

# EXPLORING THE FUTURE OF IP MANAGEMENT TECHNOLOGY

## INNOVATION IS IN DEMAND



**50%**

OF USERS SEE THEMSELVES AS EARLY ADOPTERS

**75%**

OF USERS SAY TECHNOLOGY IS IMPORTANT TO THEIR BUSINESS



**69%**

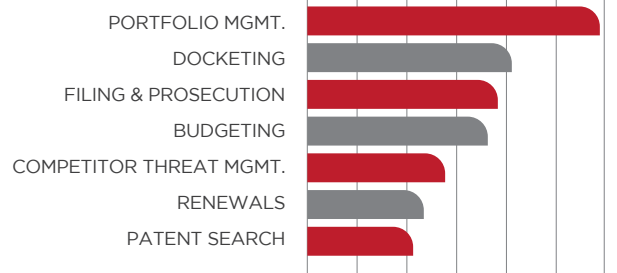
OF USERS SAY TECHNOLOGY WILL BECOME MORE IMPORTANT

## CURRENT MARKET NEEDS & CHALLENGES

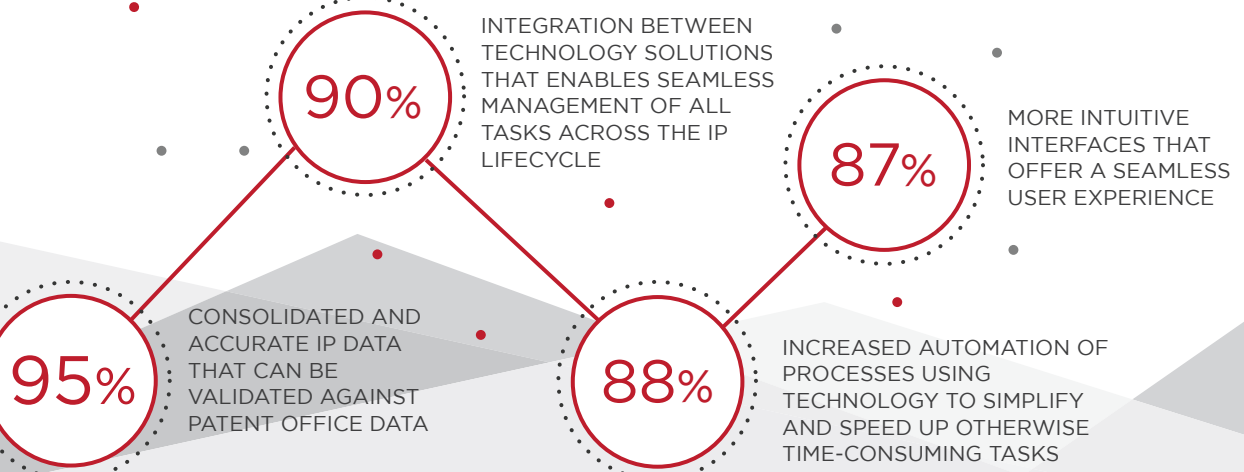
KEY AREAS WHERE IP MANAGEMENT TECHNOLOGY IS FAILING TO DELIVER



WHICH AREAS OF IP MANAGEMENT ARE MOST IN NEED OF INNOVATION?

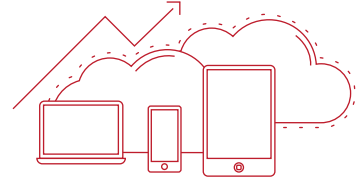


## WHAT ARE PEOPLE EXPECTING FROM TECHNOLOGY IN THE COMING YEARS?



THE IP PLATFORM FROM CPA GLOBAL IS DELIVERING WHAT USERS ARE DEMANDING.

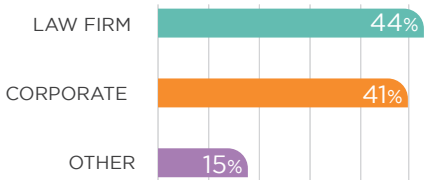
BY INTEGRATING INNOVATION AND IP MANAGEMENT TECHNOLOGY, SERVICES AND INSIGHTS ACROSS THE ENTIRE IP LIFECYCLE, THE IP PLATFORM IS THE FUTURE OF IP.



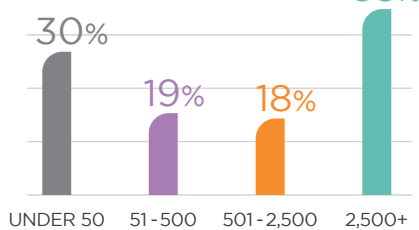
DISCOVER MORE HERE: [THEIPPLATFORM.CPAGLOBAL.COM](http://THEIPPLATFORM.CPAGLOBAL.COM)

WE SURVEYED OVER 300 IP PROFESSIONALS ABOUT THEIR THOUGHTS ON CURRENT AND FUTURE IP MANAGEMENT TECHNOLOGY TRENDS

TYPE OF COMPANY



NUMBER OF EMPLOYEES



LOCATION

