



Digital Tech Consulting (DTC) helps a company that develops and distributes high-quality audio technologies track the manufacture and sale of products in specific countries

Corporate Profile

DTC's client (Company) is a company with more than 40 years of experience in developing high-quality audio technologies. The Company has an extensive portfolio of audio technology patents that are used in the consumer-electronics, cinema, home entertainment, broadcast, and PC industries.

Key Business Issues and Challenges

The Company's challenge was to quantify the number of devices in a specific consumer-electronics category that were manufactured in certain Asian countries. In addition, the Company also required estimated number of units shipped by specific suppliers. This country-specific information was needed so the Company could more effectively manage its portfolio of technology patents used in these consumer-electronics devices.

The Solution

Digital Tech Consulting (DTC) provided the Company with detailed market research through its experience of studying specific geographic markets for making and selling consumer-electronics products. Through its experience of conducting research on manufacturing facilities and its network of experienced analysts who have built a deep network of executive contacts in the consumer-electronics manufacturing business, DTC was able to provide the Company with a study meeting its requirements. DTC delivered analysis that identified companies making products that used the Company's IP, as well as identified countries where manufacturing was taking place.

Results

The Company benefited from several positive results, including:

- Being able to have reliable market intelligence that pinpointed critical information about where these consumer-electronics products were being manufactured.
- Using the country data to better manage royalties for the Company's IP in accordance with patent filings for individual countries.
- Having reliable estimates on the number of devices distributed by specific suppliers throughout the world.

Final Thoughts

The Company realized that published market-research reports didn't provide the detail needed to help them manage their intellectual property. DTC designed a market-analysis strategy that drilled down deep enough to identify countries of origin and provide estimates for how many units were being manufactured in those



countries. DTC also provided a service that allowed the Company to personally interface and consult with DTC on an as-needed basis. Identifying and quantifying market size and the royalty intake aided the Company in delivering a stronger bottom line from its technology licensing.