

# Whirlpool-Italy: Driving innovation and maximizing IP value in a global economy

By leveraging *Delphion* and *Derwent World Patents Index (DWPI)* from Thomson Scientific, Whirlpool-Italy ensures that research and development teams across Europe get the critical information they need to facilitate the development process. And the European IP team has the information they need to support the European patent process and protect current IP assets.

## WHIRLPOOL ORGANIZATION

Whirlpool® Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of over US\$13 billion, 68,000 employees, and nearly 50 manufacturing and technology research centers around the globe.

The company markets Whirlpool, KitchenAid, Brastemp, Bauknecht, Consul, and other major brand names to consumers in more than 170 countries. Based in Comerio, Italy, the Whirlpool European IP team—under the direction of

Mr. Guerci, European patent counsel – manages the entire patent process for Whirlpool products launched and sold in European markets. The team also vigilantly monitors competitive activity and patent infringements.

In addition, nearly 300 research and development professionals in Italy, Sweden, Germany, and Poland rely on the Whirlpool European IP team for pre-filing assessments of innovations and ongoing reports of technological developments throughout the industry.

## BUSINESS ISSUES

Rapidly changing customer needs and ever-increasing worldwide competition are accelerating the need for constant innovation. To stay at the forefront of innovation, Whirlpool listens closely to its customer needs and develops leading-edge solutions to address those needs.

However, innovation alone does not guarantee competitive advantage. In today's knowledge economy, transforming innovation into intellectual property is a critical strategic issue for global business organizations.

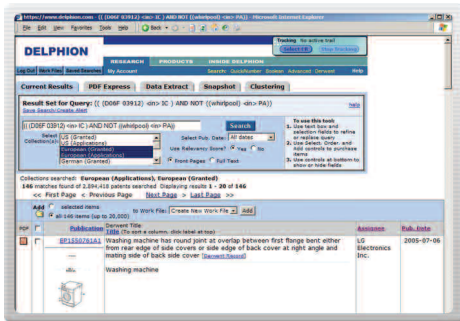
Whirlpool has long recognized the importance of securing worldwide patents for its innovations and keeping its development teams abreast of new technological advancements.

For over a decade, Whirlpool-Italy has relied on Thomson Scientific for patent research solutions to support their daily efforts. In 2003, Whirlpool-Italy employed two solutions from Thomson Scientific: *Delphion* and *DWPI* on *Delphion*.

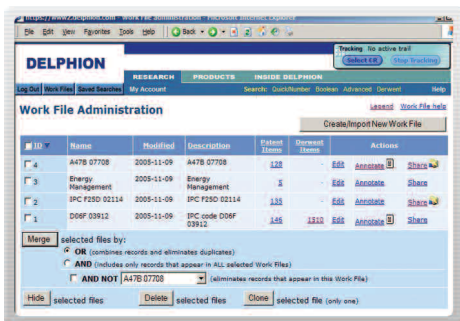
### CORPORATE PROFILE



Size ..... US\$13 billion, worldwide  
 ..... US\$3 billion, Europe  
 Countries ..... 170  
 Patents ..... 2,780+  
 NYSE Symbol ..... WHR



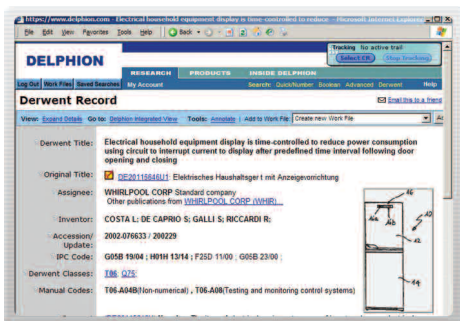
Search results with patent drawings instantly let Whirlpool researchers know whether a particular patent is relevant to their work.



Whirlpool creates Work Files to easily share groupings of patent documents with colleagues throughout Europe.



Alerts keep Whirlpool apprised of new technology developments, competitive activity, and potential patent infringements.



DWPI on Delphion helps expedite patent research by providing value-add patent titles and abstracts written in consistent, industry-specific terms.

## THE THOMSON SCIENTIFIC DELPHION AND DWPI SOLUTION

The Thomson Scientific *Delphion* and *DWPI* on *Delphion* solutions provide Whirlpool - Italy with an integrated online platform for conducting complete and thorough patent research with maximum efficiency.

### **Delphion empowers the team to:**

- Conduct full-text patent searches of the world's leading patent authorities for pre-filing assessments of European innovations
- Create Work Files and instantly share information with nearly 300 research and development professionals in Italy, Sweden, Germany, and Poland
- Perform in-depth analysis of a particular technology
- Set up Saved Searches and Alerts to track new technological developments and monitor potential patent infringements

- Quickly download groups of patent documents using PDF Express
- Instantly visualize data in a bar chart format with Snapshot

### **In addition, the team uses DWPI on Delphion to:**

- Quickly assess the significance of a patent by reading meaningful patent titles and abstracts written in industry-specific terms by subject matter experts
- Use drawings in search results to quickly determine relevance
- Conduct searches with greater precision using Derwent Class codes
- Search for non-English patent records using English language
- Easily view an entire patent family from a single *DWPI* record

## CONCLUSION

With *Delphion* and *DWPI* on *Delphion*, Mr. Guerri and the Whirlpool European IP team can more efficiently prosecute patents, conduct in-depth analysis, and share IP information with colleagues and R&D teams throughout Europe.

Mr. Guerri states, "Innovation drives our work. We are launching many new products every year with new features. With *Delphion* and *DWPI* on *Delphion*, we have the patent research tools we need to help us stay in front of innovation."