Zoetic Group
Integrity Delivered

Technology Licensing and IP Process Experts

Zoetic Group is a practice dedicated and focused on the intricacies of Licensing and IP program design, processes and supporting operations. This means that our consultants understand your requirements at a level unsurpassed in the field. With our deep understanding in this aspect of technology, we can provide offerings and services no other can.

Licensing, IP and financial requirements are complicated. Zoetic Group is all about taking the complicated and making it easy and practical for everyone. Whether you bring IP to market or are a customer leveraging software licensing, Zoetic Group can help you be more successful. Just some of the Services Zoetic Group Offers

- ✓ Creation and implementation of end to end licensing programs
- ✓ M&A Technology Due Diligence
- ✓ Metrics and dashboards designed for your specific business
- ✓ Financial processes to support your licensing programs
- ✓ Ensuring success by consulting with teams working on new Licensing and IP concepts
- ✓ Developing innovative tools to automate complicated tasks, including those that were previously thought impossible
- ✓ Partnering with Marketing and PR teams to develop messaging around complicated topics that will resonate with your audience
- ✓ Custom work and strategy for any of your Licensing and IP requirements
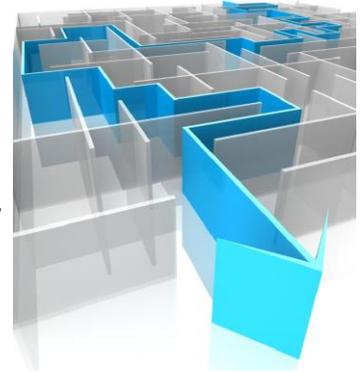
IP vendors, such as software makers, today face significant challenges in unlocking business value from their application portfolios they bring to market. First the Cloud changed how vendors have to go to market. Now the internet of things and the connected world are changing the game again. Everything from user rights and pricing models to network security are seen in a new light. For vendors, this means designing programs must look to the future and leverage a long term strategy.

For IP producing companies, there is little help out there today to assess the right programs for their market. They have little choice but to work out the issues for themselves. For end users, their only source for help are those firms in the compliancy business, which is only a small part of the overall puzzle needing to be solved.

Vendors need to reduce costs, while still delivering the innovation that their strategies and customers demand. But delivering or using innovative IP, while mitigating the risks, requires continuous methods of analysis and skills uncommon in the marketplace today. Zoetic Group understands licensing programs at a different level than most and brings this knowledge to its customers to ensure their success for the long term.

Overview

It is increasingly apparent that in today's world of Global Business, an effective IP or licensing solution is an essential element contributing to operational excellence for both sellers and their customers. Yet, by most accounts, this area is considered so complicated that sellers consider complicated terms to be acceptable and their customers no longer even attempt to make sense of them. Both assume that it will just all be resolved every time the seller audits their customer.

The Gartner Group has equated some software licensing programs with that of the tax code with one notable exception. Gartner considers software licensing more complicated. Zoetic Group's mission is to reduce this complexity for everyone. We work with vendors and their customers to solve problems and simplify licensing. This isn't software asset management, better known as SAM. This is the next level of support.

- ✓ We work with each client to understand their individual needs. This is not one size fits all
- ✓ We tailor our solutions to the individual needs – from providing guidance and best practices to developing innovative tools to automate the manual processes used today

- ✓ We manage the solution end-to-end to keep things simple for our clients
- ✓ We understand IP and licensing from the deep financial impact to the business through to the public relation attributes driven by solution design

The Zoetic Group Approach

How many conversations with your trusted advisors and consultants include the question to you, "what do you want to do"? This question puts the entire burden on you to understand all aspects and forces acting on your requirements and also understanding all available options that can solve your issues. Don't you expect the consultant to do that? "What do you want" immediately limits the ability to solve a problem. You should answer this question with a question of your own – "how can you help me understand what I really need"? "Need" is more expansive than "want".

A great example is the launch of the iPhone. The pundits said it would fail because the market doesn't want these kinds of features. Yet Apple followed a methodology that understood what the market needed, even if the typical user didn't know to say they want it. This design-led approach gets to the root of the need versus only looking at the surface of what the customer wants.

Oddly enough, this technique has not become a standard practice for consulting. We have this approach at the very core of every engagement. With this approach, we have developed a proven methodology that works in helping our customers understand what they need and the best ways to solve their issues. This approach reduces risk for our clients because the methodology is a proven insights-led practice that delivers results tailored to each client's unique requirements.

The Design-led Methodology

The Design-led Methodology (DLM) applies the right areas of focus necessary to deal with complex challenges. These focus areas provide clear ways of thinking to fully understand challenges and appropriately conceived solutions. DLM facilitates step-by-step actions to reach desired outcomes and end goals. This way of framing structured solutions is particularly valuable for our clients and our consultants to effectively work together as a team.

Strategists, managers, designers, and researchers who undertake the these kinds of challenges, despite a lack of established procedures are at high risk of failure. During the last two decades, complicated ways of bringing IP to market have reached a state to where these complexities become paralyzing. The greatest challenge is understanding what the future holds and where to go next. DLM is like having a map versus a GPS. The GPS may show you what's coming next, but the map shows you what's ahead. The ability to see around corners is critical in developing strategies for the long term. Organizations tend to fall into one of three categories: fix my pain now, fix my pain now and keep it from returning, or understanding the systemic issues that lead to the pain and correct the overall condition. DLM takes organizations into this last category so they can develop and align to long term strategies and separate themselves from the competition. The DLM steps are:

1. Sense Intent - Gather data to reframe the initial understanding of the project.
2. Know Context - Study the context that affects user behavior to enhance existing products/solutions or create new products/solutions/services.
3. Know People - Focus efforts on understanding the needs of people who are end users, and major stakeholders.
4. Frame Insight - Gain multiple perspectives by sorting, clustering and mapping insights to inform design solutions.
5. Explore Concept- Formulate insights into tangible plans through concepts, iteration and conclusion.
6. Develop Solutions - Engineering a successful solution through technical and business prowess, supported through rich experience definitions and use cases.

The steps of the process are purposeful and follow a rigorous method that allows for the development of comprehensive solutions that consider all factors and forces.

Benefits of a Design-led Solution

By understanding your visions and business goals we can deliver strong comprehensive IP and licensing solutions. By increasing our depth of knowledge of our clients through understanding their past, present and future, we are able to deliver the right solution to align to every client's unique needs.

We don't start with a solution and reverse engineer our client's needs to fit. We take the opposite approach and design solutions that are the right choice to solve our clients' needs. It's all about gaining insights and how to make those insights our clients' success factors.

We help our clients succeed and realize their vision in the face of this pressure and in doing so, strive to become their trusted advisor. This is essential if we are to help our client's be successful today and well aligned for the future.