

Workflow: Competitor Tracking

Investigate and Monitor your competitors activity.

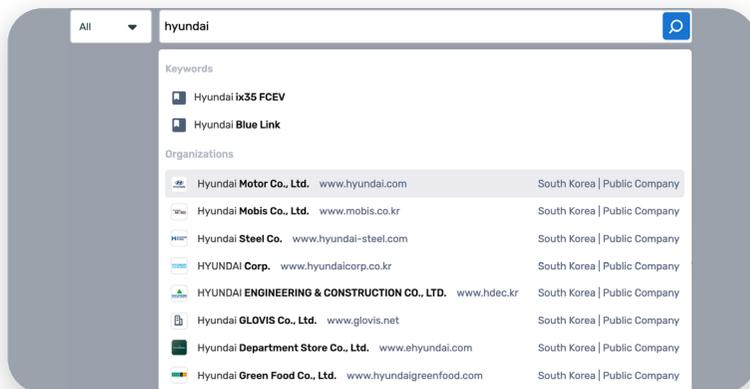
patSnap

Importance of Innovation in Business

Being able to effectively track your competitors is critical, as it enables you to be able to see the exact technologies that they are trying to develop and then make your own plans based on this information. There are two main ways to track your competitors using Discovery. This is to either track that company's complete activity or just within specific technology areas that you both operate within. Here are the steps you would want to make use of within Discovery to be able to cover both scenarios:

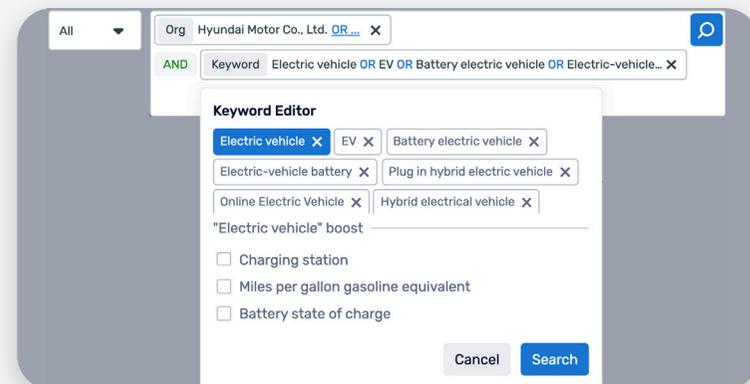
1 Conduct a 'company search' to find your competitor

- The first step you would want to perform is to just execute a basic **Company search** for your competitor. We would recommend for you to click on the top suggested company in most cases.
- Once you have identified the company, go to their [company profile page](#).



Tips

- If you are looking to **track a company's activity within a specific technology area**, you will want to make use of the **Search bar** to build a **combined company and technology** search, restricting the search for your competitor, down to the technology area of interest.
- You will want to use the **Keyword Editor** which will pick up variations in the naming of your technology area, to make sure you don't miss articles where different terminology has been used.
- Make sure and create a **Pinboard & Dashboard** to save any results/charts of interest to, so you can investigate them further later.
- Pinboards & Dashboards are an excellent way for you to **Save, Share & Collaborate** with the interesting information you find on Discovery.



2 Have a look at the 'data snapshot' to find key numbers regarding your competitor

- If you scroll down to the very bottom of the **company profile page**, you will come to the "**Data Snapshot**", which provides you with some key numbers relating to the amount of data we have for this company.

Application Date	Publication Date	Title	Std. Current Assignee
22 Oct 2020	11 Feb 2021	Apparatus and method for starting engine of mild hybrid electric vehicle	Hyundai Motor Co., Ltd. Kia Motors Corp.
06 Oct 2020	21 Jan 2021	Unit cell for a fuel cell and a method for manufacturing a unit cell for a fuel cell	Hyundai Motor Co., Ltd. Kia Motors Corp.
29 Sep 2020	14 Jan 2021	Air valve device for fuel cell system	Hyundai Motor Co., Ltd. Kia Motors Corp.

3 Investigate each of the data types further

- You can then drill into the result sets for each of the organizations you are interested in.
- If you are getting too many results to comfortably deal with, make sure to utilize the **filters** on the left-hand side of the page to **refine** your results down further e.g., by date or by topic area.

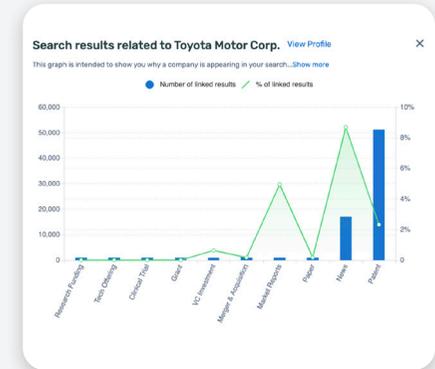
4 Save your findings and create email alerts

- Save your findings to your respective **Pinboards & Dashboards**.
- Setup an **alert** for this company which will make you aware of any **updates** relating to this company for your data types of interest. down further e.g., by date or by topic area.



Tips

- If you used the Search Bar to **track a company's activity within a specific technology area**, once you reach the search results page, you will see a list of the top companies that relate to the search you performed. This is a great way to identify other potential competitors within this technology area.
- If you click into the **Venn diagram icons** found next to a company shows you why a company is appearing in your search. You can see how many and the percentage of results that relate to them for each data type.



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23 Sep 2020	07 Jan 2021	Water pump for vehicle	Hyundai Motor Co., Ltd. Kia Motors Corp.
21 Sep 2020	07 Jan 2021	End cell heater for fuel cell	Hyundai Motor Co., Ltd. Kia Motors Corp. Hansen Systems

Create new Alert

ORG: ("Hyundai Motor Co., Ltd.")

Select data

- Marketing Report
- Paper
- News
- VC Investment
- Grant
- Technology Offering
- Patent
- Merger & Acquisition
- Research Funding