

TRW Automotive: Improving intellectual property (IP) workflow processes and patentability searching with customized IP management solutions.

Like many large, multi-national companies, TRW Automotive is consistently looking for means of improving intellectual property workflow processes and patentability searching. To assist in this process, the Intellectual Property (IP) group faced the task of streamlining IP and information management needs across diverse geographic locations and disparate teams with various different functional responsibilities. After exploring numerous options to resolve this issue, TRW selected Thomson Scientific to design, build and deploy a customized Integrated Information Solution (IIS). The system is a 'one-stop shopping' tool providing an efficient means of identifying and analyzing 3rd party patents from around the globe – thereby fostering improved filing decisions for TRW and resulting in a more robust patent portfolio.

CORPORATE PROFILE



Size	\$12 billion
HQ	Livonia, Michigan (USA)
Employees	60,000
Countries	24
R&D/Engineering	4,500
Patents Published Annually	7114
NYSE Symbol	TRW

TRW ORGANIZATION

TRW Automotive is among the world's ten largest automotive suppliers and is one of the top financial performers in the industry. The company supplies more than 40 major vehicle manufacturers and 250 nameplates and holds leading positions in all of its primary product categories. TRW supplies all major vehicle manufacturers with chassis and occupant safety systems and additional products such as body controls, fasteners, and engine valves.

Headquartered in Livonia, Michigan (USA), TRW Automotive had 2004 sales of \$12 billion

and employs approximately 60,000 people in 24 countries. With more than 4500 engineers and researchers involved in the development of advanced safety systems, TRW looks to remain the world's leader in automotive safety, producing one of the largest arrays of active and passive safety technologies. It continues to be at the forefront of developments in vehicle dynamics, driver assist systems, foundation brakes, inflatable restraints, seatbelt technologies, and the electronics and software advancements that will enhance the safety, convenience, and comfort for tomorrow's vehicles.

BUSINESS ISSUES

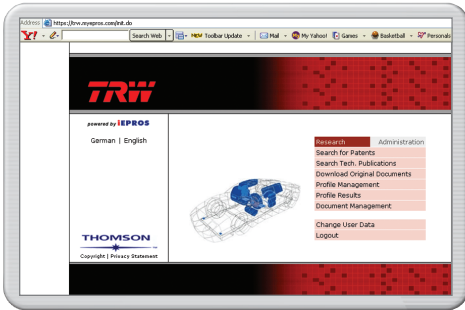
As Senior Counsel of Intellectual Property and Licensing for TRW Automotive, Gary Hermanson faced the challenge of more effectively managing TRW's intellectual property patent portfolio. As the company had grown throughout the years via both internal growth, and mergers and acquisitions, TRW had implemented numerous different approaches to IP and information management across the various strategic business units within the organization. Furthermore, TRW's global presence with R&D engineers working throughout the world resulted in the need for effective collaboration between the R&D and IP operation teams working in these different geographic locations.

As a result, Mr. Hermanson was looking to implement a customized solution that would allow him to:

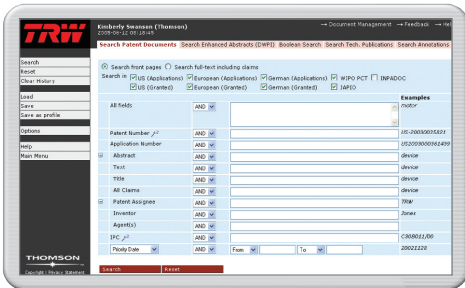
- Provide his R&D, legal, engineering, and IP Operations teams with access to patent information in a secure environment, while providing effective collaboration between the teams in order to speed time-to-market for new product introductions.

- Reduce the duplication of patent information databases within the organization, and ensure that all relevant employees had access to the patent information they needed in a consistent application/interface across the company.
- Centralize the development and management of a TRW IP solution, while ensuring consistent workflow and IP management practices across business units in the US, Europe and Asia.
- Increase the relevance and effectiveness of patent alerts, thereby streamlining the competitive intelligence review time in a customized workflow environment.

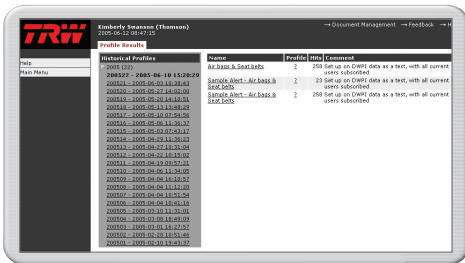
"The ability to customize and integrate the IP research and management workflow in an R&D organization like TRW is critical to profitability. A well-integrated, user-friendly workflow allows a more robust R&D pipeline by supporting faster, more efficient innovation," said Mr. Hermanson.



The TRW user interface has been designed to meet the needs of the patent and non-patent professional, with the ability to customize the interface language.



The main search screen provides the ability to search patent, Derwent records, scientific literature, and TRW annotations from one interface.



In order to stay current on topics of interest, alerts can be created, stored, and managed within the TRW solution.

THOMSON SOLUTION

After reviewing numerous different offerings within the marketplace, Mr. Hermanson chose to implement a customized solution from Thomson Scientific. The Thomson Scientific Integrated Information Solution provided TRW Automotive with a collaborative research and workflow platform containing much-needed patent, scientific, and technical content, supported by Thomson experts who tailored the offering for TRW's unique needs. Mr. Hermanson chose Thomson to partner with on this project as Thomson solutions are valued in corporate research centers across the globe, Thomson offerings help customers make better decisions to achieve exceptional results and Thomson worked with TRW to integrate existing TRW research tools into the customized solution offering.

In response to Mr. Hermanson's particular business requirements, Thomson Scientific designed and implemented a customized solution providing TRW with the ability to:

- Search published patent applications and granted patents, Thomson's Derwent database, scientific literature, and TRW annotations all in one secure application with a customized user interface.

- Manage patent information via a 'Document Tree' or online filing cabinet for storing and managing IP portfolio data and scientific/technical content.
- Provide TRW users with document images formatted in a TRW-customized view, including patent and Derwent records and scientific literature, along with the ability to download patent or other documents directly to the user's desktop.
- Create user defined notes, or 'annotations,' that can be tied to patent records, thereby providing for documentation on key information related to patent analysis (and which can be shared with others internally to TRW, along with outside counsel).
- Use a customizable language interface for users in different countries, along with implementing a robust security environment using SSL technologies and requiring user ID and password authentication.

- Quickly and easily implement refined patent alerts and processes in one easy-to-use central repository.

CONCLUSION

As a result of the Thomson Scientific customized solution, Mr. Hermanson and the engineering, legal, R&D, licensing, and strategic intelligence teams at TRW Automotive have improved their workflow efficiencies, reduced their new product introduction time-to-market, and lowered costs associated with IP information management.

Per Mr. Hermanson, "The Thomson Scientific customized solution allows deeper collaboration between workgroups which means, among other advantages, that TRW focuses on patentable opportunities at the earliest stage of innovation – setting the company on the right track in the marketplace. The Thomson Scientific Integrated Information Solution gives us the customization, content, and collaboration we need to focus on profitability. Thomson is now the sole vendor of patent research and management solutions for TRW."