

ANALYTICS

Enabling decisions with an end-to-end service

Intellectual property specialist WIPS leverages Qlik solutions to provide big data-derived insights





CUSTOMER STORY

“We are using Qlik to gain active customers by expanding data, and we plan to provide expanded converged data platforms by expanding interoperability with other services.”

ChangNam Choi, Representative Director, WIPS

The importance of insights derived through big data analysis

Headquartered in Seoul, Korea, WIPS specializes in information services across the intellectual property (IP) sector, including patent information, trademarks and design. It also carries out research, analysis and consultancy work.

WIPS believes that by handling, processing and classifying converged big data collected from the full range of industrial sectors, the quality of decisions increases. It is therefore critically important to build business insights by maximizing the use of data.

It is also crucial to provide customers with optimized information derived through big data and AI technology. “A company with accurate data has a clear competitive advantage, and WIPS can create multiple business opportunities based on the immense quantities of big data available in the IP field,” says Representative Director, ChangNam Choi.

Improving intelligence by linking heterogeneous data

WIPS holds 49 million utility models and information on approximately 100,000 companies, and key customers include the R&D departments at universities, public institutes and companies. Customers are taking advantage of patent and company information in numerous fields, and demand for business intelligence based on big data, such as heterogeneous industry-technology trend analysis, is rising. The production of optimized databases is essential.

Solution Overview

Customer Name

WIPS

Industry

High Tech

Geography

Seoul, Republic of Korea

Function

IT

Business Value Driver

Customer Intelligence, New Business Opportunities

Challenges

- Linking data, such as 49 million patents and utility models and 95,000 pieces of business information from IP5 countries
- Managing the increase in data requiring analysis and establishing databases with optimized performance
- Handling the increase in demand for decision-making based on big data

Solution

Implementation of converged data analysis services based on IP using Qlik Sense.

Results

- Expanded service use to include strategy, planning and finance
- Enabled accurate insights with searches, processing, maintenance and analysis based on established data
- Improved server memory performance to achieve outstanding data visualization

WIPS uses Qlik solutions to respond to increased demand and develop high-performance data analysis tools. WIPS utilized Qlik Sense to develop a data analysis solution called Build BI, which supports optimal customer decision-making and achieves high-performance analysis in server memory, high-speed environments and the optimization of heterogeneous data. “Using Qlik, we can provide BI in the form of visualized analytical data by analyzing and processing various pools of customer information,” says Choi.

Converged data services implementation

WIPS developed Build BI using Qlik Sense, and the platform provides tools to analyze both IP and non-IP information. Build BI acts as a backbone that supports customers in implementing the entire data management process — from collection to treatment, processing, classification and analysis — for heterogeneous data as an end-to-end service. A customer’s own data can be uploaded to the Qlik application for comparison. Once acquired, processed and analyzed, users then derive and manage information specifically related to the user’s area of choice and explore it to make informed decisions.

By comprehensively analyzing market and patent information in a field WIPS is looking to enter, it can accurately determine its suitability. Users can also implement the information found by visualizing it in high-performance server memory. “It is possible to provide Build BI in the form of an API, so optimization is achievable out irrespective of customer or industry, and available in the form of structured data so target customer groups can be expanded.”

Development of converged data integration platforms

Qlik can enable users to design integrated platforms that can take advantage of big data. The analysis and visualization functions are optimized using Qlik in the Build integrated services platform, which was developed as a combination of various services, including Build BI, data sales (Build Catalog), data repositories (Build Drive) and self-service data analysis (Build Analytics).

Customer satisfaction with the quality of data is improved by providing links and services that provide visualizations in the form of high-performance integrated analysis, and customers are actively using these to derive custom insights. Choi concludes: “We are using Qlik to gain active customers by expanding data, and we plan to provide expanded converged data platforms by expanding interoperability with other services.”

The keys to success



49m pieces of IP information analyzed



Providing data exploration as an end-to-end service

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About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. A private company, Qlik offers real-time data integration and analytics solutions, powered by Qlik Cloud, to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik serves more than 38,000 active customers in over 100 countries.

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