

# HONEYWELL



**INTRODUCTION:** Honeywell: Lowering costs, increasing productivity and improving services for IP operations

**CASE SUMMARY:** Using a combination of *Aureka IP Analysis* and *IPMaster* from Thomson IP Management Services provides Honeywell International Inc. with the ability to lower IP operation costs, increase staff productivity within the centralized 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 (U.S.), 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 U.S., 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 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 US 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.



## THE THOMSON IP MANAGEMENT SERVICES SOLUTION

Facing these issues, Hoiriis turned to Thomson IP Management Services to provide a solution to his business issues. As a result, Honeywell is now utilizing the *Aureka* IP analysis offering in combination with the *IPMaster* offering to meet his needs. 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. 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 Thomson IP Management Services has completely managed the implementation, integration and rollout of the *Aureka* offering across the Honeywell organization.

"Implementing the *Aureka* platform and Thomson IP Management Services offerings has increased

the productivity not only of my own department, but of all Honeywell users requiring access to patent information. As a result, we have been able to continue to grow and expand our services without adding additional headcount, resulting in cost savings across the company," said Hoiriis. "Furthermore, Thomson IP Management Services has provided a complete one-stop, enterprise-wide solution to meet my needs by offering the *Aureka* software platform, robust patent content information, and professional services including integration and education services, all combined within one simple and easy to manage contractual offering."

## CONCLUSION

"My responsibilities include ensuring I get the most value as possible from the effective management of the Honeywell patent portfolio," said Hoiriis. "Partnering with Thomson IP

Management Services has allowed me to focus on these key core competencies, while they focus on their strengths in assisting me to grow our business."

***"Implementing the *Aureka* and *IPMaster* platforms and Thomson IP Management Services offerings has increased the productivity not only of my own department, but of all Honeywell users requiring access to patent information."***

— David Hoiriis  
Chief IP Counsel, Honeywell

### Thomson IP Management Services

#### Thomson Reuters

300 Franklin Center  
29100 Northwestern Highway  
Southfield, MI 48034-1095 USA

Phone +1 248 352 5810

Fax: +1 248 352 0754

Email: [ipms.info@thomsonreuters.com](mailto:ipms.info@thomsonreuters.com)

[thomsonipmanagement.com](http://thomsonipmanagement.com)

[thomsonreuters.com](http://thomsonreuters.com)

Brochure No. CO 08 8165 C CS

Copyright © 2008 Thomson Reuters



THOMSON REUTERS