



## **Digital Tech Consulting (DTC) helps a company that develops and distributes high-quality audio technologies track the manufacture and sale of products in specific countries**

### **Corporate Profile**

DTC's client (Company) is a company with more than 40 years of experience in developing high-quality audio technologies. The Company has an extensive portfolio of audio technology patents that are used in the consumer-electronics, cinema, home entertainment, broadcast, and PC industries.

### **Key Business Issues and Challenges**

The Company's challenge was to quantify the number of devices in a specific consumer-electronics category that were manufactured in certain Asian countries. In addition, the Company also required estimated number of units shipped by specific suppliers. This country-specific information was needed so the Company could more effectively manage its portfolio of technology patents used in these consumer-electronics devices.

### **The Solution**

Digital Tech Consulting (DTC) provided the Company with detailed market research through its experience of studying specific geographic markets for making and selling consumer-electronics products. Through its experience of conducting research on manufacturing facilities and its network of experienced analysts who have built a deep network of executive contacts in the consumer-electronics manufacturing business, DTC was able to provide the Company with a study meeting its requirements. DTC delivered analysis that identified companies making products that used the Company's IP, as well as identified countries where manufacturing was taking place.

### **Results**

The Company benefited from several positive results, including:

- Being able to have reliable market intelligence that pinpointed critical information about where these consumer-electronics products were being manufactured.
- Using the country data to better manage royalties for the Company's IP in accordance with patent filings for individual countries.
- Having reliable estimates on the number of devices distributed by specific suppliers throughout the world.

### **Final Thoughts**

The Company realized that published market-research reports didn't provide the detail needed to help them manage their intellectual property. DTC designed a market-analysis strategy that drilled down deep enough to identify countries of origin and provide estimates for how many units were being manufactured in those



countries. DTC also provided a service that allowed the Company to personally interface and consult with DTC on an as-needed basis. Identifying and quantifying market size and the royalty intake aided the Company in delivering a stronger bottom line from its technology licensing.