



FusionExperience adds comprehensive management information functionality to NovumIP

London, UK - - FusionExperience, the business and data solutions provider, has today announced that NovumIP, the first full end-to-end Intellectual Property (IP) Lifecycle management application in the cloud, will now offer comprehensive management information across the whole IP lifecycle. This follows the 'Go Live' announcement on 2 February, 2015.

Up until recently, typical IP portfolio management systems only provided a limited set of functions to complement the Docketing process. Therefore, organisations required multiple systems for a complete end-to-end management of the whole IP lifecycle.

In response to this need, NovumIP now provides easy access to a wealth of valuable business data - in one place and in real-time - in order to provide firms with comprehensive management and strategic information.

The types of reporting now available include:

- * New submissions and granted patents by team, country, region, technology, inventor and year
- * Declarations by standard
- * Strength of the portfolio by region and / or competitor
- * Monthly / quarterly and annual management reports on innovation across R&D divisions and new patent applications and granted patents split by technology, region, division, team, or any other required analysis

Paul Mitchell, Product Manager for NovumIP Said "NovumIP provides businesses with a single view of their entire IP portfolio, so that all stakeholders can access this vital information easily. As a result, it not only reduces the costs and risk of manual

intervention, but also increases business efficiency by eliminating the need to access multiple systems for this information."

As an added benefit, users can create their own personal reports and also adapt and maintain existing reports via an easy-to-use dashboard. This function is accessed securely through Salesforce.com, a collaborative cloud-based environment that eliminates the need of spreadsheets or other external reporting tools.

Steve Edkins, CEO of FusionExperience added "using the cloud service offered by Salesforce.com ensures that we deliver the maximum business benefit to our clients - on time, securely and within budget."

About FusionExperience

FusionExperience is an innovative business and data services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Salesforce.Com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource.

About Anomaly42

Anomaly42 allows you to gather up every bit of data and text in an organisation and be supplemented by external data sources. The technology requires unparalleled reliability, high levels of data security and the freedom to create new on-demand environments in a fast moving agile business environment.

About NovumIP

NovumIP supports the full IP lifecycle that extends from the nurture of new ideas via an inventor portal, to the preparation of aggressive and defensive cases to protect IP from infringement. Facilities manage the potential IP risks from start to finish.

NovumIP provides 100% visibility of the IP portfolio, improves process efficiency, reduces administration costs, improves accuracy, reduces errors and increases IP Portfolio profitability.