



TechInsights Finds Microsoft Azure IP Advantage Portfolio Ranks First in Cloud Innovation

Analysis Finds the Microsoft Azure IP Advantage outranks IBM, Oracle, Google, Amazon, and VMware's Cloud portfolios, indicating a solid footing in Cloud innovation.

OTTAWA, Canada, June 16, 2017 — TechInsights, a trusted patent and technology partner to the world's largest and most successful companies, released the results of its assessment of the final Microsoft Azure IP Advantage portfolio today. The findings show that the Azure IP Advantage portfolio accurately represents the entire Microsoft portfolio in terms of diversity, age and forward references, and leads the top five major Cloud market competitors. Microsoft's [Azure IP Advantage](#) program provides Cloud customers with comprehensive protection against intellectual property risks.

"There is extraordinary promise for companies seeking to innovate in the Cloud today, but that opportunity also exposes them to new risks like patent assertion and litigation," said Ian MacLean, Vice President, Intellectual Property Services at TechInsights. "Our analysis of Microsoft's Azure IP Advantage portfolio, indicates that it will be a valuable resource for Azure customers seeking to ensure IP protection in the rapidly growing and highly competitive market of Cloud applications."

TechInsights evaluated the US patent portfolios of Microsoft, Microsoft Azure IP Advantage, IBM, Oracle, Google, VMware and Amazon based on their share of key foundational Cloud technology patents. The full Microsoft portfolio ranked first in innovation and the Microsoft Azure IP Advantage portfolio also placed first against leading competitors in the Cloud patent ranking.

| Microsoft | Microsoft Azure IP Advantage | IBM | Oracle | Google | VMware | Amazon | % of weighted ranks |
|-----------|------------------------------|-----|--------|--------|--------|--------|---------------------|
| 28% | — | 21% | 19% | 15% | 10% | 7% | |
| — | 24% | 23% | 21% | 15% | 10% | 7% | |

Additionally, TechInsights compared the patent landscape of all currently active Microsoft patents with those available in Microsoft Azure IP Advantage and found that the Microsoft Azure IP Advantage patents accurately reflects the full scope of quality, range, and technology coverage of the entire Microsoft portfolio. Microsoft's portfolio has more than 60,000 patents and is ranked as one of the top in the industry.

TechInsights utilized its IP analytics solutions to assess a group of 10,000 patent assets, including more than 5,400 US grants and 222 US applications. The assets were provided by Microsoft and represented the final Azure IP Advantage portfolio. The portfolio was analyzed based on seven factors including 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.



The "[TechInsights Evaluation: Microsoft Azure IP Advantage Executive Summary](#)" is now available for [download](#).

For assistance with identifying patents from the Azure IP Advantage portfolio, please contact [TechInsights](#). If you require defensive assistance, learn more about [TechInsights' services](#).

TechInsights - Patent and Technology Analysts

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Media Contact:

Phyllis Grabot, Corridor Communications, Inc. 805.341.7269, phyllis@corridorcomms.com