



# MACFAST™

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## MACFAST Faculty Enrichment Programme

Invite you to attend the seminar

### Innovative Strategies for Successful Commercial Patents

By

**Dr. Madhan Kumar Srinivasan**

**Accenture Prolific Inventor**

(Title-of-Honor given by Accenture)

Associate Vice President & Lead –

Cloud AI & Patents, myWizard AI,

Accenture Innovation Hub, Bengaluru

**Date : 12<sup>th</sup> February 2021**

**Time : 02 : 30 P.M**

**Venue : MACFAST Auditorium**

\* All participants are advised to follow COVID-19 protocol strictly.

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**Faculty Enrichment Programme**

**Webinar on Innovative strategies for successful commercial patents**

12th February 2021

Patents are a measure of the innovation existing within an organization. A healthy patent portfolio of any organization indicates that the organization has invested significant time, money, and effort in research and development activities. It also indicates that the institution is evolving and constantly striving to bring newer and better products or services into the market. In line with this thinking, the MACFAST Faculty Enrichment Programme had organized a webinar on "Innovative strategies for successful commercial patents" on 12th February 2021 from 2:30 PM through the Zoom platform. The webinar was led by Dr Madan Kumar Srinivasan, Associate Vice President & Lead – Cloud AI & Patents, my Wizard AI, Accenture Innovation Hub, Bengaluru. He is awarded the title of Accenture Prolific inventor and serves in many other roles such as the Advisory Board Member, Cambridge Scholars Publishing, UK, Founder Member, Cloud Computing Innovation Council of India (CCICI) etc. Dr Madan emphasised that patents need to be also looked at as business opportunities and should, ideally, align with the objectives and business strategies of the organization. Owning a patent gives one a legal right to commercially exploit its innovation and prevent competitors from imitating or replicating its innovation. Dr Madan concluded that every innovative organization or company, therefore, needs a good Patent Strategy to be successful in the long run. He elaborated on the qualities of a good patent strategy and discussed the different ways in which the Business Strategies and Patent Strategies of the organization can be aligned for maximum impact and leverage.

Dr Madan concluded that a good patent strategy would involve identifying business entities that may directly benefit from the patent portfolio of the organization. This includes identifying entities that may potentially be infringing upon the existing patent portfolio of the company. A total of 35 faculty members attend this webinar from MACFAST. The participants registered for the webinar and there was an interactive and vibrant discussion on the different types of patents, licensing, patent valuation etc. The registration link for the meeting was as:

<https://zoom.us/meeting/register/tJMpc-irrijMiH9FAbig5LA3UZdXPHKIGM6Tt>



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## Contact

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## Top Skills

Cloud Computing  
Business Analytics  
Innovation

## Languages

Tamil (Native or Bilingual)  
Tulu (Full Professional)  
Kannada (Limited Working)

## Certifications

IBM Certified Solution Advisor for  
Cloud Computing Architecture V2  
GSTF Certified Professional in Big  
Data Science  
Big Data Hadoop Foundations  
AWS Certified Solutions Architect -  
Associate  
Big Data Foundations

## Honors-Awards

Top 100 Scientists 2014  
Cloud Tech Guru Award  
Who's Who in the World - Research  
Scientist  
Who's Who in Science and  
Engineering  
Inspiring Teacher Award

## Publications

A Framework for Securing Web  
Services by Formulating an  
Collaborative Security Standard  
among Prevailing WS-\* Security  
Standards  
eCloudIDS Tier-1 uX-Engine  
Subsystem Design and  
Implementation using Self-  
Organizing Map (SOM) for Secure  
Cloud Computing Environment

# Dr. Madhan Kumar Srinivasan

Inventor of 70 Commercially Successful Patents & 24 Grants |  
Accenture Prolific Inventor & Infosys Cloud Tech Guru | Cloud AI  
Leader | IoT Big Data Analytics Expert  
Bengaluru

## Summary

Dr. Madhan, an IIM-Calcutta alumnus & Accenture Prolific Inventor (Title-of-Honor given by Accenture), is an inventor of 70 Commercially Successful Cloud AI & Analytics Product Patents (including 24 Patents Granted by USA, UK, Germany, France, Ireland & Australia) that are independently filed in USA, Europe/UK, Australia, Singapore & India regions. These products can generate \$100M+ annual savings to 300+ clients including many Fortune 500 companies. With 18+ years of experience, he is currently the "Cloud Advisory Innovation Principal (AVP) & Lead - Cloud AI & Patents" at Accenture Innovation Hub, "Advisory Board Member" of Cambridge Scholars Publishing, UK and "Founder Member" of Cloud Computing Innovation Council of India (CCICI). Prior to Accenture, he has worked as an Asst. Director & Principal Consultant at GSTF Singapore and as a Senior Member-Education & Research at Infosys. He holds a PhD in Cloud Computing & Analytics from Hindustan University, India and an Executive Management program EPBA specialized in Business Analytics from IIM Calcutta. He is an AWS, Azure & IBM Certified Cloud Architect and IBM, MapR Certified Big Data & Hadoop professional.

Dr. Madhan has authored 10 Book Chapters published by Springer Nature USA and ibai Germany. He also published 20+ refereed research papers covering a vast range of top international publishers like ACM, Elsevier, IEEE & Springer. Delivered talks in more than 100 International Conferences & Public Speaking Events worldwide.

Dr. Madhan has received the "Top 100 Scientists Award" from IBC, Cambridge, UK in 2014. Accenture named him as "Accenture Prolific Inventor" (as 1 among 49 inventors) out of 5+ Lacs / 500K + employees in 120+ countries as of 2019. He is also the recipient of the most prestigious global awards "Accenture Inventor Award" for 4 consecutive years from 2017-20 and "Cloud Tech Guru Award"

Implementation of Next-generation Traffic Sign Recognition System with Two-tier Classifier Architecture

State-of-the-art Big Data Security Taxonomies

Cloud VM/Instance Monitor Phase-II (CIM-P11) Subsystem of eCloudIDS

## Patents

Europe: Distributed Multiple Tier Multi-Node Serverless Framework for Complex Analytics Task Execution (mLambda Framework)

IN: NoSQL Database Capacity Configuration Optimization System for Cloud Computing (DynamoDB Advisor)

IN: Distributed Multiple Tier Multi-Node Serverless Framework for Complex Analytics Task Execution (mLambda Framework)

AU: Comparative Multi-Forecasting Analytics Service Stack for Cloud Computing Resource Allocation (iForesight)

Europe: Elastic Storage Volume Type Selection and Optimization Engine for Public Cloud Environments (eVSO Engine)

from Infosys in 2012. In 2020, he has received a special recognition letter from Accenture CEO for his patents and innovations. He has featured 4 times at the "Accenture Greater Than Awards" in 2018 (India Winner), 2019 (Global Top 33), 2020 & 2021 (Global Top 13 & 12 Inventions), which is considered to be the highest recognition at Accenture in 120+ countries. He was recognized as "One of the Top 10% Most Viewed LinkedIn Profiles in India" by LinkedIn in 2012. He has received "The Albert Nelson Marquis Lifetime Achievement Award 2018" from Marquis, New Jersey, USA. He is also the recipient of the most prestigious "Inspiring Teacher Award 2010" from Teacher's Academy at Osmania University, India.

## Experience

### Cambridge Scholars Publishing

Advisory Board Member

December 2017 - Present (3 years 8 months)

New England, Cambridgeshire, United Kingdom

### Cloud Computing Innovation Council of India

Founder Member

September 2013 - Present (7 years 11 months)

India

### Accenture

5 years 10 months

Associate Vice President & Lead - Cloud AI & Patents, Accenture Innovation Hub

October 2015 - Present (5 years 10 months)

Bengaluru Area, India

Lead - Patents & Innovation, Accenture India

November 2017 - Present (3 years 9 months)

Bengaluru Area, India

Big Data Analytics Lead, Accenture Innovation Center for Analytics

January 2016 - February 2018 (2 years 2 months)

Bengaluru Area, India

IoT Analytics Lead, Accenture Innovation Center for Analytics

October 2015 - March 2016 (6 months)

Bengaluru Area, India

GSTF Pte. Ltd. Singapore  
Assistant Director & Principal Consultant  
October 2013 - October 2015 (2 years 1 month)

Infosys Technologies Ltd  
Senior Member - E&R  
May 2010 - October 2013 (3 years 6 months)

Engineering Institutes  
Associate Professor  
June 2005 - May 2010 (5 years)

MaxTec Corporation  
CEO and Founder  
June 2003 - May 2010 (7 years)  
Tamil Nadu, India

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## Education

Indian Institute of Management, Calcutta  
EPBA, Business Analytics

Hindustan University  
Doctor of Philosophy (Ph.D.), Cloud Computing & Analytics

Meeting ID	Topic	Start Time	End Time	User Email	Duration	Participa
97441308855	Innovative Strategies for Successful Commercial Patents	02-12-2021 13:58	02-12-2021 15:59	bio.six@macfast.org	122	74

Name (Original Name)	User Email	Total Duration (Min)	Guest
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