25 IP lawyers located in various business units across the US, Europe, and Asia, with a central patent services staff dedicated to managing the Honeywell docket and coordinating international filings.

Business Issues

As the Chief IP Counsel, David Hoiriis faces the task of coordinating and managing roughly 13,000 issued patents on a global basis. The portfolio has grown over the years through both M&A activities, along with internal product development (the major acquisition was the combination of the Honeywell and Allied Signal portfolios in 1999). Furthermore, with approximately 500 new USD patents per year,

the portfolio goes through near constant changes as a result of new filings, expired/abandoned patents, acquisitions, divestitures, and in-licensing activities.

With over 10,000 technical employees across the globe in four separate Strategic Business Groups (each with their own level of IP business processes and requirements), Hoiriis faces the daily challenge of providing IP services to this community. In particular, the key business issues he and his team face include:

- *Providing his business units quickly and easily with patent information that does not appear on the face of the patent (such as the Honeywell Business Unit that is responsible for maintaining that particular asset). As Honeywell has grown through acquisition, along with licensing of patents, his business units require accurate, up-to-date, and easily accessible information regarding their portfolios. Because a large number of Honeywell's patents show an assignee other than Honeywell, no public database can list all of Honeywell's patents accurately.*
- *Ensuring he and his team are focused on the primary activities that drive value for Honeywell from managing the IP portfolio, while at the same time responding to consistent requests for patent information across the enterprise from the various business units. With limited resources, improving productivity in managing his internal customer requests is a significant challenge.*
- *With continued cost pressures across the organization, streamlining internal processes throughout the IP management life cycle is critically important in order to improve productivity, lower costs, and improve services.*

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*David Hoiriis
Chief IP Counsel
Honeywell International Inc.*

MDC/MicroPatent Solution

Facing these issues, Hoiriis turned to the Aureka IP management offering in combination with MDC’s PCMaster/IPMaster offering to provide a solution to meet his needs.

In particular, the Aureka application provides Honeywell with the ability to quickly and easily integrate information from the in-house docket management tool and provide global access to this information across the enterprise in a user-friendly interface. With Aureka’s web-based architecture (minimizing the need for IT investment), Hoiriis is now able to provide his business units with current access to their own portfolios, which include both Honeywell patents as well as patents acquired from other organizations, in an easy to use interface that is integrated with Honeywell’s IP intranet web pages. Furthermore, the tiered usage levels of Aureka and flexible license management allows Hoiriis to cost effectively meet the needs of his user community by providing global access to the entire organization with Aureka bronze licenses (particularly important to his R&D community in managing the stage gate review processes), while providing his attorneys and licensing executives with silver and gold licenses which provide increased analysis and portfolio management capabilities.

Value to Honeywell

As a result, Hoiriis is now able to have his staff focus on the value-add activities of managing the IP portfolio, versus responding to numerous

similar requests for patent information from his business units. In addition, this has all been accomplished without any incremental headcount within the IP legal group as MicroPatent’s Professional Services organization has completely managed the implementation, integration, and rollout of the Aureka offering across the Honeywell organization.

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Conclusion

“My responsibilities include ensuring I get the most value as possible from the effective management of the Honeywell patent portfolio. Partnering with MicroPatent and MDC has allowed me to focus on these key core competencies, while they focus on their strengths in assisting me to grow our business,” said Hoiriis.