Global IP.
Driven by Data.
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Key Takeaways

Philip Weisse
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Phil Cox
Business Development Coach for IP Attorneys

Cary Levitt
MD, North America, Azami Global

Marc Kenigsberg
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Round-Table Moderator

IP Metrics That Matter:
Turning Portfolio Data Into Business Insight

Discussion Summary

As IP strategy becomes more central to business growth, legal professionals need more than docketing data—they need actionable insights. In this session, the panel explored how **measurable, strategic IP metrics** are changing how firms, clients, and corporates make decisions.

Key points

Renewals Metrics Are a Blind Spot for Many

Cary emphasized that firms often lack visibility into the total cost, timeline, and compliance status of their renewals—especially across international jurisdictions. Metrics around agent performance, FX exposure, and missed confirmations are essential to mitigate risk and optimize spend.

KPIs Create Commercial Credibility

Phil Cox shared how law firms can use metrics like quote turnaround time, acceptance rate, and docket-to-decision timelines to build trust with clients. Numbers tell a story—and firms that lead with data earn greater credibility and win more business.

Portfolio Metrics Must Reflect Value, Not Volume

Philip Weiss stressed that sheer filing volume is not a success metric. He advocated for value-based metrics—like strategic alignment, jurisdictional coverage quality, and innovation clustering—to ensure IP portfolios serve the company's business goals.

Azami's Platforms Enable Metrics-Driven Management

Cary highlighted how tools like Partner Relationship Management and the Renewals System provide granular visibility—whether it's SLAs by jurisdiction, pricing differentials, or historical agent performance. These insights empower law firms to advise more proactively and corporates to control cost and quality at scale..

From Reactive to Proactive IP Strategy

The overarching theme? Metrics allow IP teams to shift from reactive management to proactive decision-making. Whether budgeting, renewing, or choosing partners—data-backed IP strategies are becoming the new standard.

Ask our team

Are we delivering measurable insights to our clients—or just services?

What metrics do we use to show the real business value of our IP strategy?

Scan the QR code to explore how Azami helps law firms and corporations unlock strategic IP insights through data, or schedule a time to speak with us here azamiglobal.com/demo-page/

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