

WIPO Regional Training Workshop on IPAS Business Process Governance

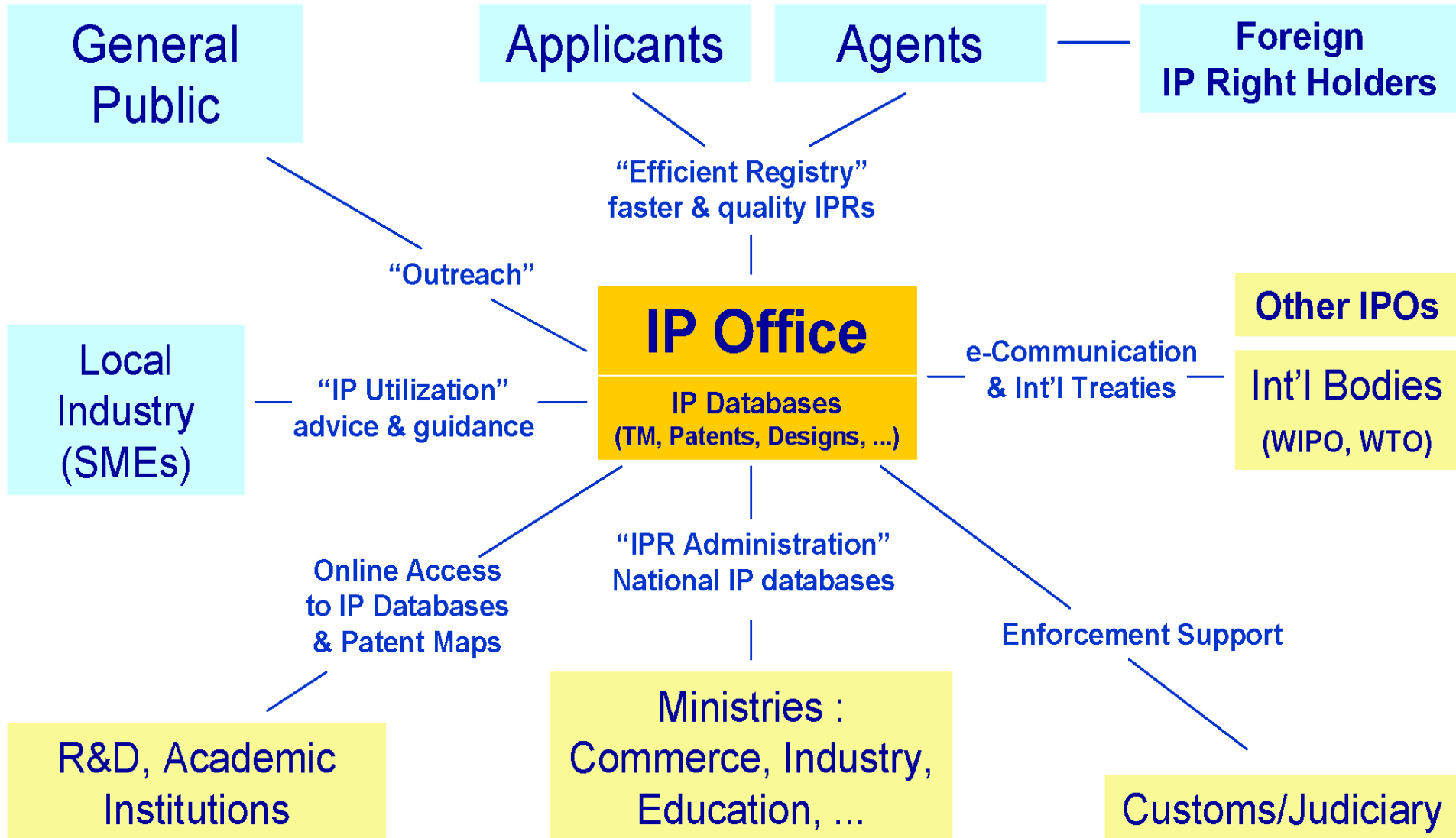
IP Business Case for IPAS and WIPO's Technical Assistance

Gregory Sadyalunda

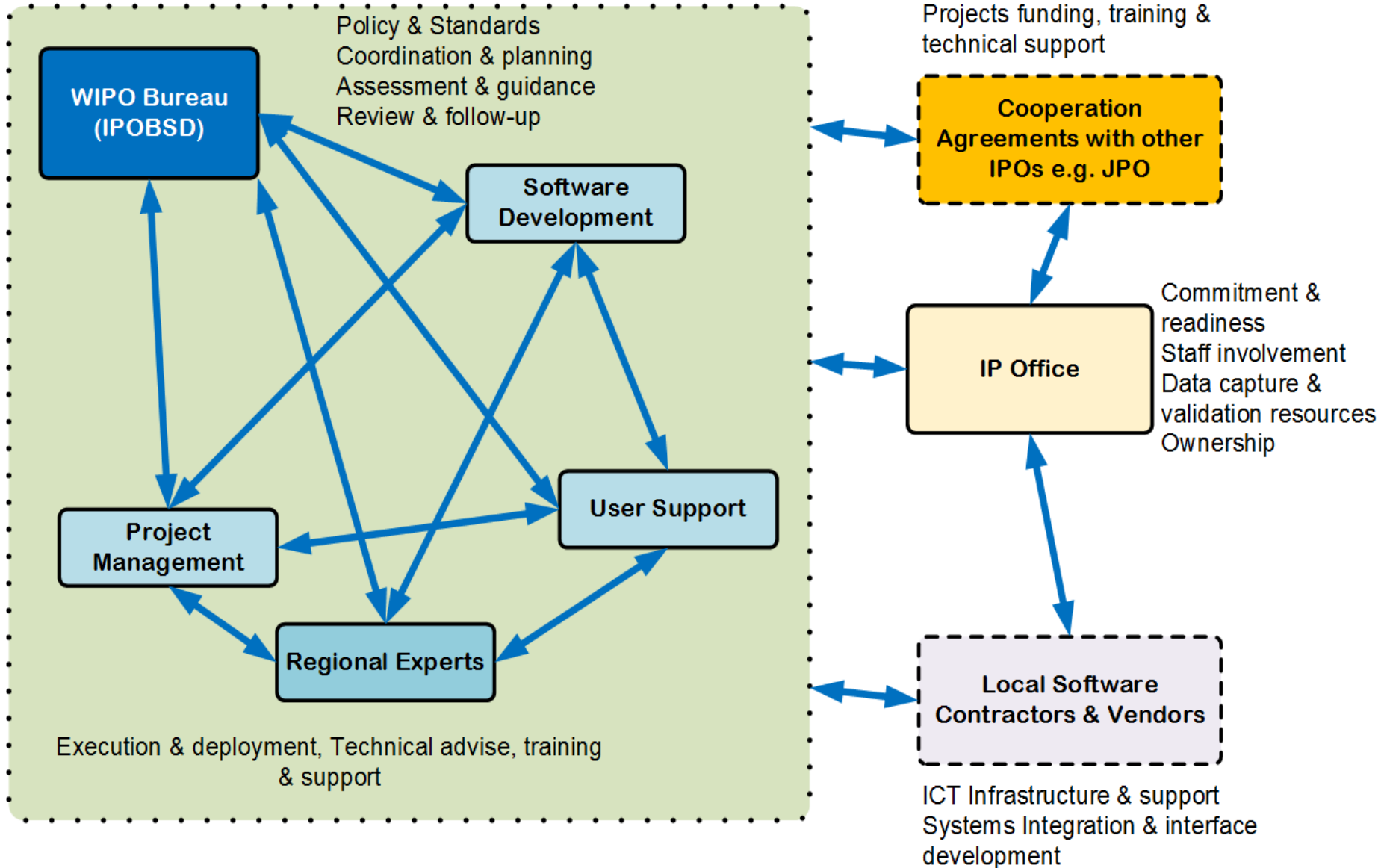
Project Manager

WIPO, IP Office Business Solutions Division (IPOBSD)

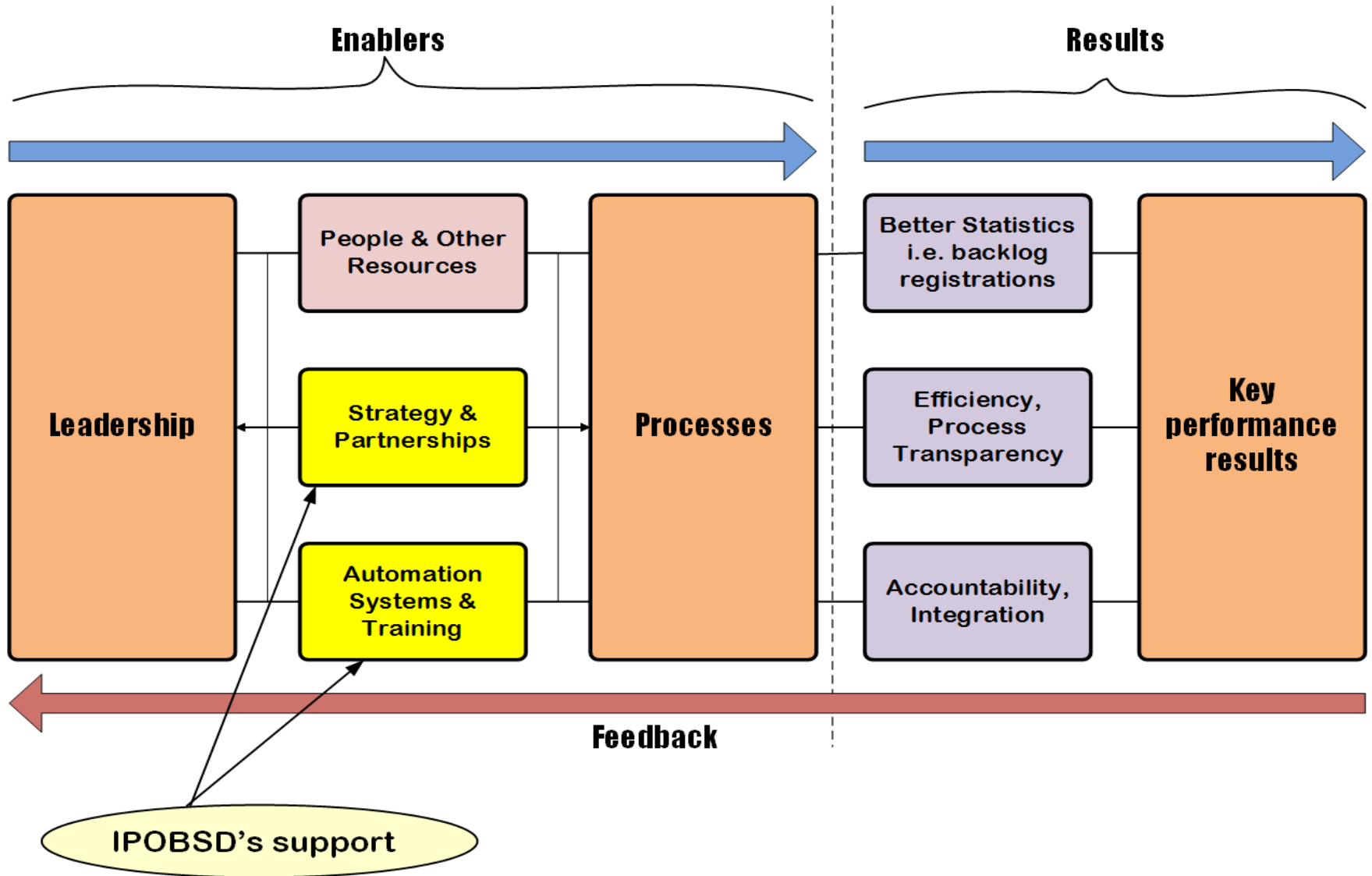
Evolving Role of an IP Office



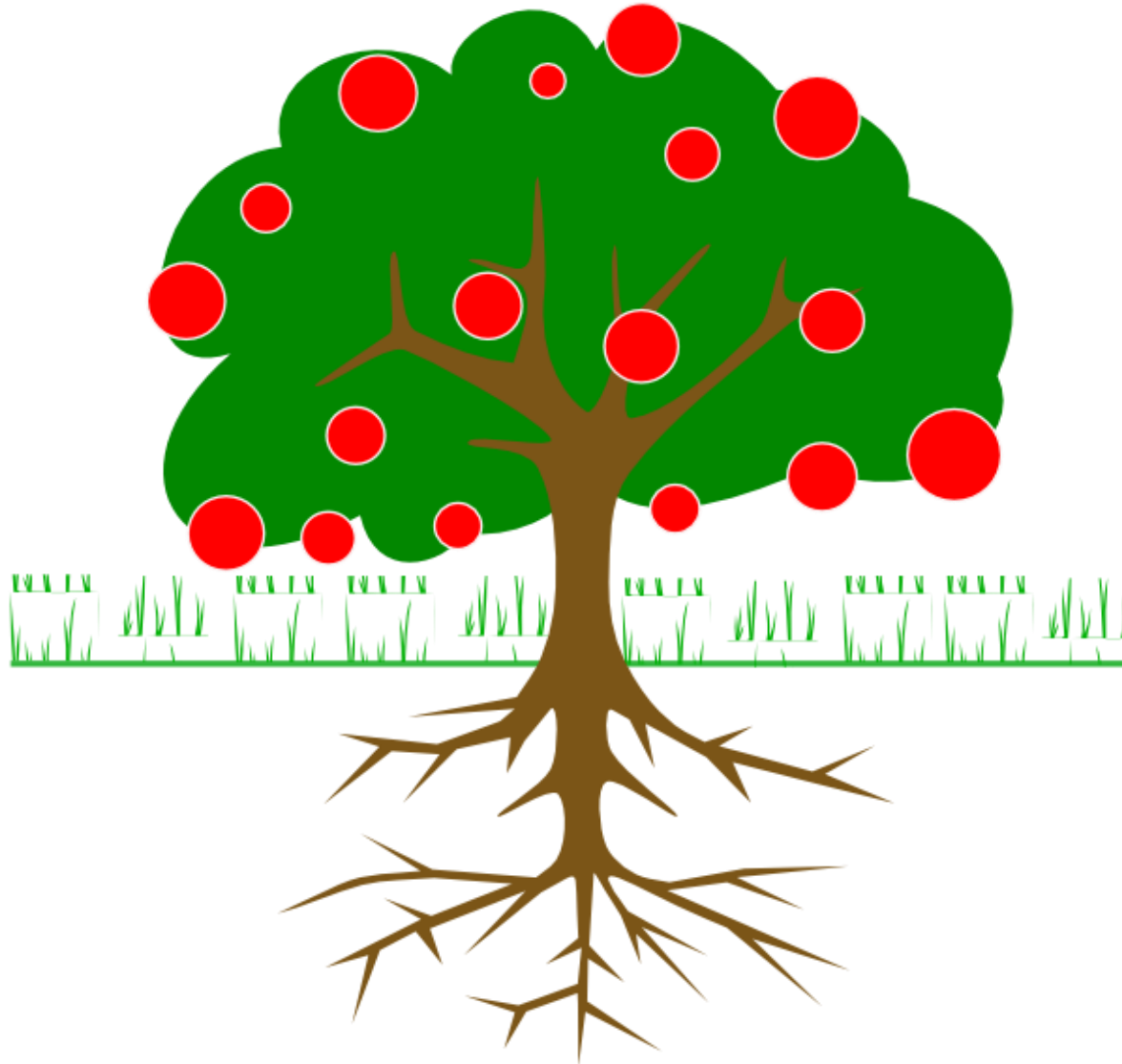
WIPO Support Framework



WIPO Support Framework



The Purpose of an IPO as a Natural Process



WIPO Regional Training Workshop on IPAS Business Process Governance

Conceptual Overview of the IPAS and its Main Modules

Gregory Sadyalunda

Project Manager

IPOBSD

What is IPAS?

IPAS (Industrial **P**roperty **A**utomation **S**ystem) is a software developed and owned by WIPO for the complete administration of IP rights in an IP Office.

It covers the management of trademarks, patents, industrial designs, utility models. IPAS is designed as an IP case management system so extensions to other IP cases (such as music work) is possible and simple to implement.

Functionalities

- Case Data Management (Key-in, Change, Business rules, Log, Persist in Database)
- Workflow (Case lifecycle aka Status Transition)
- Letter-Template (Word)
- Examination (Status)
- Publication
- Issue of Certificate
- Query (Bibliographic Data and Codes: Nice, Vienna, Locarno, IPC)
- Trademark Search Report (Including Phonetic)
- Fee – Payment Recording
- Document Tracking
- Import International Trademark (Madrid-MECA)
- Statistics
- User-Authorization Management

Patents / Trademarks etc.
International Trademark & PCT
Opposition
Registration-Record-Renewal
Patent
Industrial Design
Utility Model

Global IPAS Overview

External Web Services & API

WIPO Madrid, PCT, ARIPO Member States Module, etc.

6A

6B

IPAS Java 3.1.1 Framework

Applicant

Representative

Partner

Public

B2C, B2B

1A

WIPOFILE
WIPO Publish

3A

EDMS

IPAS Core

2



4



3B

1B

5A

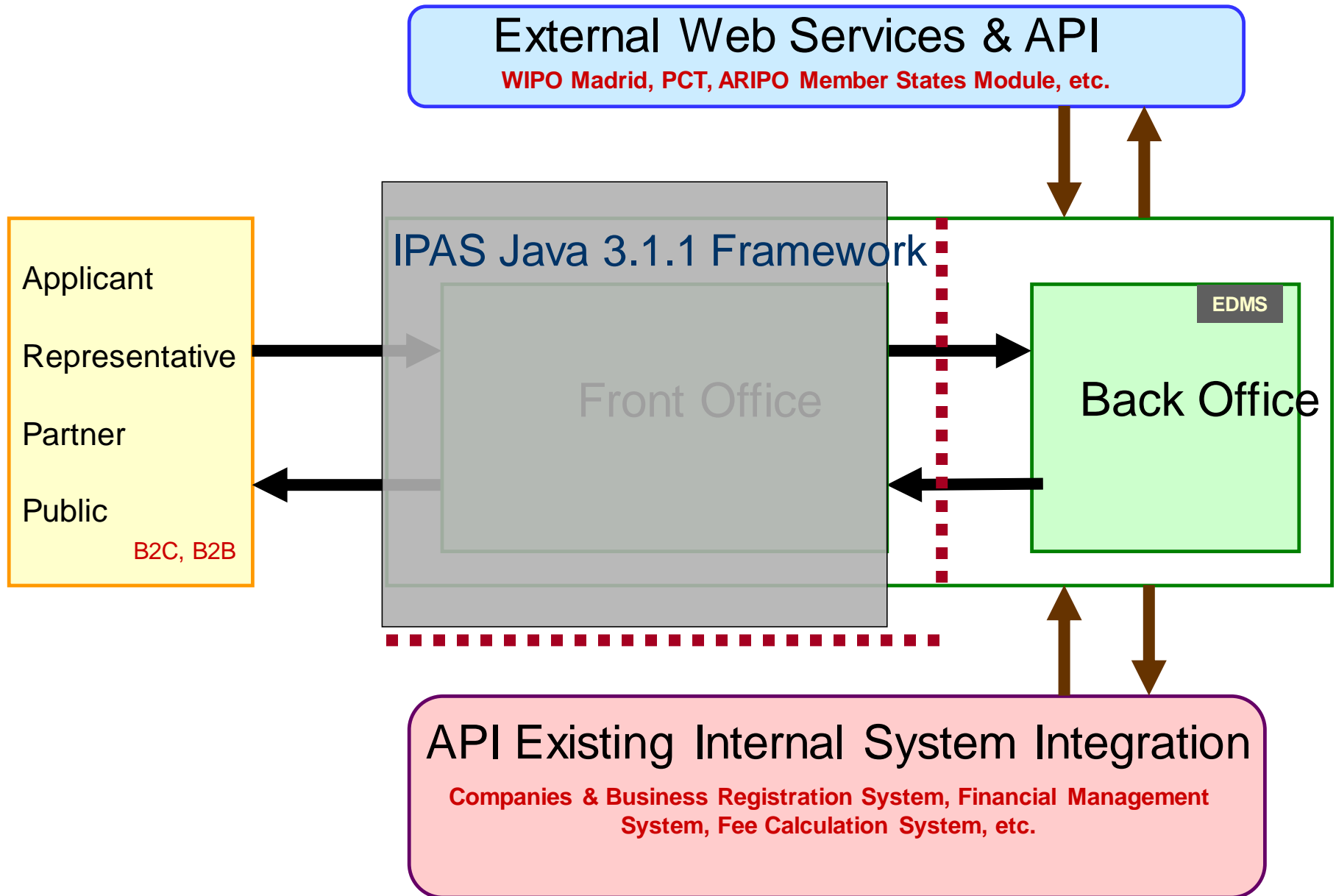
5B

API Existing Internal System
Integration

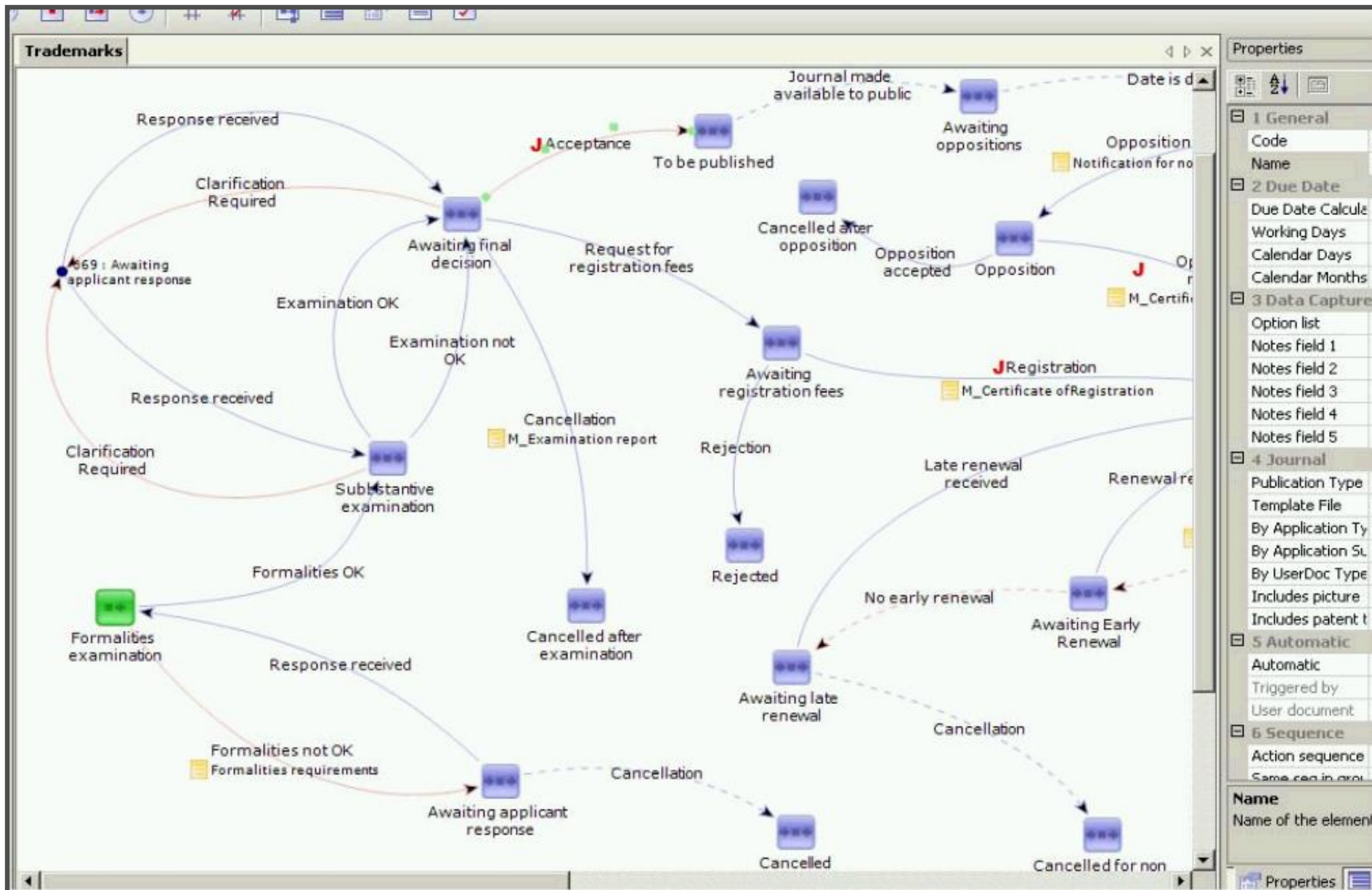
Companies & Business Registration System, Financial Management
System, Fee Calculation System, etc.

- 1A : Client to FO
- 1B : FO to Client
- 2 : Front Office
- 3A : FO to BO
- 3B : BO to FO
- 4 : Back Office
- 5A : Internal to IPAS
- 5B : IPAS to Internal
- 6A : External to IPAS
- 6B : IPAS to External

Global IPAS Overview - Current

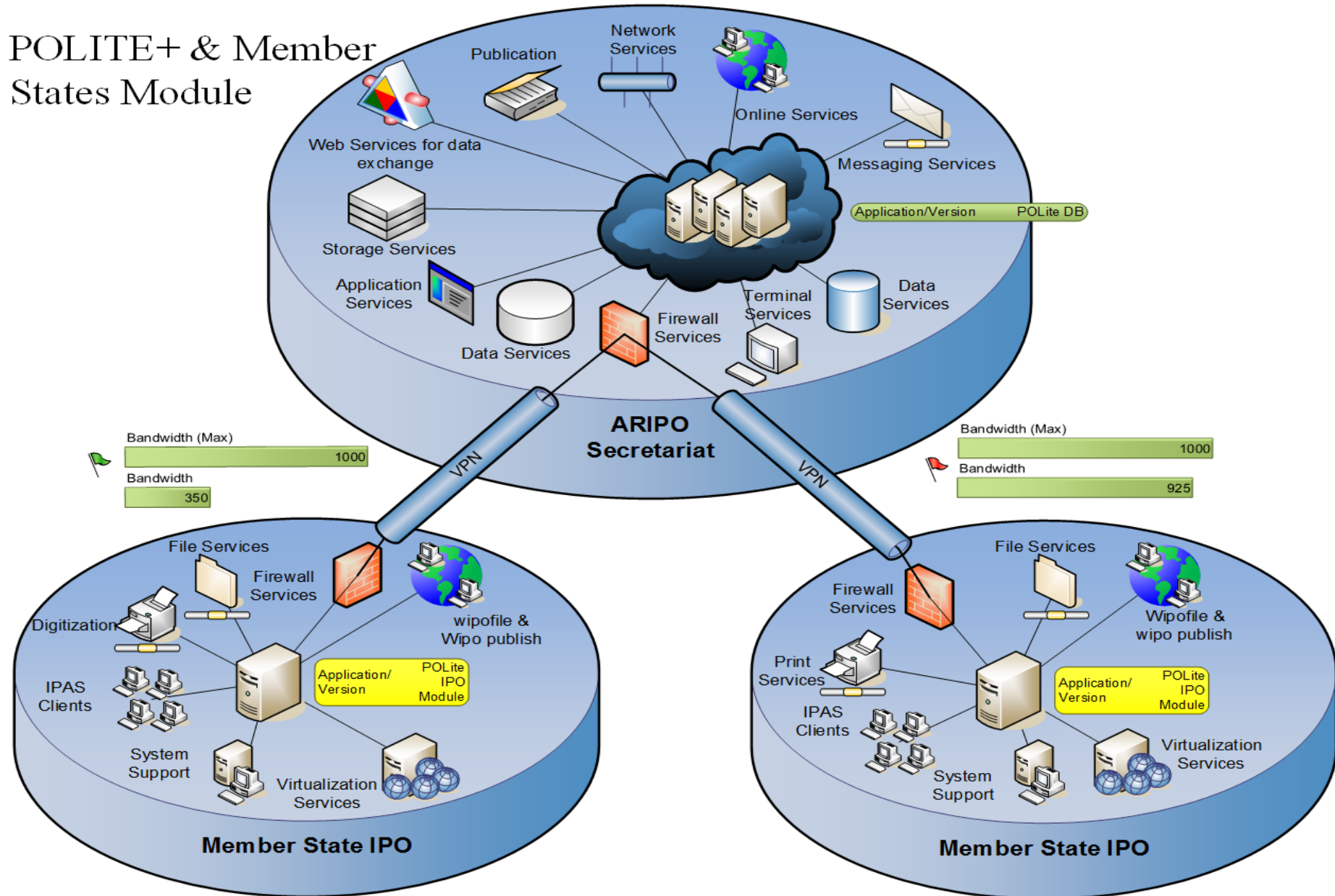


IPAS Workflow Configuration Sample



ARIPO POLITE+ & IPAS INTERFACE

POLITE+ & Member States Module



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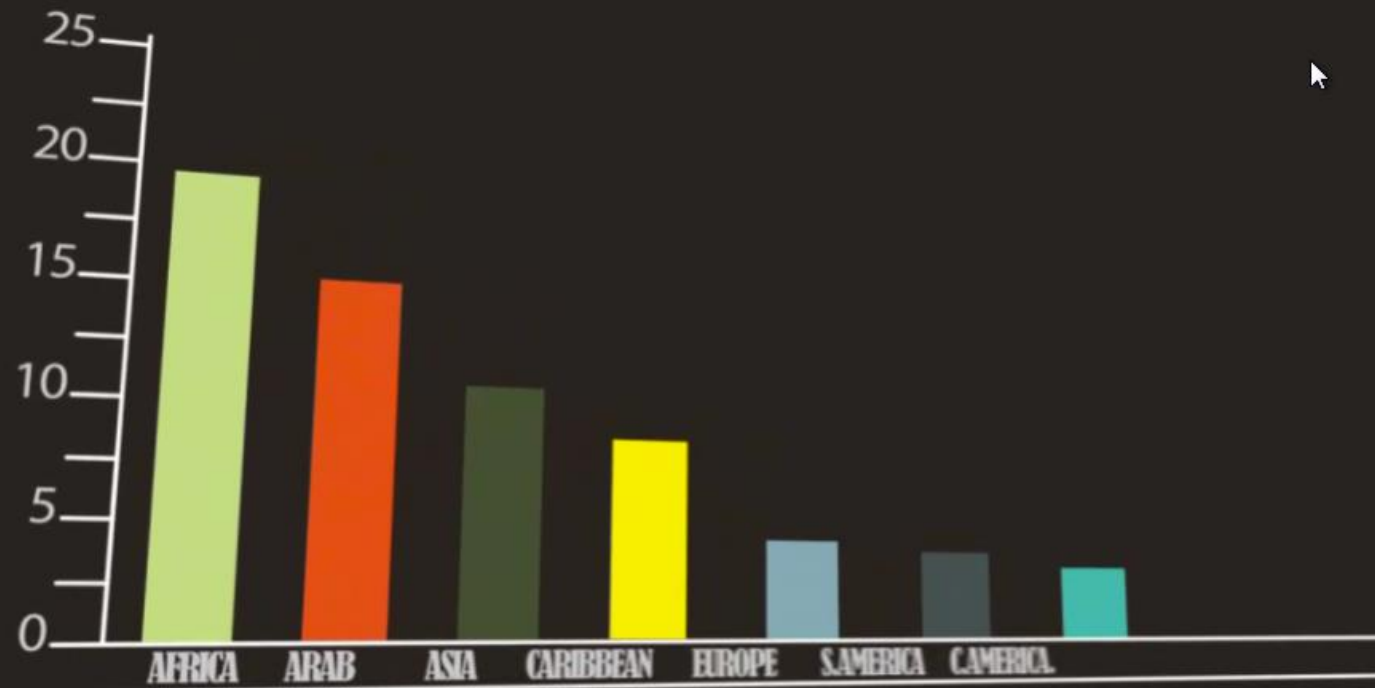
New Developments in IPAS and Future Plans

Gregory Sadyalunda

Project Manager

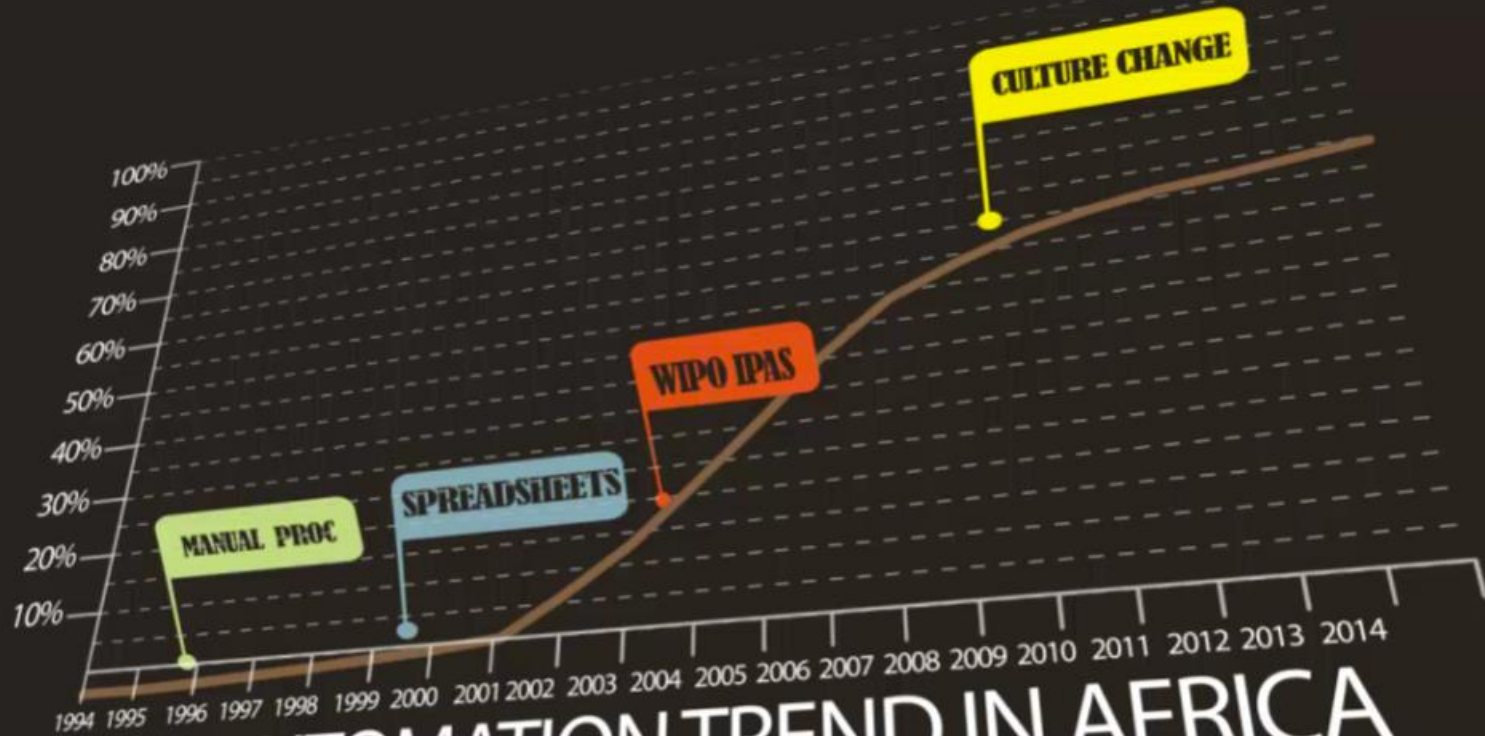
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WORLD IPAS DEPLOYMENTS 2014

Source: World Intellectual property Organization



IPO AUTOMATION TREND IN AFRICA

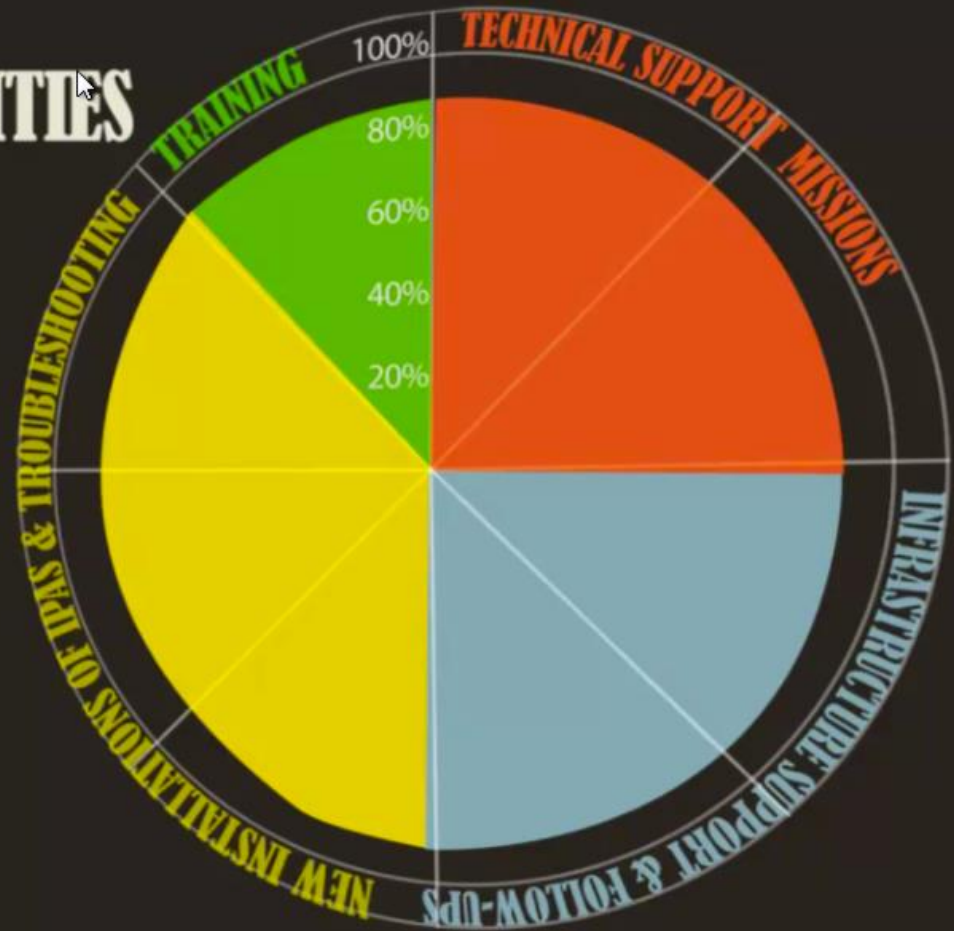
From Manual Processes to IPAS
Source: WIPO Modernization Mission Reports

From Back Office Automation to Online Services Delivery

- **Culture Change**
- **Change in Organization and Management of the Office**
- **ICT Function and Budget**
- **General ICT Environment in the Country e.g. online payment gateways**
- **Data verification and cleansing**

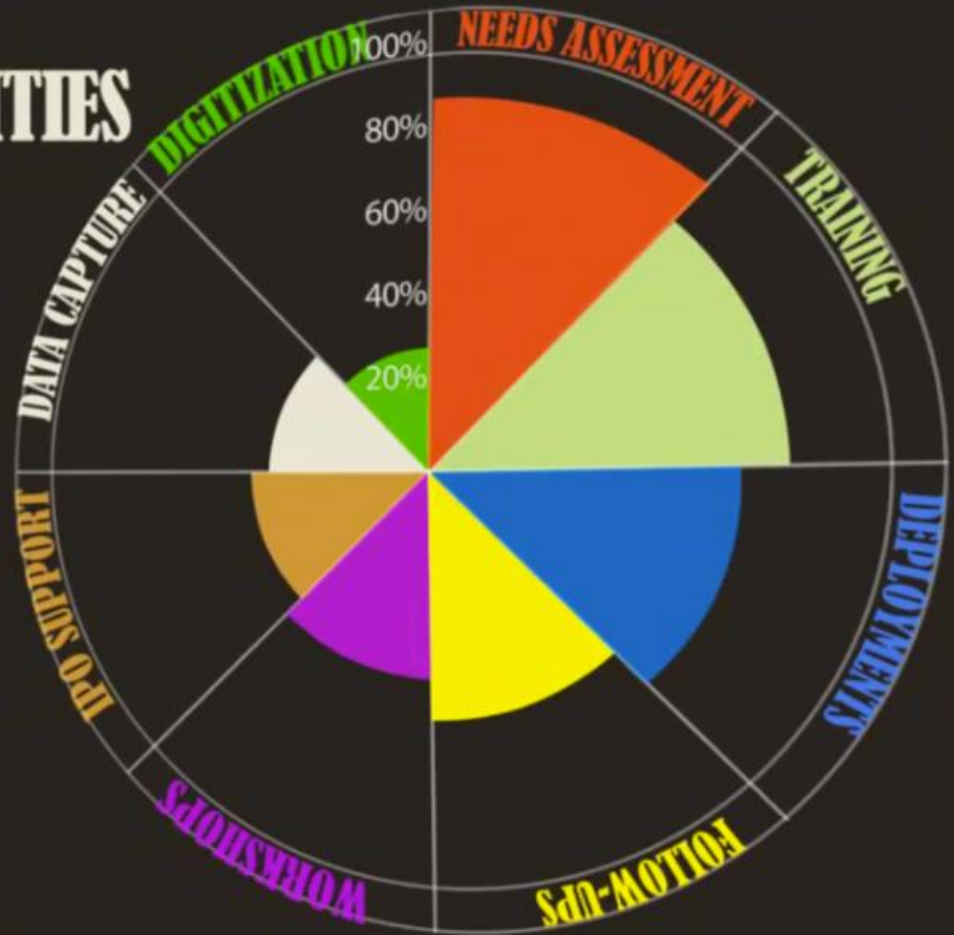
WIPO's IPOBSD ACTIVITIES IN AFRICA

PAST



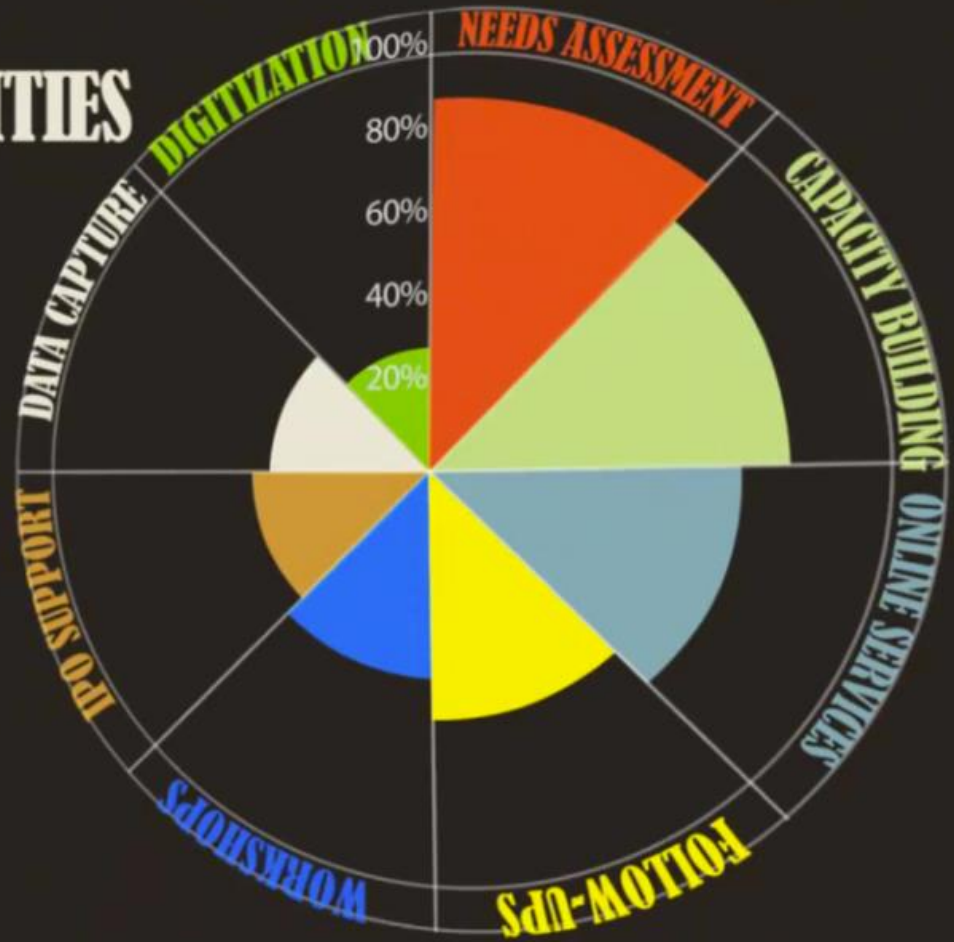
WIPO's IPOBSD ACTIVITIES IN AFRICA

CURRENT



WIPO's IPOBSD ACTIVITIES IN AFRICA

FUTURE



Challenges for Future Automation Projects

Organizational Barriers

- Resistance to change
- Limited use of on services by IPOs
- Lack of data validation and verification
- Lack of Management Support
- Legacy working procedures

Political Barriers

- Change of government policies every 5 or 10 years
- Low-levels of e-readiness in government institutions
- Non-conductive legal environment

Social & Culture Barriers

- Linguistic barriers
- Lack of service orientation
- Lack of awareness
- Lack of external pressure
- Lack of popularity for e-commerce and online services in general

Barriers to Adoption of E-Services by IPOs

Legal Barriers

- Lack of e-commerce legislation / Regulations
- Lack of procedures and guidelines for e-commerce business models
- Lack of e-commerce standards

Economic Barriers

- Lack of financial infrastructure
- Lack of secure payment infrastructure
- Lack of budget
- Competitive pressure
- Unclear benefits from ecommerce

Technical Barriers

- Inadequate quality and speed of the internet
- Shortage of qualified personnel
- Lack of internet security
- Lack of ecommerce infrastructure e.g. payment gateways

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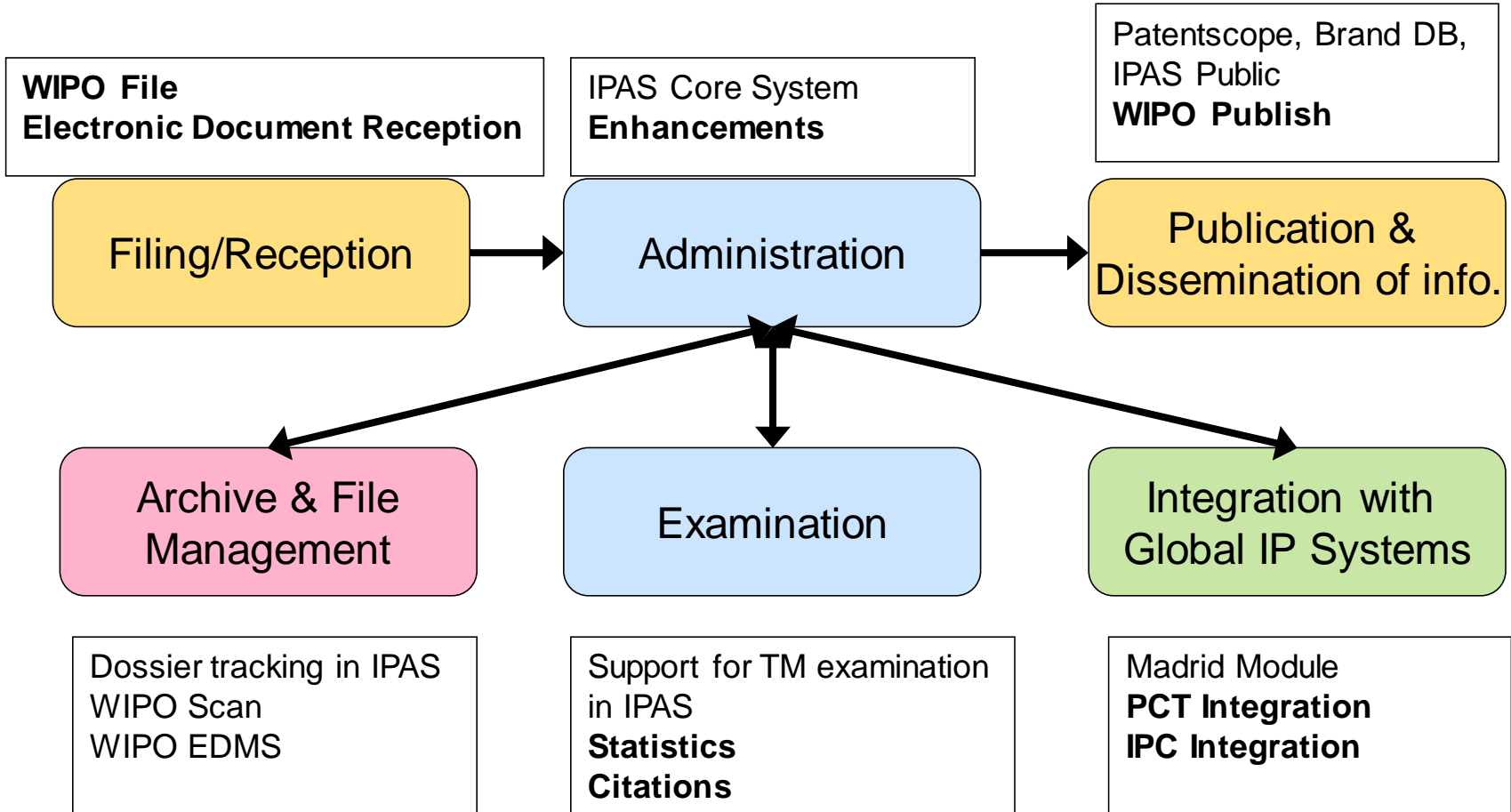
Introduction to IPAS and its Main Modules

Gregory Sadyalunda

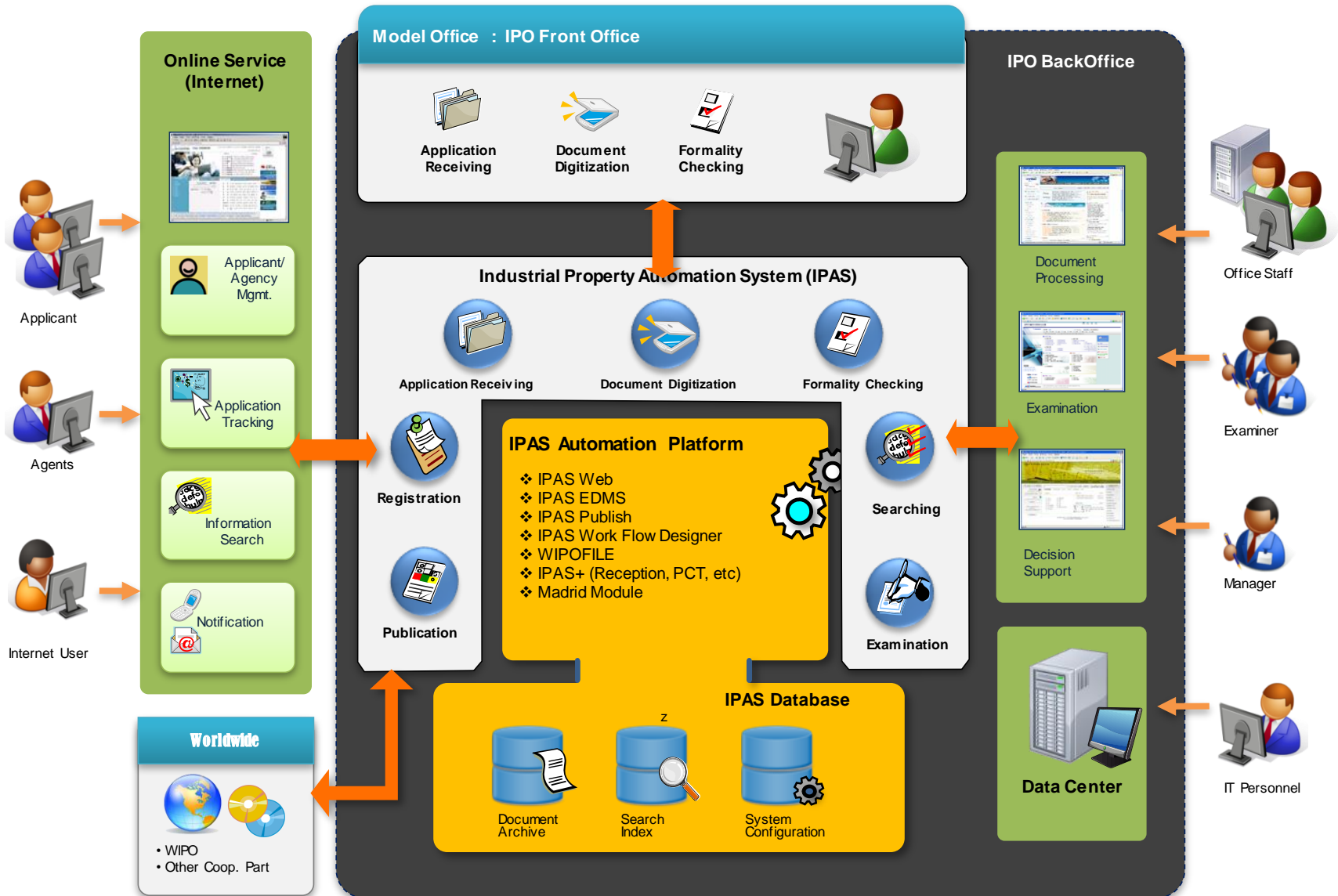
Project Manager

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IPAS Modules Overview



Model Office IP Automation



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Understanding IPAS' Workflow Concepts with Regard to IP Legislation and Administrative Procedures

Gregory Sadyalunda

Project Manager

IPOBSD

What is a Business Process

“A business process is a collection of interrelated work tasks, initiated in response to an event, that achieves a specific result for the client of the process”

Business Process

- **....that achieves a specific result**
- **....for the client of the process.....**
- **....initiated in response to a specific event...**
- **....work tasks.....**
- **....a collection of interrelated.....**
- **....a business process is.....**

Pillars of Business processes automation

- **Institutional framework**
- **legal framework**
- **ICT infrastructure**
- **Business level**

Institutional Framework

- **Effective departmental/functional-areas coordination**
- **Centralized, accountable modernization authorities**
- **Direct, regular access of modernization authorities to the leadership of the IPO**

Legal Framework

- **Development of an effective legal framework for the digital environment**
- **Enforcement of the laws and regulations**
- **Regulations addressing online transactions**
- **Security regulations and establishing an enabling framework**
- **Public dissemination policies**
- **WIPO Assistance on automation of IPOs**

ICT Infrastructure

- **ICT infrastructure is a prerequisite to IPO modernization**
- **Modernization best served by establishing a common technological direction that applies to all functional areas of the IPO**
- **Development of guiding principles: establishment of federated enterprise architecture**
- **Development of Standards**
- **Consideration of WIPO Standards on data structures, publications, & exchange**
- **Infrastructure & Information security**

ICT Infrastructure - Infrastructure & Information security

- **Access**
- **Authenticity**
- **Confidentiality**
- **Integrity**
- **Control**
- **Reliability**
- **Disaster recovery requirements**

Business Level

- **Transform the way an IPO conduct business by becoming more client-centric, more transparent and accountable**
- **Significant changes in the existing work practices of IPOs essential**
- **Capacity building**
- **Change management**
- **Project lifecycle management, communication and marketing**

Sources of Office Procedures

- **IP Legislation / Laws**
- **Administrative Procedures / Implementing Regulations**

LAWS OF KENYA

Example

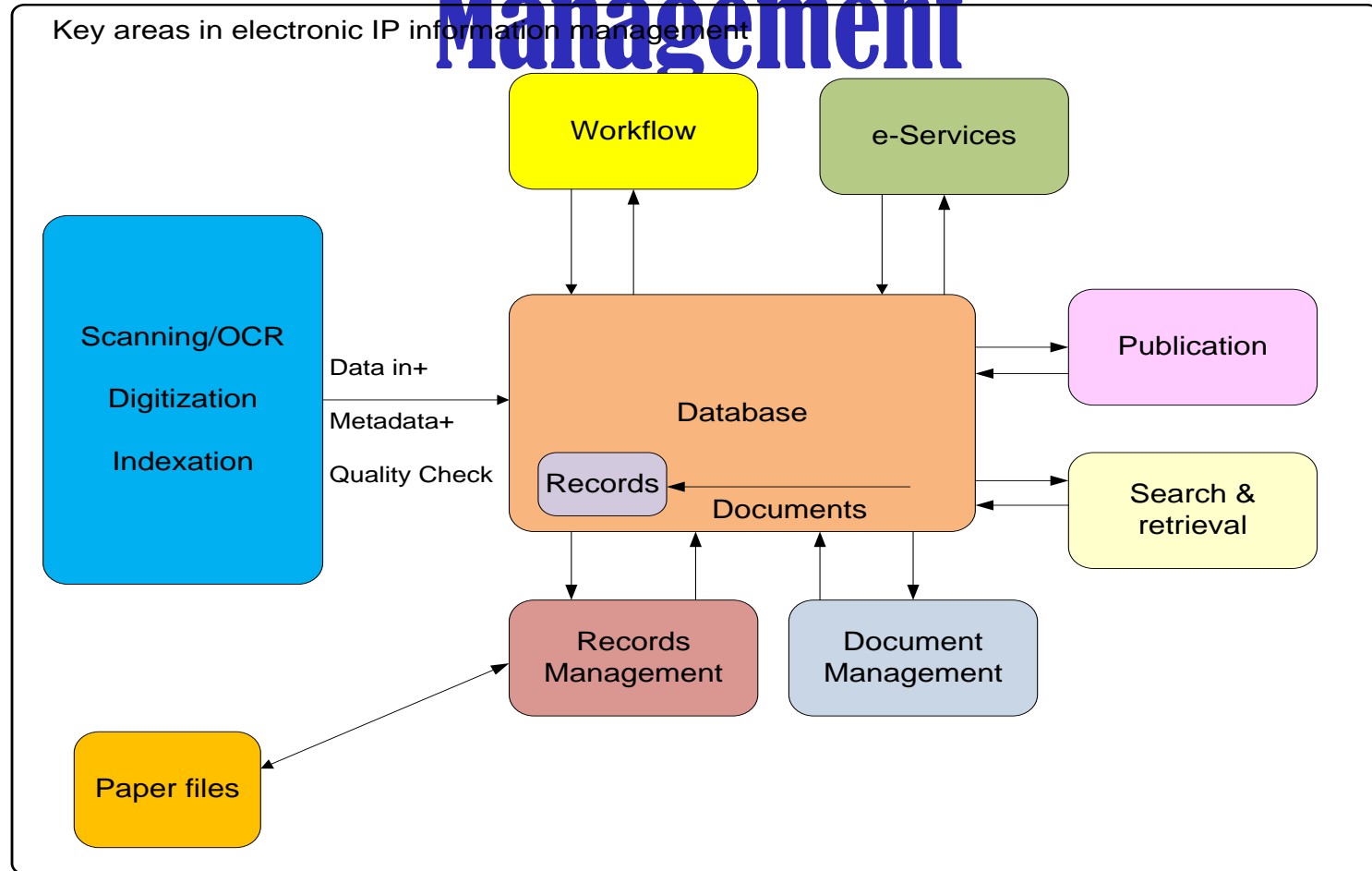
SOURCE OF WORKFLOW PROCEDURES

THE TRADE MARKS ACT

CHAPTER 506

Key IT areas in electronic IP information

Management



Key Reasons for Workflow Automation

- **To introduce greater efficiency / Improve productivity**
- **To improve service**
- **To reduce operational costs**
- **To improve organizational agility**
- **To improve visibility of processes**
- **To meet regulatory requirements / legal compliance issues**
- **To deal with integration on issues around legal systems**

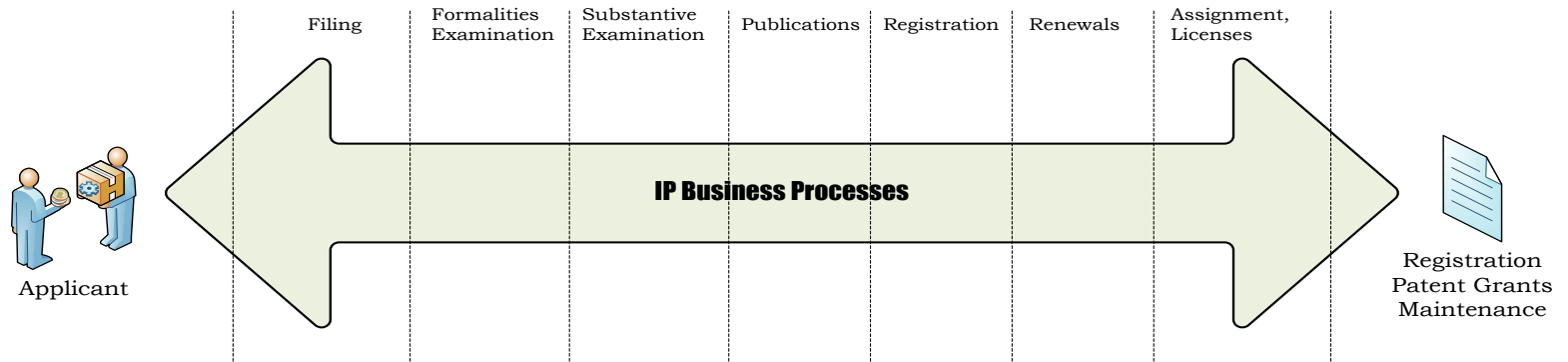
Key factors in workflow automation

- **Legislation / Administrative Procedures / Regulations**
- **Technology**
- **Resources**
- **Experience**
- **Performance Measures**
- **Needs Assessment**
- **Managed Processes**
- **Communication**
- **Commitment**
- **Scope**

Business Process / Workflow

Enablers

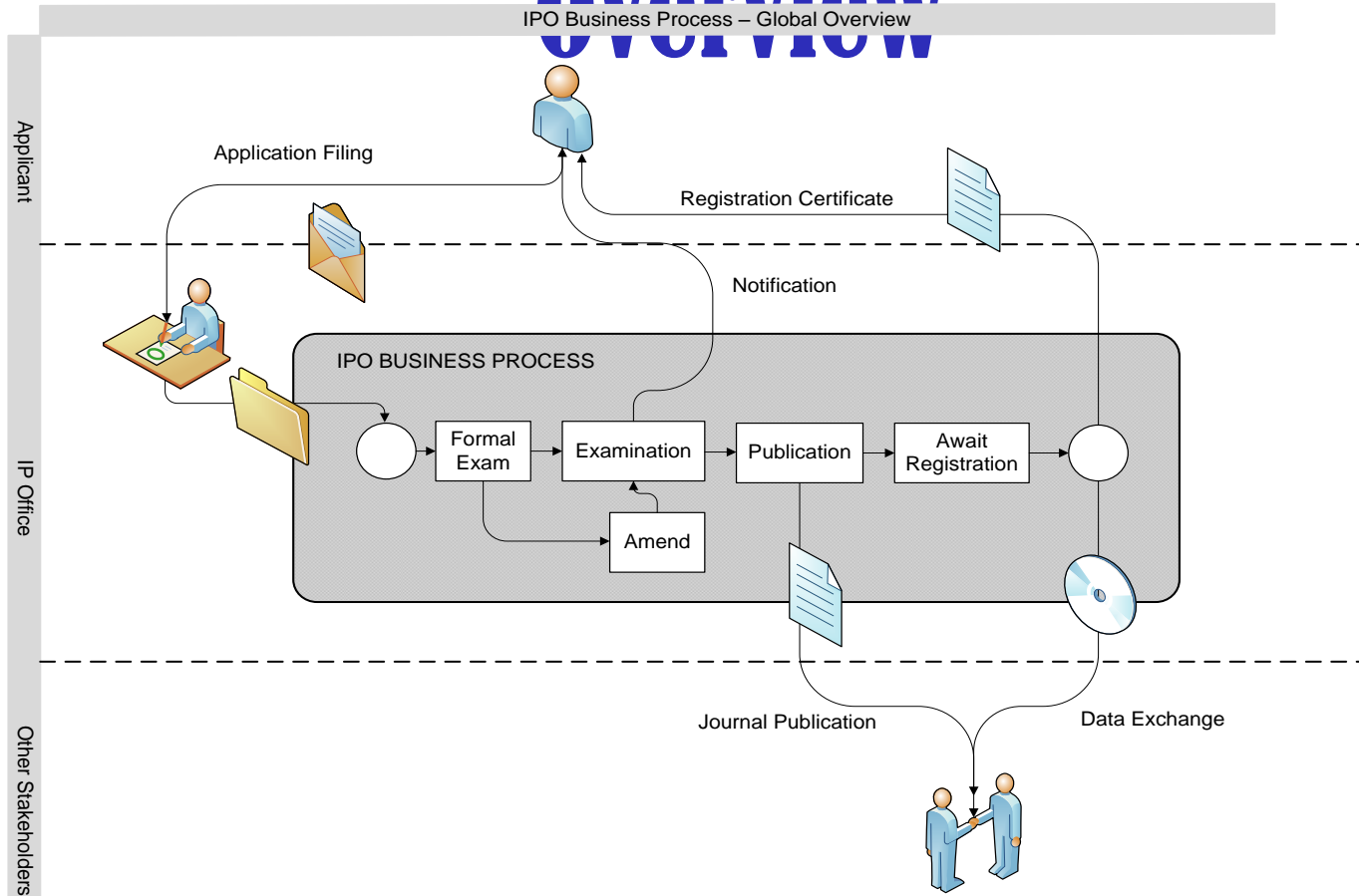
BUSINESS PROCESS ENABLERS



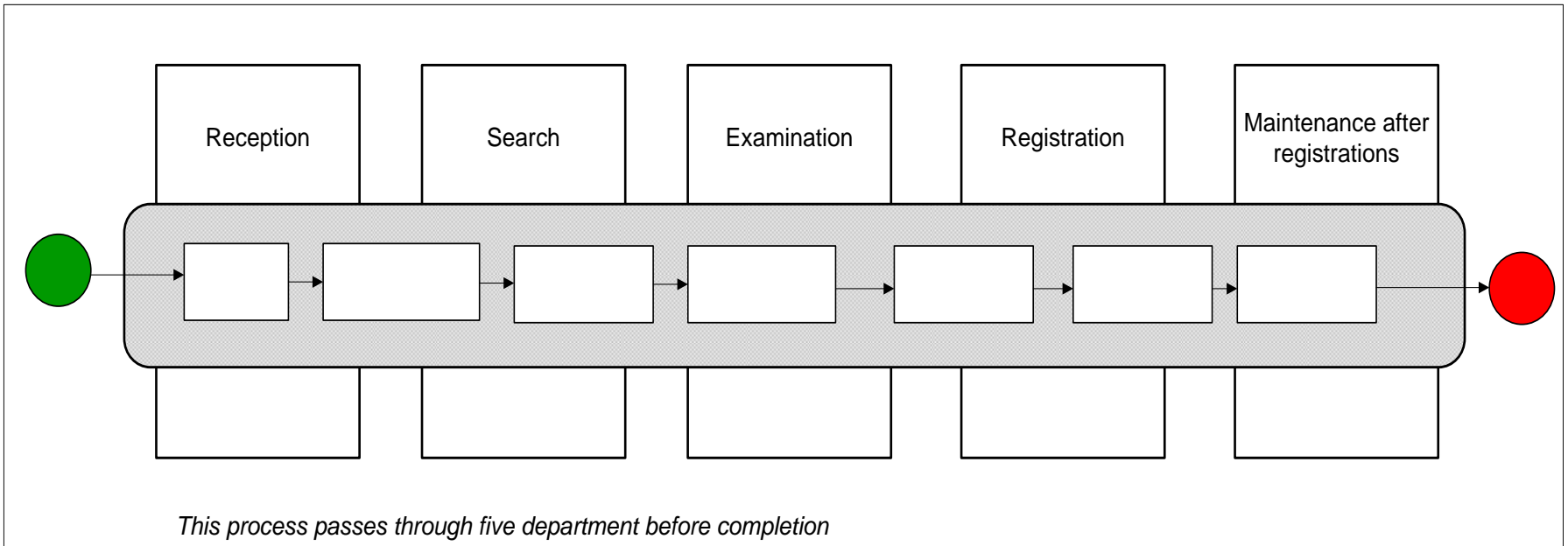
Workflow Design	Information Technology	Process Measurements	Human Resource	Laws, Int'l Treaties, Policies & Rules	Facilities
<ul style="list-style-type: none"> Workflow defined and configured for the automation system Workflow needs revisiting for improvements and streamlining Office involvement in the definition of workflow required Capacity building for future amendments to the workflow necessary 	<ul style="list-style-type: none"> Workflow automated on the IPAS Centura Local Area Network (LAN) available for IPAS's client/ server architecture, data sharing, print sharing Microsoft Office / Document printing Automated production of the Journal & Office docs 	<ul style="list-style-type: none"> Based on WIPO Statistics Number of applications filed in a period Applications Registered Applications rejected/ abandoned Cycle time, work time Productivity per employee Cost of processing 	<ul style="list-style-type: none"> Organizational Structure in terms of government or autonomous Internal Organizational structure of the IPO Organizational Structure – Core system users and ICT Level of skills of ICT Staff to support and maintain the system 	<ul style="list-style-type: none"> Patents/ Trademarks / Industrial Designs Acts Vienna & Nice classification Office involvement in the definition of workflow required Capacity building for future amendments to the workflow necessary 	<ul style="list-style-type: none"> Air Conditioned Server Room Clean Power Supply, UPS, Generator Patch panels and Rack Mounts for Servers Dust blowers for scanners, workstations and servers Secure access, physical security controls to server room

IPO Business Process and Workflow

Overview

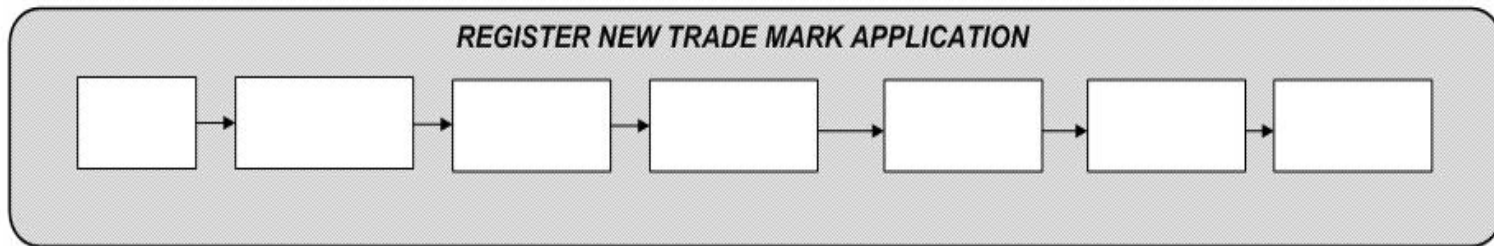


Process vs. Organizational Structure

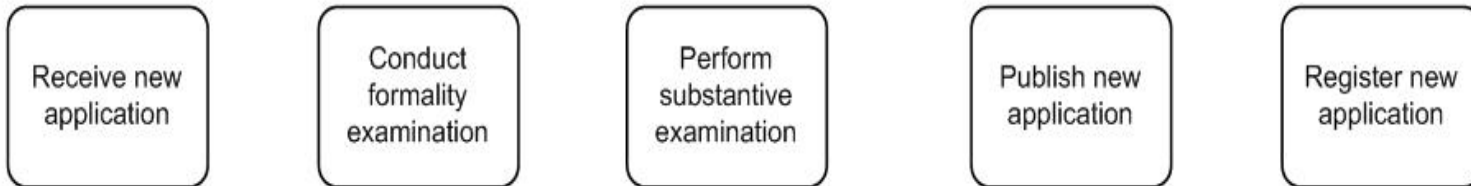


One large process vs. smaller processes

One large process



Multiple Smaller processes



The process of registering new trademark application will probably be worse off if it is handled as five smaller processes instead of one large process

**End of
Presentation**