

TechInsights Evaluation: Microsoft Azure IP Advantage

Microsoft's New Azure IP Advantage Reflects the Quality and Strength of Microsoft's World Class Portfolio and Shares Lead Among Top Five Cloud Market Competitors in Innovative Technologies

Introduction

We're in the middle of a digital transformation that holds extraordinary promise for companies seeking to innovate in the Cloud, but also exposes companies to new risks like patent assertion and litigation. Since 2012, TechInsights has observed that 80% of examined litigations on Cloud were instigated by non-practicing entities (NPEs), affecting more than 100 operating companies.

To address the growing threat of NPE litigation in the Cloud, Microsoft is now offering Azure IP Advantage – a unique set of benefits that in essence, is an extension to Azure customer's IP portfolios, giving them more confidence and protection in the Cloud.

TechInsights performed an assessment of the Microsoft Azure IP Advantage portfolio and found that it surpasses market rivals like Amazon and Google in Cloud technology. Microsoft's portfolio ranks at the top of the industry, and its Azure IP Advantage portfolio reflects the same strength, diversity and quality that Microsoft is known for. Microsoft Azure IP Advantage will be a valuable resource available to Azure customers looking to ensure IP protection in the rapidly growing and highly competitive market of Cloud applications.

Analysis & Key Findings

Superior innovation ranking across entire Cloud technology space: TechInsights evaluated the U.S. patent portfolios of Microsoft, Microsoft Azure IP Advantage, IBM, Oracle, Google, VMware and Amazon based on their share of key foundational Cloud technology patents. TechInsights ranks the full Microsoft portfolio first in innovation and found that the Microsoft Azure IP Advantage portfolio holds its own against leading competitors in the Cloud patent ranking.

Microsoft Azure IP Advantage outranks competitors Oracle, Google, Amazon and VMware's portfolios; indicating a solid footing in Cloud innovation

Microsoft	IBM	Microsoft Azure IP Advantage	Oracle	Google	Amazon	VMware	% of weighted ranks
28%	22%	–	18%	15%	9%	9%	
–	24%*	22%*	19%	16%	9%	9%	

*This is within the analysis margin of error for the initial 7,500 patents evaluated. Analysis will be repeated when additional 2,500 patent assets are provided

Quality and strength consistent with Microsoft's whole world class portfolio: Microsoft's portfolio has more than 60,000 patents and is ranked as one of the top in the industry. TechInsights compared the patent landscape of all currently active Microsoft patents with those available in the Microsoft Azure IP Advantage offering and found that the Microsoft Azure IP Advantage patents accurately reflect the full scope of quality and diversity and technology coverage of the whole Microsoft portfolio. There are no significant gaps in coverage.

Conclusion: TechInsights found that the Microsoft Azure IP Advantage Portfolio is not only representative of the entire Microsoft portfolio in diversity, age and forward references, it ranks among the top five major Cloud market competitors on its own merit.

Our Methodology

Using TechInsights' IP analytics solutions a preliminary group of 7,500 patent assets was assessed, including 4,100 US grants and 100 US applications provided by Microsoft and considered to be representative of the final Azure IP Advantage portfolio. This portfolio was analyzed based on seven factors: Azure IP Advantage composition and comparison to overall Microsoft portfolio; patent age; forward references; comparison to previously litigated patents on Cloud; innovation comparison with five top Cloud market competitors; global coverage; and likelihood of use.

About TechInsights

TechInsights is the leading provider of intellectual property solutions for technology companies; offering a full suite of solutions, technical & patent analysis and subscription products to prove patent value and enable fact-based IP decision making. Our clients include 37 of the top 50 U.S. patent holders, who trust the insights we provide to find, evaluate, and fully leverage patents to support their business goals and protect their markets. Learn more at www.techinsights.com