



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FEDERATION
VON PATENTANWÄLTEN

Key Performance Indicators: Improving Your Firm's Introspection

When navigating your firm through the market, you should be able to listen to signals from the engine room. Modern software allows us to implement almost any sensor for measuring your firm's condition. However, some measure can be misleading, others are costly to implement, and some may change the identity of your firm. This session will look into what kind of KPIs can and should be used. The results of a survey about the current use of KPIs in IP firms will be presented to show the way the profession still has to go.

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Why Use KPIs ?

One observation and
four scenarios

In an IP prosecution firm, order intake is determined from two sources:

1. Clients (new filings, opinions, litigation)
2. Offices (search reports, office actions, grants or rejections)

→ Work rate is dictated by others.

→ Cannot produce stock.

→ Need to trace the (unknown) production plans of others in real time.

→ Efficiency and flexibility.

KPIs allow to

- determine the status quo of our firm and
- model the economic impact of future scenarios.

Scenario 1

In the initial phase of an economic downturn and decreasing patent and trademark filings your prosecution-heavy firm realizes a significant increase of cash flow.

Shareholders' profits increase.

Hooray, you mastered the crisis?

Scenario 2

Your firm is asked by a client to offer „creative billing schemes“ to realize „a five percent efficiency“ increase.

Which buttons to press?

Scenario 3

The demands and economies of modern work places:

How to design a performance-based remuneration scheme in a career model offering non-partnership tracks and in a partly fixed-fee environment?

(promoting alternative staffing: technical specialists, part-time, fixed-income attorneys, externals)

Scenario 4

The EPO increases the grant rate significantly.
What are the economic consequences for your firm?