

# Intellectual Property Compliance & Solution



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**Intellectual Property (IP) Compliance & Solution** comprises an integrated range of services aimed at providing best practices for the management of IT asset and IP compliance, enabled by our end to end business processes and technology solutions. Upon these services software publishers or IP owner will better achieve their business objectives through protected IP, recovered lost revenue, and enhanced relationship with their business customers based on trust and win-win solution; on the other end, business customers gain insights into their software asset portfolios and deployment for optimization opportunities, that leads to enhanced IT governance, maximized ROI on software assets, and managed license compliance risk.

There are proprietary tools that we developed in-house and commercial tools that we use globally to handle detailed software asset data gathering, data mining and subsequent analysis. Our final summary report and data analysis are highly regarded by our clients and business customers given the nature of its objectivity, process transparency, data integrity and non-repudiation.

This evolving, non-traditional risk assurance service offering is delivered by a team of specialists who has established itself to be one of the most preferred service partners for a number of well-known IP publishers in China, and a trust advisor for business customers across industries. With a core team and R&D laboratory located in Beijing, and satellite teams in Chengdu, Shanghai, Guangzhou and Taiwan, we offer a range of services including:

- **Software Asset Management (SAM)** — we provide software asset management consulting and proactive license management review for business customers of software publishers, aimed at improving their SAM capability, presenting cost-saving licensing model, and reducing potential non-compliance and security threats. Customers could also benefit from the extension of baseline SAM and get valued-SAM advisory on cyber security programme, cloud computing and other emerging solutions that support its IT expenditure and strategic plan.

- **Software Licensing Compliance (SLC)** — we help execute SLC review on clients' business customers to assess current state of the software deployment and license allocation, identify discrepancies in business usage and IT supply, and summarize the effective license position of the customers. The review is conducted independently through transparent planning and execution, utilising open methodology and tools, with independent objective report delivered to both parties.
- **Channel Partner/Royalty Compliance** — we assist software publishers or companies to review their channel partner management to determine whether adequate controls and monitoring are in place to ensure contract compliance and operating effectiveness. As result of these reviews, we help company to improve consistent commitment from their business partners, grow revenue from partners not currently meeting expectations, and increase return on investment of resources allocated to a partner to maximise the efficiency and effectiveness of channel relationships.

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