



Panorama of the Vue des Alpes @ Vincent Bourrut Photographie

## COMPANY PROFILE 2021 – 2022

Swiss Center for Information Search, Analysis and Synthesis

The technology forecasting company



Welcome from your Business Intelligence co-pilot!



**2021 was a record year for CENTREDOC at all levels.**

Despite the challenges associated with the pandemic, which put the company in home office mode for several months, search services have seen a sustained demand.

With the release of RAPID5, which integrates artificial intelligence, technology monitoring now allows a growing number of companies to benefit from the technological and economic prospecting skills offered by the Cooperative.

CENTREDOC's activities are at the heart of the digitalisation of knowledge. The ever more powerful resources available thanks to the automatic connection of multiple independent sources, while also combining patent-related know-how with scientific literature and the web, allow CENTREDOC's engineers to provide our members and clients with in-depth analyses and unique perspectives on the prospecting market.

CENTREDOC has expanded its membership to non-watchmaking clients to ensure that its corporate structure reflects its evolution into a company with international reach and expertise in many areas of the industry. With the deployment of know-how in artificial intelligence and the acquisition of the CRISPR global intelligence, the company underlines its willingness to position itself as a business intelligence co-pilot for business leaders in the areas of technology monitoring and prospecting at all levels.

*Neuchâtel, May 2022*



## CENTREDOC – on the way to technology forecasting using artificial intelligence



### 7 YEARS OF INVESTMENT IN BUSINESS INTELLIGENCE AT CENTREDOC

#### CENTREDOC in figures

- 58 years' experience
- 35 members
- 21 employees
- 150 regular clients

#### CENTREDOC's engineers are specialised in:

- Technology monitoring and multifunctional data analysis
- Restitution and synthesis of multi-source data
- Research, structuring and classification of strategic information using AI

Since the first Artificial Intelligence trials in 2015, CENTREDOC has come a long way in terms of methodology, optimisation and automation of the latest developments in neural networks and semantic language analysis.

These efforts have enabled the company to offer new powerful information analysis and synthesis services in 2019 and 2020, in particular STAR (Swiss Technology Acceptance Readiness) and FOCUS (FOresight CUstom Search engine) analysis.

In 2021, thanks to a sustained investment effort, Artificial Intelligence functionalities were implemented in the RAPID5 restitution tool. This enables the company to cover the complete process of search, analysis and synthesis of strategic information for large amounts of data.



Our search activities, which have been at the heart of CENTREDOC's DNA for almost 60 years, provide our clients with the best information to manage their R&D, their intellectual property and their strategy. Our team covers a wide range of skills, from mechanical watchmaking to biotechnology, electronics, microtechnology, chemistry and materials.

In the field of intellectual property searches, CENTREDOC has QPIP (Qualified Patent Information Professional) certified staff and the best commercial sources, coupled with the most modern processing tools (secure platform, artificial intelligence, etc.). This enables us to deliver state of the art, novelty, prior art or freedom to operate searches of the highest quality.

Our search activities also cover the following areas: Patent landscaping, technology scouting, market scouting and prospective reports. This type of high value-added work allows our clients to obtain fully confidential first-hand information to guide their strategic decisions.

Over the course of 2021, CENTREDOC carried out a significant number of searches for an ever-increasing number of diverse clients, reaching a record turnover in the history of our cooperative, despite the pandemic. The acquisition of the Patent Analytics activities of IPStudies at the beginning of 2022 opened the doors to the biotechnology industry.



### **Scouting**

CENTREDOC uses all the search tools at its disposal and the technical skills of its team of analysts to carry out an increasing number of scouting services. By remaining flexible and listening to the client, CENTREDOC implements projects aimed at obtaining and analysing current information in order to evaluate the stakeholders, technical orientations and future developments in various technological fields.

A methodology developed over the last 5 years allows us to identify the most appropriate sources of information, to collect and centralise the data and to analyse them in a relevant manner. The deliverables are tailored to the client's needs: from access to individual documents to the drafting of recurrent summary reports, including the statistical analysis of large volumes of data.



### **Stakeholder searches**

Are you looking for a subcontractor and want to find out about your potential partner's skills? Are you planning to launch a product and need to know who is on the market, along with their strengths and weaknesses? Our stakeholder search service offers a multi-stage study that helps you answer these questions by identifying technical information that is not easily accessible online. Thus, starting with a demanding search, CENTREDOC will save you time, while ensuring confidentiality, total security and anonymity.

Our searches identify stakeholders from the public and private sectors, from university laboratories to multinational companies. The required skills query contains questions relating to technical matters and expertise, without sharing key details that could reveal the scope of your query. The search analysis is submitted to you in the form of a report, including contact details of the stakeholders. Additional information, such as collaborations, lists of patents and/or scientific articles, and technical brochures, are attached to the data obtained according to your needs. The documents identified can also be made available on our RAPID platform. Our results are delivered in such a way as to allow the creation of a shortlist of potential stakeholders to contact.

## CENTREDOC – the Technology and Business Intelligence company



A company cannot be managed efficiently without a 360° vision of its environment and its competitors. This is why CENTREDOC offers its clients monitoring services targeting patents, scientific publications, newspapers and magazines, the web and social networks, providing them with current and regular data on which to base their strategic decisions.

In order to deliver professional technology monitoring services, our team of engineers relies on reliable commercial sources and the most modern tools. Our TECHINT (Technology Intelligence) monitoring services, which combine artificial intelligence, a secure platform and value-added data (indexing, translation, geographical coverage, etc.), ensure that our clients have the information they need at the right time and in the right form.

In parallel, our Open Source Intelligence (OSINT) services use crawlers to collect all relevant information on the web and social networks, without any effort for our clients.

Finally, the RAPID platform brings TECHINT and OSINT together in one place for simplified dissemination and processing of information flows.

In 2021, our intelligence activities became much more efficient and automated through the integration of new collection and processing tools using artificial intelligence. With an ever-growing client base, our monitoring services are an important part of CENTREDOC's business.



By scanning and monitoring multiple sources, 24 hours a day, 7 days a week, the client's need to know what is happening in the markets in a given field is met in a professional and simple manner. Automated crawling tools, combined with a powerful alert system including legal monitoring, ensure that no relevant information is missed. Artificial intelligence tools using neural networks make it possible to structure large amounts of data in record time, thus filtering out signals. The archiving, structuring and dissemination of documents is done via our unique and proprietary retrieval tool, RAPID5.

A large variety of subjects are regularly monitored by CENTREDOC and are the subject of weekly or monthly publications:

- Watchmaking
- 3D printing
- Materials
- Artificial Intelligence
- Blockchain
- IoT and industry 4.0
- AR/VR
- CRISPR
- Quantum Computing
- Cyber Security

Users can take out subscriptions – which can be customised according to their needs - for one or more of these topics, and then receive relevant information through an alert and e-newsletters.



## List of publications available from CENTREDOC:

### RIH – Watchmaking Invention Review

At the heart of our services to the watchmaking industry since 1964, the RIH exhaustively reports new patents related to the field of watchmaking. Over 900 documents were published in 2021, which is around the same number as those published in previous years. Just over 350 documents relate to mechanical watches, a similar amount to watch cases, and the remaining documents present inventions relating to electronic watches.

### RIH Asia

In 2021, the number of patent applications published in RIH Asia exceeded 3,500 documents for the first time (3,616, +24%). The number of Chinese applications increased by 29% (3,309 documents), while Japanese and Korean applications decreased by 9% (188 and 60 applications respectively).

### Watchmaking Design

9,881 watch design and model applications were registered in 2021. China, as in previous years, remains in the lead with 3,908 designs. Switzerland is high on the list with 1,386 applications, and 2,579 were filed by Great Britain.

Since the summer of 2021, designs have been imported into our RAPID platform in the same way as patents. However, a PDF version is still available. The DESIGN publication covers 66 countries and includes 10 separate categories.

### INFOMAT

In 2021, 875 articles and 598 patents were published in INFOMAT. This is a stable number of documents compared to 2020. The Infomat newsletter was modernised at the end of 2021, giving way to an improved and customisable digital version accessible on our RAPID platform. Some changes have been made in the categories. Subscribers can join the Infomat group on LinkedIn and find out about the latest publications, updates, events and seminars.

### Watch Industry Int'l News Digest

Nearly 1,200 documents were published in WI in 2020, including 230 patents and 940 non-patent publications. This represents a decrease of about 10% compared to 2020, with the selection remaining the same. The monthly average is 100 publications, slightly less at the beginning of the year (patents remain constant, on average 20/month).

### **Silicon Valley Technology Insight**

This monitoring publication has been providing the economic community of Neuchâtel with first-hand information on technological innovations for four years now. Thanks to its features on blockchain technology, Artificial Intelligence (AI), the Internet of Things (IoT), Virtual and Augmented Reality (VR/AR), wearable connected objects, and recently, quantum computing and cyber security, the SVTI published a total of 814 news items in 2021, which represents an increase of 4.6%. A hybrid of paper and virtual, this publication will soon be only virtual and available on our RAPID5 platform.

### **3Dpat**

The 3Dpat publication makes it possible to follow the evolution of 3D printing technologies, as well as their applications, through patent applications. In 2021, 7,431 inventions were identified by this publication, representing a slight decrease compared to 2020. 70% of the documents published in 2021 were from China. The 3Dpat database now includes nearly 50,000 patent families.

### **Smartwatch Monitoring**

For the past five years, SWM has been keeping watch industry players informed of the latest patent publications in the field of connected objects worn on the wrist. With an average of around 300 documents identified per month, the volume published has remained stable compared to 2020, reversing the downward trend of the last two years.

In order to improve the coverage and to homogenise the source of patent information with other publications, the data are taken from the FamPat database, and no longer from Derwent, since the end of 2021.

### **CRISPR**

CENTREDOC acquired the assets and patent analysis operations of IPStudies as of 1 January 2022. The transferred assets include the internationally-renowned patent landscapes and patent monitoring services developed by IPStudies since 2014 on the revolutionary CRISPR genome editing technology. CRISPR subscribers benefit from the latest advances in patent multi-categorisation and multi-source feeds, developed by CENTREDOC, using the RAPID5 monitoring tool. Thanks to this acquisition, CENTREDOC also offers patent analysis & strategy and consulting services for Biotech clients.

Since 2014, the CRISPR Patent Landscape analysis has been cited more than 60 times in various sources, including prestigious journals and magazines such as *Nature*, *WIPO Magazine*, *Bloomberg*, *The Scientist*, and *The CRISPR Journal*. The data from this publication is therefore an excellent showcase for CENTREDOC's services and its RAPID business intelligence platform.

This acquisition is a strategic growth opportunity for CENTREDOC in the fields of life sciences and more particularly in biotechnology (genome editing, therapeutics, bioproduction, etc.). This is a very dynamic field, as was observed with the Covid19 vaccines.



### **RAPID 5: SWISS MADE**

2021 brought with it many new features and improvements thanks to two new versions of RAPID under the Swiss Made label:

The first version, released in May, is a springboard for future developments, as we reviewed many features related to information sharing which will simplify or improve the user experience.

The alerts and the feature making it possible to share documents sent by e-mail have been completely updated to make it a modern "newsletter" tool.

The Excel export feature has new fields while the PowerPoint export feature is now available and welcomed by customers who requested a custom template to suit their needs.

The highlight was the move to version 5 of RAPID in November, thanks to the many additions made in the past but also to a major step forward in Artificial Intelligence (AI) categorisation with the "Smartcat" feature using the Averbis algorithm.

PatFinder was also completely overhauled and updated through a partnership with IPScreeener. It now allows documents to be categorised by relevance before being imported into RAPID.

Other ergonomoy improvements, such as a personalised view of documents, searches and highlighting, were made in this version.

### **Infrastructure: Hosted in Switzerland**

A major upgrade was made by upgrading all our servers hosted in Switzerland, either by replacing them or by migrating to the latest technologies.

Thanks to this investment, several aspects have been improved since last summer, notably: performance, efficiency, available disk space, security and new hardware management, which allows for a more sustainable ecological development.



CENTREDOC manages the CSEM library. Its services include the acquisition and cataloguing of new works, the management of periodicals, the search for and supply of all types of documents required for the research activities of the CSEM, as well as the updating of the Intranet site and the library catalogue, and access to electronic resources.

The CSEM renewed subscriptions to the *Revue des inventions horlogères* and the SVTI monitoring publication for 2022. It has also slightly increased the library's operating budget.

The hiring of a document information specialist in October 2021 has made it possible to significantly increase the efficiency of the department and to considerably improve the time required to handle and process requests of all kinds.

## CENTREDOC – the event management company



CENTREDOC is in charge of the permanent office of the Swiss Society of Chronometry (SSC). This association is managed by the Chairman and his Officers, as well as the Committee, which includes the permanent office. The association brings together - on a regular basis - the industry's know-how players. With a team of experts in event management, CENTREDOC enables the association to hold high quality events on a national and international level.

2021 was a busy year for the SSC's permanent secretariat. A new office in the Vallée de Joux, the Society's registration with the VAT authorities, a hybrid Study Day with a professional moderator and the launch of the International Congress 2022 required a major commitment from all members of the permanent office.

The Study Day on 28 September 2021 was a great success with 450 people attending in person and 200 by streaming, not forgetting the training centres to which the SSC offered the possibility of attending the conferences.

The Watch Regulating Competition was again a great success with 138 entries from 25 training centres. 81 movements were COSC-certified, which represents an excellent success rate of 59%.

The advertising budget for the Bulletin was increased thanks to a combined "Study Day and Bulletin" promotional campaign.



Our collaboration with IEEPI - Institut Européen Entreprise et Propriété Intellectuelle - continued in 2021 with the training course "The IP reference person in the company: good practices", which brought together 4 participants in a videoconference held over the course of two days.

The online training course "In one hour, you will know how to read patents" was a huge success with 32 participants.

Two training courses planned for 2021 did not garner enough participants and had to be cancelled: "Open innovation and partnerships" and "Manager: IP audit and Due Diligence".

At the end of the year, CENTREDOC participated in the Swiss Innovation Forum in Basel and shortly afterwards in IP Service World in Munich. This presence enabled the company to attract new prospects and strengthen existing collaborations.

Several webinars were held and the number of participants increased compared to the pre-Covid period. New AI topics were offered, including "FUTURE TRENDS - How they can be identified and followed?" which had 8 participants and "Integrated Monitoring of Patents, Scientific Literature, Magazines, Web and Social Networks in one Single Tool" which had 6 participants. These webinars are aimed at both subscribers and prospects.

In order to increase our visibility, a presentation video was produced and the communication strategy on social networks was revised.

At the same time, work began on the digitisation of publications and the team noted a real interest in this project, certainly linked to a more targeted offer for each user. During this transition, each subscriber is free to test the range of publications, the proposal being to set up RAPID with the specific selection of the user who can then receive personalised alerts in the form of notifications.



CENTREDOC is a non-profit company financed by the income from its activity and the calls on the shares of its members. The latter benefit from particularly attractive conditions and direct access to the cooperative's expertise.

**Board of Directors 2021/2022**

Mr.	Eckhard	Frank	Chairman of the Board	The Swatch Group SA
Mr.	Maurice	Altermatt	Vice-Chairman	Fédération de l'Industrie Horlogère suisse FH
Mr.	Jean-Marc	Bonard	Secretary of the Board	Rolex SA
Mr.	Erwin	Portuondo	Member of the Board	CSEM SA
Mr.	Thierry	Ravenel	Officer of the Board	ICB SA
Mr.	Frédéric	Maier	Officer of the Board	Patek Philippe SA
Mr.	Harry	Heinzelmann	Member of the Board	CSEM SA
Ms.	Christiane	Sauser-Rupp	Member of the Board	The Swatch Group SA

## Employees – May 2022



**Harald Jenny**  
Director  
100%



**Catherine Bianchi-Chatelain**  
Events & publications  
90%



**Andreeana Daniil**  
Patent Analyst  
100%



**Sébastien Grandpré**  
Senior Patent Analyst  
100%



**Norbert Hänni**  
Developer  
80%



**Pascal Jauslin**  
Senior Patent Analyst  
100%



**Laetitia Petitpierre**  
Marketing & Sales  
65%



**Begonia Tora**  
Editions & Publications  
60%



**Rebeca Valledor**  
Patent Analyst  
90%



**Léa Tièche**  
Documentation & Library  
80%



**Estelle Hug**  
Scouting Officer  
100%



**David Borel**  
Deputy Director  
100%



**Steve Caballero**  
Developer  
100%



**Simon Frei**  
Centredoc accounting  
80%



**Hervé Grosvernier**  
Patent Analyst  
100%



**Nicolas Heller**  
IT Manager  
100%



**Alessia Jordi**  
Executive Assistant &  
Watch publications,  
55%



**Jean-Baptiste Porier**  
Patent Analyst  
100%



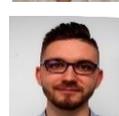
**Anne-France Ugaz**  
Documentation & Library  
70%



**Fabien Palazzoli**  
Patent Analyst  
100%



**Nazim Veseli**  
SSC accounting  
80%



**Călin Tirban**  
External developer

## Members and share distribution – May 2022



Breitling AG	5
Carl F. Bucherer AG	5
Christophe Claret SA	5
CSEM SA	50
Fédération de l'industrie horlogère suisse FH	10
Felco SA	5
G. et F. Châtelain, succursale de Chanel SARL	5
Guenat SA Montres Valgine	5
LA MONTRE HERMÈS S.A.	5
FAS MEDIC SA	5
La Fabrique du Temps Louis Vuitton SA	5
Le petit-fils de L.U. Chopard & Cie SA	5
LUXURY GOODS INTERNATIONAL (L.G.I.) SA	5
Manufacture des Montres Rolex S.A.	10
Manufacture d'Horlogerie Audemars Piguet SA	15
Manufacture et fabrique de montres et chronomètres Ulysse Nardin Le Locle S.A.	5
Maurice Lacroix SA	5
Maxon international ag	5
Métalor Technologies International SA	5
Mimotec SA	5
PATEK PHILIPPE SA GENEVE	25
Preciflex SA	5
ROLEX SA	40
Ronda AG	5
SCOTT Sports SA	5
Groupe SNF	20
Société des Produits Nestlé S.A.	30
Sowind S.A.	5
TAG Heuer, succursale de LVMH Swiss Manufactures SA	5
The Swatch Group AG	131
Vaucher Manufacture Fleurier S.A.	5
<b>TOTAL ALLOCATED</b>	<b>441</b>

## Contact

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If you have any questions about this company profile, the CENTREDOC management is at your disposal:



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With its multidisciplinary team of engineers, CENTREDOC offers a complete range of services in the field of technological, competitive and strategic intelligence as well as in searches, analysis and synthesis of patent, technical and economic information.

Created in 1964 as a technical information centre for the watch industry, CENTREDOC has constantly expanded its skills and provides services in all technological and industrial fields.

If you are looking to gain a better understanding of your economic environment, CENTREDOC offers coaching services, as well as tools and advice to assist you in the implementation of your Business Intelligence.