



MAJOR BUILDING PRODUCTS MANUFACTURER PREPARES FOR THE FUTURE OF THE BUILT ENVIRONMENT WITH INSIGHTS FROM PATENTS, GRANTS, AND PUBLICATIONS.

"[Wellspring's Scout] is a huge time saver, it covers the space more completely than I ever could. And you can get automated updates, which is a tremendous value."

— Senior Principal Scientist, Innovation

Problem

The Innovation team at a major building products company is always looking for something new. Their scientists are responsible for finding new technologies to license as well as options for new partnerships while keeping track of emerging areas of interest and competitor activity. Sifting through all of the relevant information from disparate sources to keep a finger on the pulse of innovation in this industry can be a time-consuming, tedious process.

Approach

The company decided Wellspring's Scout was the best tool to tunnel their way through the mountain of available data. The Innovation team created both broad and specific areas of focus for scouting. Their scientists use Scout to search those areas, gaining access to multiple data sources at the same time and reducing the amount of time spent searching. Scout provides the team's preferred data sources of grants, peer-reviewed publications and patents, with alerts to notify them when something new is entered into the database. The alerts are a huge time-saver for scientists: "It makes my life so much easier because when something new hits, I'll get an email that lets me know that it's there. I don't have to be constantly checking to see what's going on." The team also uses Scout's alerts to track what their competitors are doing, receiving an alert when a competitor is granted a patent.

Result

Wellspring's Scout has transformed the way the Innovation team approaches scouting, reducing the time spent gathering information and providing insights into industry trends and future innovations. Scout's array of information combined with the team's industry expertise help identify emerging technologies and trends as they start, improving their ability to help position the company for the future. The software's archiving capability has also helped create a body of institutional knowledge that is available to decision-makers across the company. Scout's extensive search capabilities and access to a variety of data sources has transformed the team's scouting process, making it easier and less time-consuming while providing the information the scientists need to make informed, forward-thinking decisions about the company's research and development.