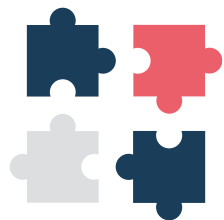


Cipher Certified Offering



CIPHER

Cipher Certified Offering



Teaching Modules



Exercises



On-demand
building support



Post-training
support



Flexible training
schedule



Self-study library
and guides

Outcomes



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

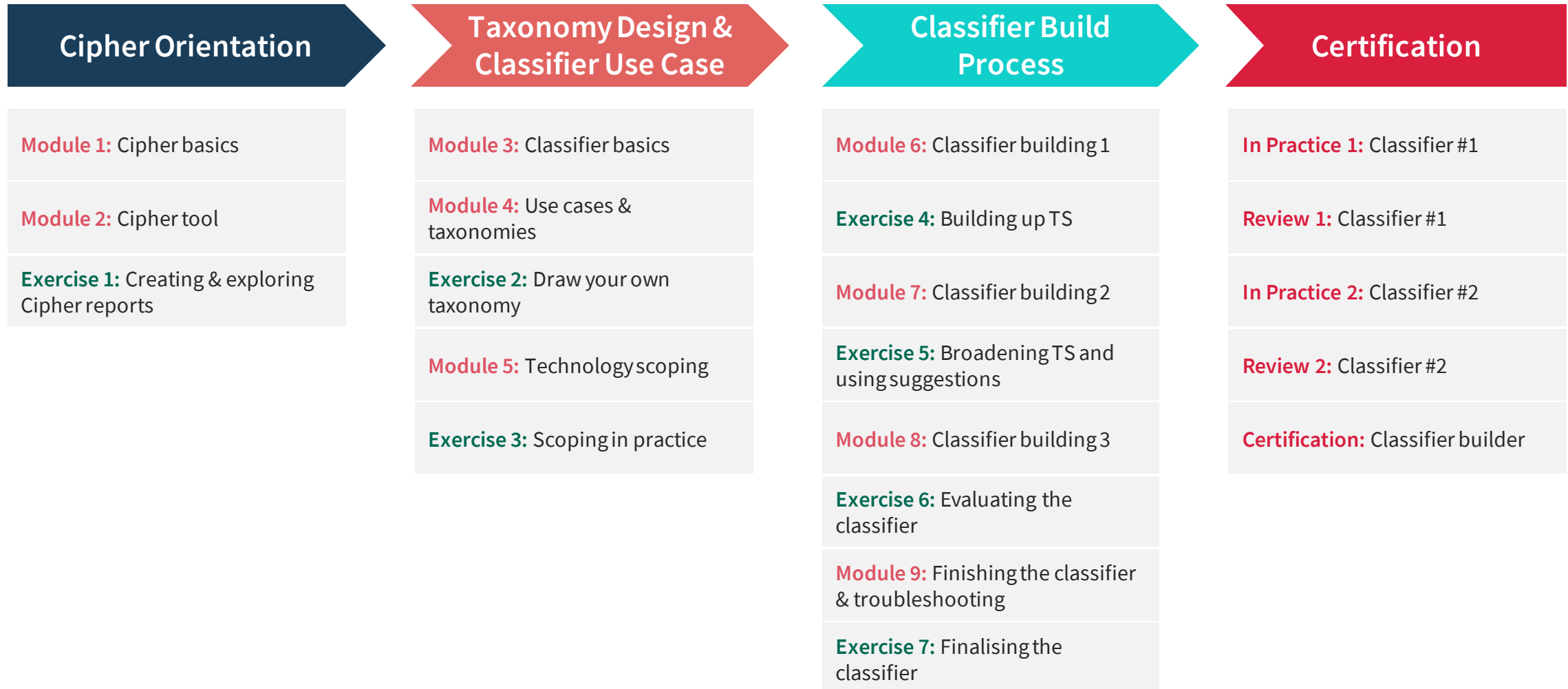
Understanding of Cipher interface and output

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



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

Week 2 (13-14h)

Session 1

- C1
- On-demand meetings for classifier building support

Session 2

- Review C1
- C2
- 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
- E1

Session 2

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

Week 2 (8-9h)

Session 1

- Review E2 + 3
- M6+7
- E4+5

Session 2

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

Week 3 (6h)

Session 1

- C1
- On-demand meetings for classifier building support

Week 4 (7h)

Session 1

- Review C1
- C2
- 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
- E4+5

Week 4 (5h)

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

Week 5 (6h)

- C1
- On-demand meetings for classifier building support

Week 6 (7h)

- Review C1
- C2
- On-demand meetings for classifier building support

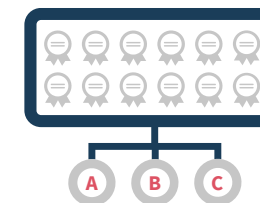
Week 7 (2h+)

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

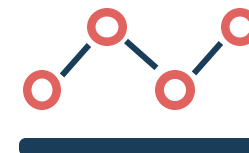
Implementation Outcomes

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

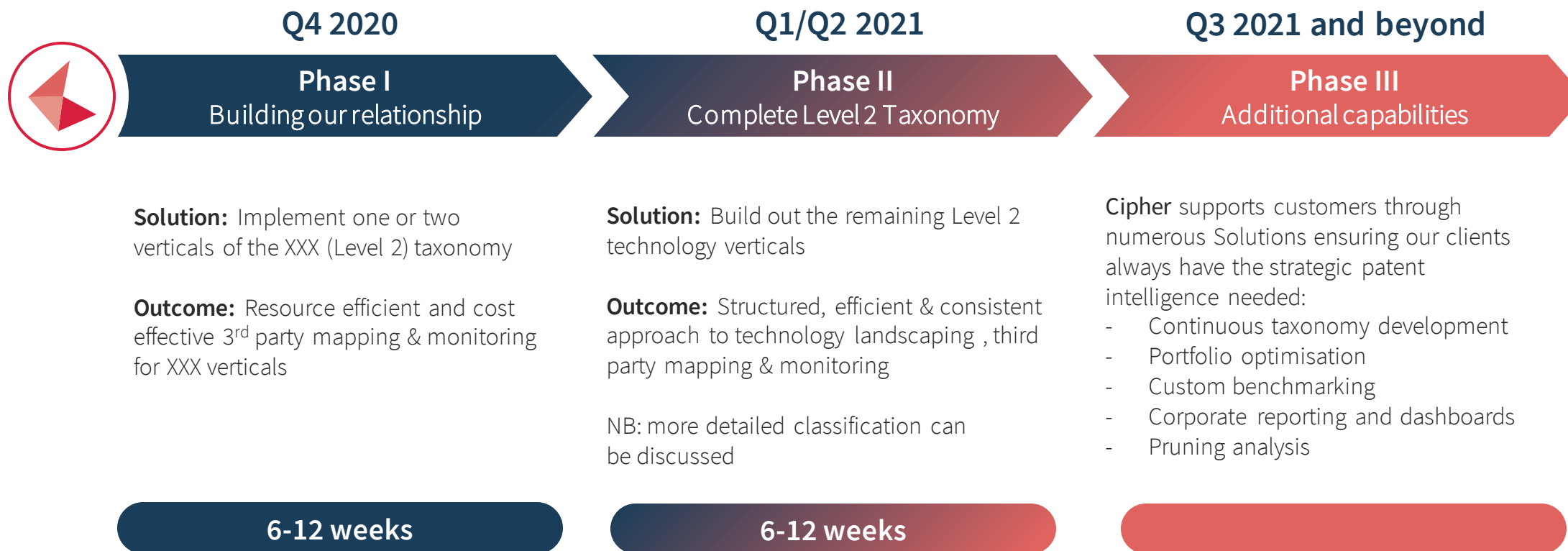


Monitor key competitors or technologies through Cipher automated alerting system



Cost effectively and accurately landscape one or many technologies





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: Technologyscoping

- 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

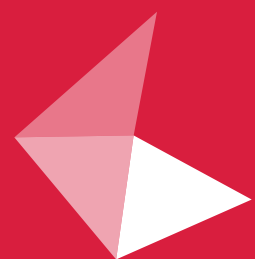
- In Practice 1:** Classifier #1
- Build a classifier by applying learned methodology
 - Check-ins and on-demand support from Cipher

- 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



CIPHER