



# Why Pay for information. A view from the value added provider

**Presented by**

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# My unfortunate position

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## The Virtues of bottled water

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### Reasons for choice

- Flavour
- Taste
- Source
- Package
- Convenience

When drowning in a sea of information

It is information vendors that purify and bottle and process the sea to make the water palatable.



## Why do we need to charge

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We make great investments in our own businesses,  
in people and technology,  
time and effort.

We are innovative by virtue of our own talents and relationships we have  
with our customers

Very expensive process to produce “bottled” information

Our agenda – selfish interests to satisfy our stakeholders.



## Why do others not charge

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Don't charge because it is paid for somewhere else.

Agenda is to provide public access to information that is either primarily or partly government funded.

Access to information for the purposes of peer review

Public inspection of information contained in patents is integral part of the patent process

Since most of the free providers are governments or quasi government bodies, the decision to support free services out of public funds tends to be politically motivated.

So what if they are politically motivated, as long as people are finding use in them does this really matter.



## Special Case of patent information 1

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The patent applicants are the ones that fund the free services by paying their fees. Applicants pay twice, on the way in and the way out.

Concern has been expressed that the long term effect of free services may indeed do more to harm than to help them.

Partly because of the fear that they see a time when they too will have to switch to a free provider and do their searches on the same databases being used to examine their applications.

Partly this is because they find it harder to argue for information budgets with much publicised flood of free information, but it is of a quality that is inferior to what they need to remain competitive.



## Special Case of patent information 2

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The essence of competition is important both for applicants and for vendors

It is competition that drives the need to surpass others, to search for creative solutions, to be innovative.

Competitive patent offices would do well to take a lesson from their own book; innovation does not arise magically from a sea of free information

Is it more likely to come from lower filing fees.

What about free or no filing fees



## What information is not free

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Case of patent information

PCT data from 1978 is available for free on the internet.

What is not for free is the ability to freely research the text of this information.

E.g. of fulltext of PCT data from 1978

User needs to know what corpus of data is being searched.

Even when they know what they are searching, they don't know what they are searching. E.g. of IPC class edition, lack of assignee names in US applications



## Those that pay have rights

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We serve those that pay.

I cannot describe the users of free information or those that provide free information as part of the information market since they operate entirely outside of that market.

Our customers have the right to make demands of us. And we need to listen to those demands or one of our competitors will.

The users of free services have no such rights over us and are entirely at the mercy of the providers.

Who do users of free databases make demands of for support, or if the service is slow, or not available, or if the data has errors.



## If you pay you get us

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A group of some of the most talented and dedicated people in any service industry. Who risk life, limb and spend many many late nights all over the world trying to serve your needs

A vibrant and competitive vendor community who make each other stronger by their shared ambition to be the best.

People that know data, know the value of content, quality and service

People that listen, that learn to understand the needs of their customers

People that respond



## Role of value added providers

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Uniting the user with the piece of information required as quickly as possible at as reasonable a cost as possible.

E.g Going on holiday and choosing the right holiday destination.

Eventually I can walk you through to the point where you now have the right question

Vendors provide a frame work where the user can be sure that they are asking the right questions.

At the outset you have a broad idea of a need

Our role is to help redefine that broad need every step of the way by helping the user realize the correct set of questions and provide the answer.



## Some of the work we do – and the value we add

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Manipulate a vast quantity of content and data, Measured in time, or by specialist subject area.

Formats of presentation of text and chemical structures, administer classification schemes, coding schemes, naming schemes

Standardise and normalise data from many different sources

Specialist treatment for chemicals, molecules, compounds, gene seq., protein seq., chemical and biochemical processes and pathways.

Use powerful fast databases and hardware arrangements advanced indexing of fulltext and bibliographic data. Structure searching interfaces and designs. Abstracting and thesauri

Correct and apply updates to data as suppliers make changes

OCR and abstract and manufacture new datasets

Tools that analyse, graph, report, specialist software for viewing certain data types like biometrics or structure display

Design GUI that allow easy navigation, rapid browsing, collaboration

Training and documentation



## What of the popularity of the free services

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If a user is willing to spend the time and effort on free services they can eventually arrive at a conclusion that satisfies them.

I can't concede that it is the most satisfactory answer in all cases.

For important decisions it is not good enough to have an answer that may be satisfactory

Free services continue to be used in instances where the value of having the correct answer is not very high.

It will continue to be used by those that Have Not the means to pay

It will continue to be supported by those that believe that the answer to the problem is to turn the Have Nots into Have Not Enoughs.

It will continue to frighten those that argue for the budgets to remain Haves with the thought that they may one day become Have Not Enoughs as well



## Final Analysis

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Tap water won't kill you

Bottled water is much better

To patent applicants, help us to serve you better, lobby for lower filing fees.



**Thank you!**