



LTEC Corporation

Newsletter, June 2016

Recent Developments in the World of Competitive Intelligence

By

Louis Burgyan, Technical Advisor to Ltec Corporation

Recent news: The two most well-known providers of technical intelligence and patent advisory services, TechInsights and Chipworks, decided to merge under the name of TechInsights. Considering the small number of major players in this highly specialized, very tough and challenging field, this is a significant event. While loosely associated with Ltec Corporation, I will offer my own independent views as someone who joined the field of intellectual property (IP) service providers a few years ago after having spent forty years of my professional life in Silicon Valley as an IC designer and product and technology developer within leading semiconductor companies.

This news event brings a few key questions to the forefront: Why did this merger take place? How does it change the IP service providers' landscape? Who is likely to benefit from it, the service providers or the recipients?

Let's look at the facts: the business of competitive intelligence is labor-intensive and requires a broad range of skills, depth of knowledge, expertise, and expensive equipment. From this perspective, merger obviously makes good sense as the merging parties can consolidate manpower, equipment, reduce cost, and enhance competitive edge. According to press release by PR Newswire on June 2, 2016, "...*TechInsights is owned by AXIO Data Group, a British private equity firm. Under terms of the merger, AXIO retains majority control, but Mr. Ludlow and Ms. Elvidge will have a minority stake in the company. Mr. Day will also have a small ownership interest....*" (Note, the names refer to executives within the company). The ownership chain continues: AXIO is owned by Electra Partners LLP. I see multiple layers of ownership, lots of hands reaching out for their respective fair share of profits...

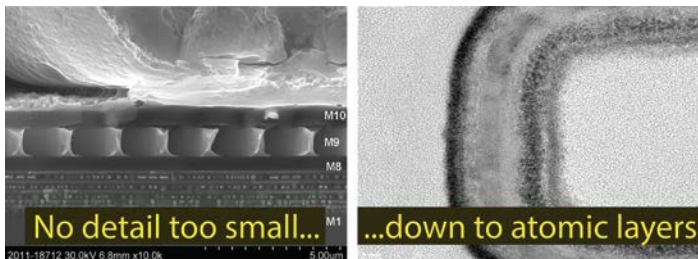
Consider TechInsights' worldwide competitor, Ltec Corporation (www.ltecusa.com), with its 120 employees, mostly engineers and scientists. This less known but highly reputable *family owned* company provides IP services for thirty-three years. Indeed, LTEC was the first independent IP service provider; they created this space and continue thriving. Located in the southern region of Japan, where the cost of labor is significantly lower relative to that of their main competitors, LTEC offers first class IP services, has excellent client retention rate, and I am confident they will remain a formidable competitor at both sides of the Pacific.

As for ability to keep up with the latest technology, I am aware that each of the two merging companies has a good reputation in the IP service business, and that includes one of the most challenging fields of all: working with deep submicron technologies down to 14nm. But I also know that there is only one IP service provider firm in the world today who announced to clients their unique capabilities to perform de-layering large areas of deep submicron semiconductor devices down to 10nm. This process node is still in the development phase; if they can do all this, I am not worried about LTEC's ability to compete. Sorry, no patents, this is LTEC Corporation's

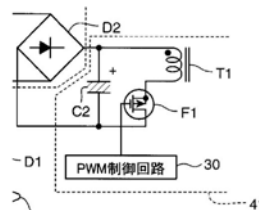
trade secret. LTEC engineers and analysts also excel in the field of vehicle electrification, power electronics (more about this in our next newsletter), and several other technologies.

Next, let's briefly examine the IP service landscape. If somewhat arbitrarily, I define "major IP service providers" as those having at least 100 employees; then I can count only a few companies worldwide operating in this space: I have no doubt that the new TechInsights and LTEC Corporation are major players. Considering the well-established practice of prohibiting IP service providers serving opposing sides in litigation cases, this merger will probably complicate the work of litigators.

Concerning another class of indirect competitors to IP service provider firms at the hardware analysis side, the in-house FA labs, I feel both LTEC Corporation and the new merged TechInsights can be proud of their track record. Not having to focus primarily on routine quality and reliability analysis tasks, all leading IP service providers have been able to fine-tune their techniques to the point of being able to offer valuable services to the product development side as well as the intellectual property protection side. The question is which can do it cheaper, faster, and better?



レータ102の出力と抵抗106の電圧クリッパ108を接続した点は回路90の出力となる。従って、鋸歯状の出力電圧はVS2である。回路90の出力電圧は抵抗106内の電流が（直線的に）増大するにつれて大きくなる。



Our Japanese prior art search is of high quality, fast and cost-effective

Read more:

<http://www.prnewswire.com/news-releases/techinsights-and-chipworks-combine-to-become-a-global-leader-in-technical-intelligence-and-patent-advisory-services-300278091.html>

<http://www.obj.ca/Technology/2016-06-02/article-4547484/TechInsights-and-Chipworks-to-join-forces/1>

About LTEC Corporation

LTEC, Japan's dominant intellectual property analysis company, provides in-depth competitive reverse engineering analysis services for the research and development engineering and industrial legal communities in Japan, USA, Korea, and Taiwan. LTEC helps its customers overcome intellectual property (patent) research, analysis, and protection challenges across all sectors of electronics. With Over 100 highly trained engineers and 33-years of an impeccable track record, LTEC stands ready to help retain or gain a competitive edge for its clients worldwide. www.lteccusa.com



Share



Tweet



Forward



Share

Copyright © 2015 LTEC Corporation, All rights reserved

You are receiving this email because we think you are interested in vehicle electrification projects

LTEC Corporation
Corporate Head Office
4-42-8 Higashi-Arioka, Itami
Hyogo, 664-0845 JAPAN

US Representative Office
2880 Zanker Road, Suite 203
San Jose CA 95134
(408) 432-7247

info@ltecusa.com

US Sales Office
Fides Sales
2310 Homestead Road, C1 #500
Los Altos, CA 94024
1 (408) 673-0073
sales@fidessales.com
www.FidesSales.com

[Unsubscribe from this list](#)

[update subscription preferences](#)