Cipher Certified Offering





# Cipher Certified Offering



**Teaching Modules** 



**Exercises** 



On-demand building support



Post-training support



Flexible training schedule



Self-study library and guides



## Outcomes

CUSTOMISED





COMMON LANGUAGE

**AUTOMATED** 



YOU BUILD YOUR TAXONOMY POWERED BY



**TRUSTED** 

**EFFICIENT** 







**FLEXIBLE** 



# Cipher Certified - Training Process

## **Cipher Orientation**

## **Covering:**

- Understanding Cipher, Cipher Data and its outputs
- Classifier Builder UI introduction
- Supervised Machine Learning 101
- Classifiers explained

# Taxonomy Design & Classifier Use Case

## **Covering:**

- Taxonomy design how to create a flexible taxonomy fit for purpose
- Use case implications and how they impact the type of classifier created
- What's the right taxonomy for you workshop sessions

# Classifier Build Process

## Covering the four main stages of classifier design and build:

- 1. Technology scoping
- 2. Training set creation
- 3. Testing & re-training
- 4. Evaluation and refinement

## Certification

## **Covering:**

- Trainee to build up to 4 classifiers to support the build and design of a taxonomy to support a particular set of use cases (client needs)
- Cipher will test, evaluate and assess each of the classifiers

## **Outcomes**

Understanding of Cipher interface and output

Understanding of Cipher's classifier builder interface, types of classifiers and Taxonomy design framework

Understand classifier building process from start to finish 1 completed and signed off classifier

Up to 4 more completed and signed off classifiers

Cipher certified trainee



## Programme Outline - Overview

## **Cipher Orientation**

Module 1: Cipher basics

Module 2: Cipher tool

**Exercise 1:** Creating & exploring Cipher reports

# Taxonomy Design & Classifier Use Case

Module 3: Classifier basics

Module 4: Use cases & taxonomies

Exercise 2: Draw your own taxonomy

Module 5: Technology scoping

**Exercise 3:** Scoping in practice

# Classifier Build Process

Module 6: Classifier building 1

Exercise 4: Building up TS

Module 7: Classifier building 2

**Exercise 5:** Broadening TS and using suggestions

Module 8: Classifier building 3

**Exercise 6:** Evaluating the classifier

Module 9: Finishing the classifier & troubleshooting

**Exercise 7:** Finalising the classifier

## Certification

In Practice 1: Classifier #1

Review 1: Classifier #1

In Practice 2: Classifier #2

Review 2: Classifier #2

**Certification:** Classifier builder



# At your pace | Choose between three plans

#### Plan 1

## 3 weeks, 2 sessions per week for first two weeks

## Week 1 (13-15h)

#### Session 1

- M1+2
- E1
- - Review E1
  - M3+4+5
  - E2+3

### Session 2

- Review E2 +3
- M6+7
- F4+5
- Review E4+
- M8+9 • F6+7

Session 2

• M8+9

• F6+7

Review F4+

### Week 2 (13-14h)

#### Session 1

- C1
- On-demand meetings for classifier building support

- Session 2 • Review C1
- (2
- On-demand meetings for classifier building support

## Week 3 (2h+)

#### Session 1

- Review C2
- On-demand meetings for classifier building support

### Plan 2

## 5 weeks, 2 sessions per week for first two weeks

## Week 1 (5-6h)

#### Session 1

- M1+2
- F1

### Session 2

- Review F1
- M3+4+5
- F2 + 3

## Week 2 (8-9h)

#### Session 1

- Review F2
- +3 M6+7
- F4+5

## Week 3 (6h)

#### Session 1

- (.1
- On-demand meetings for classifier building support

## Week 4 (7h)

#### Session 1

- Review C1
- (2
- On-demand meetings for classifier building support

## Week 5 (2h+)

#### Session 1

- Review C2
- On-demand meetings for classifier building support

## Plan 3

## 7 weeks, 1 session per week

## Week 1 (3h)

• M1+2 • E1

Week 2 (3h)

- Review E1 • M3+4+5
- E2+3

## Week 3 (4h)

- Review E2 + 3
- M6+7
- F4+5

## Week 4 (5h)

- Review E4 + 5
- M8+9
- E6+7

## Week 5 (6h)

- On-demand meetings for classifier building support

## Week 6 (7h)

- Review C1
- (2
- On-demand meetings for classifier building support

## Week 7 (2h+)

- Review C2
- On-demand meetings for classifier building support



## Implementation Outcomes

The implementation of a Level 2 Custom Taxonomy covering the XXX technology verticals enabling XXX to:

Automatically and efficiently map third party patents to each of the technologies within the agreed taxonomy



Monitor key competitors or technologies through Cipher automated alerting system



Cost effectively and accurately landscape one or many technologies





Q4 2020

Q1/Q2 2021

Q3 2021 and beyond



# **Phase I**Building our relationship

Phase II
Complete Level 2 Taxonomy

Phase III
Additional capabilities

**Solution:** Implement one or two verticals of the XXX (Level 2) taxonomy

**Outcome:** Resource efficient and cost effective 3<sup>rd</sup> party mapping & monitoring for XXX verticals

**Solution:** Build out the remaining Level 2 technology verticals

**Outcome:** Structured, efficient & consistent approach to technology landscaping, third party mapping & monitoring

NB: more detailed classification can be discussed

Cipher supports customers through numerous Solutions ensuring our clients always have the strategic patent intelligence needed:

- Continuous taxonomy development
- Portfolio optimisation
- Custom benchmarking
- Corporate reporting and dashboards
- Pruning analysis

6-12 weeks

6-12 weeks

Cipher offers a platform and structured basis for continuous improvements to XX's strategic patent intelligence



# Appendix



## Example Programme Outline - Breakdown

## **Cipher Orientation**

#### Module 1: Cipher basics

- Data Sources
- Patent Families

## Module 2: Cipher tool

- User interface
- Reports: landscape vs organisation etc.

## **Exercise 1:** Creating & exploring Cipher reports

- Landscape/organisation/ classifier reports
- Cipher data exploration

# Taxonomy Design & Classifier Use Case

### Module 3: Classifier basics

- Cipher classifiers intro
- How do classifiers work tech background
- Types of classifiers

## Module 4: Use cases & taxonomies

- Classifier use cases
- Taxonomy design

## Exercise 2: Draw your own taxonomy

- · Linking Use cases to taxonomy
- Ideal granularity
- BU vs product vs technology

## Module 5: Technology scoping

- Classifier use cases
- Taxonomy design

### **Exercise 3:** Scoping in practice

 Apply lessons learned in module 5



# Example Programme Outline - Breakdown

## Classifier Build Process

## Module 6: Classifier building 1

Building up the initial training set

## Exercise 4: Building up TS

 Apply lessons learned in module 6

#### Module 7: Classifier building 2

- Using suggestions
- Expanding terminology/scope
- Identifying areas of improvement

## **Exercise 5:** Using suggestions

 Apply lessons learned in module 7

## Module 8: Classifier building 3

- · Evaluating the classifier
- Random set, Organisations, Landscape

## **Exercise 6:** Evaluating the classifier

Apply lessons learned in module 8

## Module 9: Finishing the classifier & troubleshooting

Sampling and fine-tuning

## **Exercise 7:** Finalising the classifier

 Apply lessons learned in module 9

## Certification

#### In Practice 1: Classifier #1

- Build a classifier by applying learned methodology
- Check-ins and on-demand supportfrom Cipher

#### Review 1: Classifier #1

- Cipher will test, evaluate and assess each of the classifiers
- Feedback for trouble shooting and improvements

#### In Practice 2: Classifier #2

- Build a classifier by applying learned methodology
- Check-ins and on-demand support from Cipher

### Review 2: Classifier #2

- Cipher will test, evaluate and assess each of the classifiers
- Feedback for trouble shooting and improvements

#### **Certification:** Classifier builder

 Completed at least two classifiers meeting all requirements

