

Invited Speech: **IP Royalty management in Semiconductor Industry**
Mr. K Saj Kumar, Vice Presiden of Hi-Tech Industry, SAP APJ

About the Speaker



As Vice President with the Industries & Solutions Group (ISG) at SAP Asia Pacific Japan, Saj Kumar holds responsibility for defining and developing SAP's business strategy for Discrete Industries in Asia Pacific, as well as drives the development and adoption of industry specific solutions for SAP's strategic customers in this segment. This includes companies in High-Technology, Automotive, Industrial Machinery and Engineering & Construction.

Kumar is an industry veteran, starting his career over 21 years ago working with simulation systems. He has many years of direct experience designing and implementing supply chain solutions in the manufacturing industry and has a keen interest in applying constraint-based planning techniques to solve complex manufacturing problems. He is passionate about software applications and their role in solving real-world engineering problems.

Kumar brings a wealth of experience to SAP from his previous roles at Oracle and i2 Technologies, where he held various customer-facing and solutions management roles.

Abstract

It's more challenging than ever for semiconductor companies to manage intellectual property. The technological sea change makes managing your rights inventory more complex and licensing revenue and royalty payments harder to track. The ability to maximize the revenue you generate with each asset you own has become critical.

A contract continues to evolve up to and well beyond the moment it's executed. This is truer than ever in today's business environment. Numerous amendments can be developed, while rights positions change with new contract versions and are attached to specific royalty structures, payments, and other financial instruments. Even the smallest changes have a big impact on the total business outcome. You need full visibility into every contract you negotiate at every step in its development.