

How to Become the Top Player in an Evolving Market: The Effect of Patent Portfolios of Software-as-a-Service (SaaS) on the Development of Sustainable Competitive Advantages

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Abstract

In recent years, Software-as-a-Service (SaaS) has become a rapidly growing technology with increasing players in the market. This proposal asks to what extent SaaS enterprises can strategically use patent portfolios to create a sustainable competitive advantage (SCA). While patent portfolios have been used strategically in the past, this proposal focuses on how effective they can be in the evolving SaaS market. The answers to these questions could help both new and established players in the SaaS market understand where to invest their resources to dominate in the sector. The proposed methodology focuses on the analysis of a dataset and case studies of a SaaS enterprise and a software provider.