

Knowledge Transfer Partnerships

KTP BENEFITS

Knowledge Transfer Partnerships are designed to benefit everyone involved

- 🔄 Businesses will acquire new knowledge and expertise
- 🔄 KTP Associates will gain business-based experience and personal and professional development opportunities
- 🔄 Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships

Accelerating business innovation; a Technology Strategy Board programme

<http://www.ktponline.org.uk>

KENNEDYS PATENT AGENCY LTD ENHANCING PRACTICE MANAGEMENT THROUGH INFORMATION SYSTEMS

ABOUT THIS CASE STUDY

Intellectual property services company, Kennedys Patent Agency Limited, worked on this Knowledge Transfer Partnership (KTP) with Glasgow Caledonian University, to develop integrated practice management systems to interface with staff on multiple sites, clients, Patent and Trade Mark offices and associate firms.

ABOUT THE SPONSORS

The **Scottish Government** is the devolved Government for Scotland. It is responsible for most of the issues of day-to-day concern to the people of Scotland, including health, education, justice, rural affairs, and transport.

The **Technology Strategy Board** is a business-led organisation established by the Government. Its mission is to accelerate research into, and development and exploitation of, technology and innovation for the benefit of UK business – building economic growth and quality of life.

FAST FACTS

- 🔄 Significantly improved document management workflow
- 🔄 Successful implementation of integrated practice management system (PMS), with skills and knowledge gained for development of a bespoke system
- 🔄 Achieved cost efficiencies and more accurate time recording systems
- 🔄 Better service to clients through quality improvements and development of client portal
- 🔄 Enhanced the Academic Partner's knowledge of issues surrounding legal information management and implementing information technology projects within SMEs
- 🔄 Extensive project management experience and management position with company for Associate

The Company



“Through this KTP we now have the knowledge and competence to develop our own bespoke practice management system, which will allow us to grow the business in a way that was not possible before.”

Dr Jim Adams, IT Manager, Kennedys Patent Agency

Founded in 1997, Kennedys Patent Agency Limited provided a full range of intellectual property (IP) services through its offices in Glasgow, Aberdeen and Newcastle, including patent and trademark advice and applications, advice on IP law and the strategic use of IP within organisations. Kennedys was acquired by Murgitroyd & Co in February 2008.

ABOUT THE PROJECT

Kennedys operated within a challenging and evolving legal framework, where large quantities of sensitive documentation needed to be properly recorded and stored. Accurate time recording of fee earners' work was also essential. A review of the Company's standardised work practices and compliancy requirements, in light of growth through the opening of satellite

offices, identified a need to implement an improved document management workflow and an integrated PMS; however, management recognised that there was insufficient in-house knowledge to develop and implement these measures. Help came through this KTP, which provided Kennedys with access to the expertise in Glasgow Caledonian University's Divisions of Law and Strategy, Innovation and Enterprise.

BENEFITS

Overall the KTP was great success, enabling Kennedys to develop its business model for growth. Changes introduced maximised internal efficiencies and information flows, allowing significant changes in capability without compromising standards.

The introduction of a more robust Information Technology infrastructure improved document management workflow, enhanced inter-office communications and facilitated faster running of applications. Existing practice procedures were reviewed and

improved by installing an off-the-shelf PMS, which resulted in increased workforce efficiency, more accurate time recording on assignments, and reduced operating costs. The company was also able to improve its client services, offering direct access to case records through the provision of a client portal.

Kennedys was able to apply its new knowledge and competence to development of a bespoke PMS system, with features not available in any commercial package; which could potentially be developed into a commercial product.

RESULTS

- 🌀 In-house skills in place to develop bespoke PMS
- 🌀 Greater knowledge of key business processes
- 🌀 Increased turnover through more accurate time recording
- 🌀 Improved competitive position through introduction of client portal
- 🌀 Higher profit margins through efficiency and quality improvements
- 🌀 Reduced costs associated with expanding into new geographical areas

The Associate

“Delivering everything that was asked of me in the timescales involved was a huge personal success, providing me with confidence in my own capabilities to manage any realistic size of project and see it through to completion.”

Allan Gordon, KTP Associate

Recent graduate Allan Gordon was recruited as Associate on this KTP. The selection of such a capable person was instrumental in the success of the project, with Allan proving self-motivated and undeterred by the scale of the work, delivering all the objectives within timescales given.

BENEFITS

As Associate on this highly successful KTP, Allan has taken full advantage of the opportunity to apply his knowledge of computer science to a live business situation. The challenging work enabled Allan to develop his skills in: system specification; vendor, project and time management; and he gained valuable experience of managing staff during change. His continued employment at Kennedys gave Allan the opportunity to utilise his skills to develop a bespoke integrated PMS.

RESULTS

- 🌀 Successfully applied computer science knowledge and skills
- 🌀 Enhanced project and people management skills
- 🌀 Gained NVQ Level Four in Management
- 🌀 Offered and accepted position with the Company as IT Manager
- 🌀 Co-authored academic journal papers, and presented at conferences

The Academic Partner

“In meeting its vision and strategic objectives, the University values ‘closeness to



industry’. This KTP has enabled staff to develop personally, building their experience, understanding and expertise in a number of areas, and benefited research and teaching.”

Dr Peter Duncan, Lecturer, Glasgow Caledonian University

Academics from Glasgow Caledonian University worked with Kennedys to deliver this KTP. The work was led by Professor John Huntley from the Division of Law, with support from Dr Alexis Barlow and Dr Peter Duncan from the Division of Strategy, Innovation and Enterprise.

BENEFITS

This KTP enabled academics to develop their knowledge and understanding of IP law, regulations and processes; and the issues and challenges of developing, implementing and managing information technology systems within SMEs.

Partnership experiences have been integrated into teaching material by providing up-to-date business-based material for in-class exercises. Students have also benefited from guest lectures delivered by a Patent Attorney and the Associate.

RESULTS

- 🌀 Successful cross-school collaboration
- 🌀 Increased understanding of IP law and the impact of information and communication technology on SMEs
- 🌀 Valuable industry links formed
- 🌀 Useful teaching material developed
- 🌀 Research papers presented at conferences and published in refereed journals, raising the University's profile